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This year’s InterpretAmerica Summit brought together some 150 interpreters from many different work settings to the Washington, DC area to explore the latest developments in the profession. The annual event was originally started to encourage dialogue among various interpreter groups, but has grown over the past years to include discussions about technology and the business of interpreting.

The first day of the Summit is traditionally dedicated to discussions in small groups in order to establish action priorities for the coming year. The Coalition of Interpreting Associations—a loose group of U.S. interpreting organizations formed last year to improve dialogue and interaction among various groups representing interpreters—is actually an outgrowth of such discussions at past summits. The work of the Coalition has intensified over the past months, and one of the small-group discussions this year focused on its future tasks. Together with co-moderator Izabel Arocha of the International Medical Interpreters Association, I facilitated the conversations of three groups. In the end, it was determined that the Coalition will focus on developing joint client education materials and a survey to be distributed widely among interpreters and clients.

The second day of the Summit featured lightning talks concentrating on recent developments in technology, highlighting once again the revolution brought into our lives by smart devices and wireless communication. From smartphone apps in health care to webcast interpreting, tablet platforms for interpreters, and a new app designed to allow for instant human interpreting at the click of a virtual button, new approaches for interpreting seem to come on the market at an amazing pace and are changing the working landscape for interpreters.

The greatest challenge associated with technology, both for interpreters and translators, lies in retaining control over our work and the associated intellectual property and pay. This technical development comes on the heels of a similar upheaval of working realities for translators, which—reassuringly—has not resulted in the much-cited demise of the entire profession. As it turns out, the demand for skilled linguists keeps increasing because globalization and new regulations for health care settings and the courts drive up the volume of material to be translated and situations to be interpreted. The lesson we have learned—and keep learning—is that our profession cannot afford to reject technology.

At the same time, individual translators and interpreters are well advised to understand and utilize tools for their benefit. Many of the tools advertised as “innovative” and “groundbreaking” fail to understand and appreciate the skills and extensive professional preparation required for our work, and some tool designers seem to overlook how small the pool of qualified linguists actually is. The greatest challenge associated with technology, both for interpreters and translators, lies in retaining control over our work and the associated intellectual property and pay. While we should welcome technology that makes our work easier and more productive, ATA is committed to offering the necessary outreach and educational activities to ensure that the resulting gains actually go to those whose skills and abilities drive our industry.

Events such as InterpretAmerica play an integral part in helping us learn from one another as we strive to adapt to the changing dynamics of our industry in order to serve our clients’ needs.

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It is not unusual for ATA’s room block to be sold out before the Conference. Don’t wait! Book your room online now. You will find more details on the conference website at http://atanet.org/conf/2013.
ATA’s Annual Conference is the largest professional event dedicated to practitioners of translation and interpreting—the people who actually articulate words through writing or speaking. For veterans, it is the must-do event each year—a chance to mingle with colleagues old and new and brush up our skills. But at some point, we all sported a pink “First-Time Attendee” ribbon. That ribbon is there to remind us all that we had a helping hand from this collegial bunch and that it is now our turn to stretch out our hand.

If this is your first conference, we know it can be overwhelming. ATA has prepared information to help you get the most out of your conference experience, including:

**Free ATA Webinar “Tips for Navigating Your First ATA Conference”**

In this excellent free 60-minute webinar, veteran conference-goer Jill Sommer covers topics such as how to prepare for the conference, how to pick the sessions you want to attend, how to market and network effectively at the conference (e.g., what do those colored dots on badges mean?), and much more. Getting this information before the conference gives you a leg up and helps you hit the ground running. And did I mention it is free?

**Orientation Session for First-Time Conference Attendees**

**November 7, 11:30am-12:30pm**

If you do not get a chance to view the webinar in advance, Jill also presides over the “Orientation Session for First-Time Conference Attendees,” which presents much the same information and gives you the chance to get your questions answered.

**Buddies and Newbies**

Now this year, this optional program will pair first-time attendees with experienced attendees. It kicks off Wednesday evening right before the Welcome Reception, giving pink-ribbon folks a familiar face throughout the conference. Newbie/buddy pairs will be asked to attend one session together and have one meal together during the conference so that Newbies can ask questions and Buddies can offer personalized advice. A session at the end of the conference will give participants a chance to debrief and offer advice for post-conference follow-up.

**Something for Everyone**

For experienced attendees, fear not: the program is chock full of educational sessions and events for everyone, bringing back updated proven favorites and introducing some new ones. Peruse the up-to-date schedule online (see box below) and look for it in the conference app, which will be back with improvements based on your feedback. We have added Zumba! to the early morning lineup as a high-energy alternative to the centering Breathe, Stretch and Move. The popular Speed Networking event is also back. In addition, there will be a Résumé Exchange for those who want to interface with potential clients in a more relaxed atmosphere.

Generous break times are still part of the schedule, giving you a chance to refuel with coffee, network, or visit the Exhibit Hall. You should also make time in between sessions to mosey on over to the registration area to explore and contribute to “For the Love of T&I,” a new interactive exhibit where attendees will be invited to share their thoughts on what they love about translation and interpreting. Watch as the exhibit evolves over the course of the conference, and learn about the passion we all share for the translation and interpreting fields. Be sure to add your pictures and impressions to the social media stream that will be available to both attendees and those who cannot join us in person.

**Register Today!**

The conference buzz has already started on Twitter (hashtag #ata54), and clever folks are getting a head start on freshening up their marketing material (head shots, business cards, websites, etc.). Now is the time to nail down your conference registration and flight and hotel reservations. (Remember that staying in the conference hotel offers many benefits, including being automatically entered to win a free night at the hotel. Get reduced rates when you book by October 14th at www.atanet.org/conf/2013/hotel.htm.)

I am looking forward to seeing old and new faces alike in San Antonio!
Are You LinkedIn?

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

E-Networking with ATA

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

What is LinkedIn?

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

How Does It Work?

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

Jump Start Your Networking with ATA

Take advantage of your ATA membership. Joining LinkedIn through ATA gives you an instant community with opportunities to grow your network quickly. Don’t wait—get your online networking underway! To join, just visit www.atanet.org/linkedin.php.
The American Translators Association’s Board of Directors met July 27-28, 2013, in Houston, Texas. Here are some highlights from the Board meeting.

**Budget:** The Board approved the July 1, 2013-June 30, 2014 and 2014-2016 draft budgets. It is a $2.8 million budget.

**New Division:** The Board approved establishing the Educators Division (EdD). In addition, the Board approved the appointment of Antonio Jiménez Jiménez as the acting administrator and Chris Silva as the acting assistant administrator. Membership in EdD, like ATA’s other 17 divisions, is open to all ATA members. To join EdD, log in to your personal profile in the Members Only area of the website. You can join ATA divisions at any time during the membership year.

**New Chapter:** The Board approved the Colorado Translators Association (CTA) as an ATA chapter. Welcome CTA (www.cta-web.org)! ATA now has 14 chapters and nine affiliated groups.

**Ethics Procedures:** The Board approved revisions to the Ethics Procedures. These new procedures update and streamline how breaches of ATA’s Code of Ethics and Professional Practice are addressed and handled while paying careful attention to due process. The revised Ethics Procedures will be posted online (www.atanet.org/aboutus/governance_policy_main.php).

**Committee Chairs:** The Board approved the appointment of ATA Committee Chairs, effective November 8, 2013. In the past, these appointments were approved at the Board meeting held during the Annual Conference. By making the appointments now, new chairs will be better prepared and, thus, more effective when they assume their positions at the end of the conference. Here are the appointments:

- **Active Membership Review**
  Corinne McKay

- **Business Practices Education**
  Paula Gordon

- **Certification**
  Geoff Koby

- **Chapters**
  Tess Whitty

- **Dictionary Review**
  Peter Gergay

- **Divisions**
  Karen Tkaczyk

- **Education and Pedagogy**
  Claudia Angelelli

- **Ethics**
  Rudy Heller

- **Finance and Audit**
  Ted Wozniak
  *(pending the outcome of the election for treasurer)*

- **Governance and Communications**
  David Rumsey

- **Honors and Awards**
  Lois Feuerle

- **Interpretation Policy Advisory**
  Cristina Helmerichs

- **Mentoring**
  Susanne van Eyl

- **Nominating and Leadership Development**
  Dorothee Racette

- **Professional Development**
  Marian S. Greenfield

- **Public Relations**
  Paula Dieli

- **Standards**
  Alan Melby

- **Terminology**
  Barbara Inge Karsch

- **Translation and Computers**
  Corinne McKay

On a final note, this Board meeting marks the last one, for now, for President Dorothee Racette, Treasurer Gabe Bokor, and Director Alan Melby. I note their departures as they are all long-time Board members, with a combined 36 years of service (Alan, 16; Gabe, 12; and Dorothee, 8). I wish to thank them for their time and dedication to ATA.

The Board meeting summary is posted online. The minutes will be posted once they are approved at the next Board meeting. Past meeting summaries and minutes are also available on ATA’s website at www.atanet.org/membership/minutes.php. The next Board meeting is set for November 9-10, 2013, in San Antonio, Texas, to be held in conjunction with ATA’s 54th Annual Conference. As always, the meeting is open to all members, and members are encouraged to attend.
Is language change inevitable? Yes. Are there reasons, rooted in decades of sociolinguistics research, to reject bias against non-standard varieties? Yes. Is professionals’ use of technical terminology the same phenomenon as the language use of humans at large, including creative uses such as the coining of new slang and vernacular? Absolutely not.

As an academic linguist maintaining a side business in freelance translation since 2001, I passionately oppose both the tone and the content of Nataly Kelly’s April 2013 article (“How Mature Are We, Really, When It Comes to Language?”). I offer a rebuttal to her core claim, a claim presented as a false dilemma: “We can either adopt an open, accepting approach to language or a fearful and purist one” (page 12).

I submit that evaluating uses of technical terminology, including “new terms” that people “invent” (page 10), is simply part of operating as a professional. To assume axiomatically that every new term (or extension of an existing term) is automatically useful or necessary is to abdicate one’s responsibility to think critically about developments in one’s field.

Kelly’s argument opens with an anecdote about an instance when she assumed “transcreation” was simply a new label for localization. Some honest mistakes are of course inevitable. Perhaps Kelly’s assumption was unfounded, and it did indeed turn out to be incorrect. Conceptually, however, I firmly support her original gut reaction: while a “severe,” unconsidered “outburst” may not have been the best way of expressing it, the question—“Is ‘transcreation’ simply a new label for something that already has a widely-used label in my field, and if so, do we need it?”—is a perfectly valid one. Ditto for “Why do people see the need to invent a new term when we already have one that means the same thing?” I cannot understand Kelly’s residual guilt, nor why she would “despise” the question wholesale, and I will not be shamed out of critical thinking. Questioning the utility of a new term in one’s field (or the extension of an existing term) is simply part of being a professional.

Allow me to illustrate with examples of my own. As an academic linguist, I conduct fieldwork on Hupa, a Native American language, and I research causative constructions. Now, I can name several analysts who have used the term “causative” in ways in which I disagree. At least one use has, upon first sight, caused me to have a “negative reaction,” because I disagreed with the application of that term to a given phenomenon.

The literature on Hupa and related languages contains a reasoned discussion of why the term “classifier”—once very common—is a poor choice of label for a certain set of prefixes. The term used to be widely used, then its utility was questioned by other experts; now it is used less.

Are those experts (and am I, in the cases above) exhibiting “linguistic loathing” or “disdain” or “immaturity” by not accepting these terms for what they are? I can only hope that no one truly believes that we are. Kelly admits at one point that “[i]t is one thing to identify attributes of a word in a detached way so that we can select the perfect option.” This, however, is buried in a sea of rhetoric about variation and the “need to evolve.”

The point? Not all “variation” is created equal. Should we refrain from assessing (or “reacting to”) new terms in our fields? No. Should we respect social, ethnic, and other types of natural variation driven mostly non-teleologically by non-linguists? Of course—but then, as language professionals, I assume you already knew that.

Ramón Escamilla
Conway, AR

How Mature Are We?

I am writing concerning Nataly Kelly’s article, “How Mature Are We, Really, When It Comes to Language?” (April 2013 issue). While her remarks on regional accents and foreign words adopted along the way in many languages are pertinent, I think she eventually goes too far in trying to make her point and uses pure real mistakes as examples of “regionalisms.” Nuclear, pronounced correctly, is pronounced “nu-cle-ar,” period! I used to be married to one of those “Southerners” who, according to Kelly, would have the perfect right to say “nuc-u-lur.” He was a nuclear engineer and never said “nuc-u-lur,” but always “nu-cle-ar,” as should be. As professional linguists, we should not accept it just because so many people say it.

Monique-Paule Tubb
Bryn Mawr, PA
When we think of the variety of venues where interpreters work, it is easy to name at least a few subsets of vocabulary that come up on a consistent basis. In our initial and ongoing training as judiciary interpreters, we are reminded continually of the terms we might encounter in expert testimony on subjects such as DNA, firearms, and fingerprint evidence. However, we often overlook medical terminology, despite how often anatomy and physiology are involved in our work.

It is easy to forget how the medical field is so closely related to what we do every day as judiciary interpreters and thus assume our general understanding of the subject will be sufficient without any proactive learning efforts. Even apparently simple processes such as examining, evaluating, and treating a patient can be beyond what we passively learn while working in the court setting. We often limit our studies to bilingual glossaries and dictionaries for general definitions and translations, sometimes consulting an encyclopedic resource for contextual information. Actively seeking out opportunities beyond the encyclopedia, however, will help us develop a full understanding of commonly discussed medically-related themes.

Working as a medical interpreter for nearly a decade prior to my career with the courts has proven to be a lifesaver when it comes to interpreting medically-related testimony from lay and expert witnesses. Back then, my task was to interpret for just about every aspect of life and death, including clinical symptoms, corrective surgeries, medico-social themes, psychological illness, and beyond. Years later, knowing how often medical issues come up in court has made me realize how helpful it is to have worked in that field, leading me to advocate for others to find ways to gain broad medical knowledge as well.
As we know, actively searching for understanding to connect words to their context is an effort that rewards us with better performance as judiciary interpreters. Knowing how mental illness affects the dynamics of a family, for example, or how a psychiatric patient interacts with society might help us better understand a defendant or witness in court. Our interpreting for a traumatized victim or a witness with head trauma might be enhanced if we have an understanding of the signs and symptoms of mental trauma or how speech is affected after a brain injury.

It is easy to overestimate our knowledge base about medical issues because of our life experiences. We have all been sick, so we know the basic organs and body parts, and this knowledge is probably pretty similar in all of our working languages. Even when we are well versed in medical themes because of passive knowledge gained in life, it is amazing how even personal comfort levels can be a barrier to the search for understanding, especially when dealing with taboo or intimate themes. This was apparent during an interpreting class I once taught, where the majority of the female students had shockingly limited knowledge about the various basic structures of female genitalia. Thus, we cannot say that everyone holds the same passive knowledge of anatomy and physiology, despite having their own bodies as an example.

**Where to Begin**

Judiciary interpreters can begin their study of medical terminology with a list of commonly used words. Some might start with lists of prefixes, suffixes, root words, and basic anatomy terms, and then seek to learn them in their working languages. What will really take our knowledge over the top, however, is reading, watching, and listening to information that brings the terms to life and helps us remember them.

For example, we can prepare for autopsy testimony by finding sources of essential vocabulary in our working languages, then taking the time to learn about autopsies in more detail. We can now watch them on the Internet (e.g., YouTube), have probably seen them depicted in crime shows on television or in movies, and can search for entries in medical and legal literature that give a more complete picture than what we might hear during a trial. Once that autopsy expert takes the stand and we have prepared ourselves with the specifics of the case, our learning efforts will provide a better idea of what the expert is envisioning while giving descriptions, and perhaps allow us to predict where the testimony and questioning may be headed.

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**Language Neutral Sites for Medical Terminology**

Here are some of the sites to help you in your study of medical terminology. You should also search for bilingual glossaries, non-English medical websites, and sites by physicians who offer expert witness testimony services.

**100 Best Sites and Resources for Med Students**

[www.nursingdegree.net/blog/29/100-best-sites-and-resources-for-med-students](http://www.nursingdegree.net/blog/29/100-best-sites-and-resources-for-med-students)

**Videos of Surgical Procedures**


**Medical Terminology Activities: Prefixes, Roots, and Suffixes**

[http://mjensen.cehd.umn.edu/1135/med_term_activities](http://mjensen.cehd.umn.edu/1135/med_term_activities)

This site lists activities to help you learn commonly used prefixes, suffixes, and roots in human anatomy and physiology.

**Medical Transcription Dictionary and Abbreviations**

Brainstorm, Then Research

Sometimes, the subjects where we need to expand our knowledge may not be so apparent. What we can do is brainstorm about the types of cases we might encounter on a daily basis, looking for subject matter that is not so familiar. The list might be overwhelming, but it is important to identify the areas where we need to investigate further. Of course, there are always going to be the unusual cases where we have to really think on our feet and research later; but as court interpreters, we know what case types come up most often.

For example, we see many cases of domestic violence, but:

- How much do we really know about how a bruise heals?
- What skin features will tend to show red marks longer, or what skin types tend to injure more easily?
- Where are bruises not likely to have been caused by a fall?
- What is the thought process that one might go through when an argument begins to escalate, and how does this affect decisions and the body’s reactions to stress?

It is easy to see that there are many aspects that we might take for granted about our knowledge in an extremely common type of case. Once we have brainstormed the factors that might play into a particular type of case, we can hunt for resources in print and online to help us understand each factor about which we should learn more.

Never Stop Learning

Aspiring judiciary interpreters currently working in the medical field can rest assured that they will someday be able to apply medical knowledge to work in the courts. In fact, most of the felony trials for which I have interpreted have involved testimony about some sort of injury, or have required an understanding of thought processes, attitudes, or triggers for criminal behavior. Even if we are already comfortable with the subject matter that commonly comes up in court, it is still important to keep an open mind and analyze where we can stand to broaden our knowledge concerning the medical field, the human body, the mind, the major diseases, and life and death.

As we grow in our profession as judiciary interpreters, we have to be looking continually for ways to improve our knowledge in countless areas. Knowing that medically-related themes are so common to court trials, it is incumbent upon us to go beyond the typical expert testimony glossaries. We must analyze the case types we see and brainstorm all of the aspects of mental and physical well-being that could come into play. With endless resources at our fingertips, we can no longer be limited to knowing only what we have picked up over the course of our career. The time we take to think beyond this will serve us well, and take our performance to new levels.

Knowing that medically-related themes are so common to court trials, it is incumbent upon us to go beyond the typical expert testimony glossaries.

Get Your Copy of ATA’s Interpreting: Getting it Right Today!

For several years, translators have used the Translation: Getting it Right brochure to do just that. Interpreters now have the same opportunity to market their skills. ATA has published Interpreting: Getting it Right, a plain-speaking brochure that explains why hiring a professional interpreter is a good business decision. In a style similar to the very successful Translation: Getting it Right, the brochure is a quick read.

The brochure can be downloaded from ATA’s website in PDF format at www.atanet.org/getting_it_right_int.php. ATA members can also receive free copies by request. E-mail ATA’s Member Relations and Office Manager Lauren Mendell at lauren@atanet.org for details.
In a previous article in the April issue (“How Mature Are We, Really, When It Comes to Language?”), I provided an overview of the ways in which we describe the professional activities in which we engage. But how do others describe those who translate?

Suppliers? Providers? Vendors? LSPs?

And how do they refer to the environment in which these individuals and organizations work? A market? An industry? A profession? All of these terms are used in the translation world on a fairly frequent basis, but each one has different connotations, and therefore advantages and disadvantages.

The Much-Despised “Vendor”

Let’s begin with the term that is often viewed as the most controversial: “vendor.” Over the years, I have heard many translators and translation companies object to this term on the basis that it does not reflect the true value of their work. Translation practitioners often argue that they should not be called “vendors,” as it diminishes their true status. They object to this term, because, as they argue, they are not a vendor selling wares, but rather, are offering a professional service.

However, whether we like this term or not, the reality is that it is a very common term in many areas of the industry. Translation agen-
cies often use this term to refer to the freelancers in their database. Accordingly, the title of “vendor manager” is extremely common. Many translation management tools have also incorporated this term into their product documentation, referring to the feature set as “vendor management.” The main reason? Agencies tend to manage not only translators, but other freelancers as well—especially desktop publishing specialists. As a result, an over-arching term such as “vendor” makes sense for their needs.

But agencies often complain when they are called “vendors” by their clients. Just as with translators, agencies dislike being cast into a group along with all kinds of other service providers that offer products and services that are varied. The term “vendor,” from a client’s perspective, can refer to everyone from the company that refills the toner in their printers to the accounting professionals they have registered on their “approved vendor” list. While translation agencies rarely like this term, client companies often find it convenient to refer to translation agencies using a broader term like this, just like many of the agencies themselves do.

In other words, the term “vendor” is disliked, but it serves a purpose. It allows the user to include translation practitioners into a bigger category, usually for purposes related to their billing or operations. It is not personal. Most companies do not intentionally use this term with the purpose of degrading a translator or a translation agency. It is simply the language they use in their daily work.

Of “Providers” and “LSPs”

Another term that is quite common among clients is “provider.” As with “vendor,” the term “provider” does not distinguish translation professionals from other types of organizations or individuals, but it seems a bit more palatable to most people than “vendor.” Most practitioners do not object to being referred to as service providers. The fact that the service is not specified with this term means that it enables buyers and agencies to use it in much the same way as they use “vendor.”

The term “language service provider,” commonly abbreviated LSP, is a variation on the term “provider.” This term offers more specificity than “provider” on its own, but is also sometimes prone to confusion. The term was originally introduced by the research firm Common Sense Advisory in order to describe those organizations with two or more employees that provide “language services.” Since “language services” can also be ambiguous, the firm defines these services as those that relate to the transfer of information from one language into another.

The problem? The average layperson who hears “language service provider” might very well think that the language training company down the street is an LSP. It is not immediately intuitive that a “language service” does not relate to monolingual language services. Therefore, the term “LSP” is useful as industry jargon for people working in the translation or interpreting fields. It has caught on quite a bit among the supply side of the industry, but aside from a small number of clients who are more mature and familiar with industry-specific terminology, most customers do not use this term. Many translators do not use it either.

A “Supplier?” But of What?

Speaking of the “supply side” of the industry, another term we often encounter is the word “supplier.” I have heard several objections to this term, often due to the fact that “supplier” can conjure up images of someone who supplies negative things, such as drugs or contraband. As such, it does not necessarily always carry the most positive connotations in a language like English. The term does not necessarily pose the same problem when used in other languages.

However, it is important to understand that the term “supplier” typically comes from the market research side of things. When viewing translation as a market, the participants of the market can typically be cast into one of two camps. Either they are generating demand for translation services, or they are supplying those services. The term “supplier” relates to the basic market concept of supply and demand. So, from that perspective, it is far from negative. It is merely another example of industry jargon, but this time from the business world, and more specifically, the area of market research.

“Market,” “Industry,” “Profession,” or All Three?

Speaking of the terms “market” and “industry,” I have also heard
translators complain that they do not want to be thought of as part of either of these concepts, but as part of a profession or a field. The reality is that both of these terms have their place, but they also come from the business world. Individuals who are less familiar with business terminology might be more inclined to reject these two terms out of hand. However, they do have an important role to play.

A “market” is essentially a mechanism for buyers and sellers to exchange services. Indeed, all of us who work in the translation field, unless we are donating our services, are actively participating in this market. With regard to “industry,” this generally refers to a collection of companies that compete with one another. The “companies” in question can be businesses that have multiple employees, or sole proprietorships. So, in essence, every freelance translator and translation agency is also part of an industry—at least according to basic business definitions.

Obviously, every market and every industry will be made up of different sectors. For now, the language services space is regarded by researchers, as well as government bodies, as being comprised of several sectors and even sub-sectors. For example, “interpreting” may be considered a sector, while “video interpreting,” “onsite interpreting,” and “telephone interpreting” may all be considered sub-sectors. According to most business definitions, these sub-sectors would not be large enough to be regarded as completely separate markets—or industries, for that matter.

A “profession,” on the other hand, is a separate concept from a “market” or an “industry.” Generally, a profession refers to a paid occupation, usually one that requires training or formal qualification. The term also often refers to the body of people engaged in that particular work. So, freelance translators are simultaneously part of a market (where services are bought and sold), an industry (where different providers compete with each other), and a profession (a paid occupation requiring certain standards to be met). None of these three terms are particularly controversial, but in spite of this, they can generate confusion.

Language Professionals Must Keep an Open Mind to Language

Each of the terms outlined here has merit for different purposes. Whether a term is “appropriate” for a given context depends on who is using it. A businessperson or market analyst might very well refer to translation as a “market,” while freelancers may be more inclined to talk about their “profession.” However, as shown in this article, these terms are not interchangeable. Each carries with it a different purpose, a different origin, and different possibilities.

Rather than argue about terminology, perhaps the best approach when hearing a term describing translation practitioners that immediately creates a negative impression is simply to ask, “What does this term tell me about the true meaning?” If a person uses the term “vendor,” chances are he or she does not mean to offend, but is simply accustomed to using this term in his or her daily work. Those who say “industry” are likely coming from a business background and referring to suppliers whom they view as companies or individuals that compete with each other for the same general pool of business opportunities.

When we translate, we look beyond just the word in order to try to understand the context, the intention, and the essence of the words we are translating. Doing the same when those words are spoken or written about us is always more of a challenge, because, let’s face it, we are not entirely objective in those situations. However, using the very skills we employ when we translate to analyze the meaning of these terms that refer to us is not only useful, but illuminating.
Many consumers in the English-speaking market are probably familiar with the Jolly Green Giant, the friendly mascot for frozen and canned vegetables. Quite a different image came to mind for consumers when the company attempted to market its Jolly Green Giant sweet corn in the Arab-speaking market. The translated packaging read “Intimidating Green Monster.”

As that example demonstrates, so much can go wrong when translating a document from English into another language. A misused word or phrase can confuse the reader and even alter a document’s meaning. Maintaining accuracy and consistency in the content, punctuation, and formatting is no simple task, especially for multiple versions in different languages. Security presents another challenge, as does archiving each document in an organized system for easy access at a later date. To meet the quality standards established by the International Standards Organization, ASTM F2575, and others requires both a well-defined methodology for process control and a highly skilled project manager for its consistent execution.

The project manager is the quarter-
back of a team that can often include translators, editors, consultants, terminologists, designers, proofreaders, and subject matter experts. Their playbook for quality control includes the steps outlined below.

1. **Review the English-language source document.** The original text has to be clear and complete, without any typos or punctuation errors that can garble its meaning. When content is ambiguous, the translator will have to decipher what the writer is trying to say, which can lead to mistakes or mistranslations. As part of this step, the project manager will collect all translation tools, which can include style guides, glossaries (if needed), as well as other reference material to be sent to the translators/editors.

2. **Safeguard the security of privileged information.** Any information that cannot be shared legally with anyone must be stripped out of the document. For example, when translating someone’s medical history, all personal identifying information must be removed, usually by using find/replace or eraser tools if a document is in PDF format. Security actions also might include encryption, password protection, or meeting requirements for the secure transmission of nondisclosure agreements.

3. **Make sure all files are organized.** A global enterprise may have thousands of documents, each of which must have unique identifiers and be filed in a way that optimizes administrative efficiency. An appropriate file structure enables project managers to track and find files wherever they are located (e.g., desktops or servers). A taxonomy of project and purchase order numbers and other identifying data expedites these efforts.

4. **Review the document for linguistic and cultural issues.** The challenge is to avoid phrases or references that a translator might have difficulty understanding or that should not be taken literally. For example, we translated marketing material for a financial services company wanting to encourage employees of its client—a poultry company—to invest in its retirement accounts. In English, the playful headline read: “Don’t Be a Chicken,” whose literal translation into Spanish sent a different message. In this instance, following a number of conversations, the company agreed to use “invest with confidence” in its Spanish version.

5. **Prepare the document for processing by a translation memory system.** Some types of documents need preparation before they can be processed by a translation memory (TM) system—a database of words or phrases that have been previously translated. This often means converting files into another format, for documents should also be scanned for other translation issues or terms that require additional research. Some text needs to stay in English, such as company names and the names of products, while dates, measurements, graphics, and colors may have to be changed to adapt to local markets.

The Project Manager’s 8-Step Playbook

2. Safeguard the security of privileged information.
3. Make sure all files are organized.
4. Review the document for linguistic and cultural issues.
5. Prepare the document for processing by a translation memory system.
6. Use the client’s translation memory, if provided.
7. Prepare the document for pre-translation.
8. Prepare the translated document for output.
example, INDD to INX, IDML and PDF to Word, and QTD to QSC, XTG, or TAG. The TM system is analogous to a “spell check” for terminology, and content must be checked to determine which TM database is most appropriate for the project. Text that needs to be left in English must be marked so that the TM does not change it.

6. **Use the client’s translation memory, if provided.** Each client likely has its own TM. Select the appropriate TM or, if necessary, create a new one. The TM settings should be correct and remain consistent when utilized by the translator, editor, proofreader, and reviewer.

7. **Prepare the document for pre-translation.** This step involves simply cleaning up the document formatting before running it through the TM by deleting unnecessary breaks with paragraph marks and hard returns that break up individual translation units. Also, make sure all sentences and paragraphs are segmented properly.

All spacing needs to be correct, and soft breaks in sentences or segments broken should be removed to ensure that the text flows correctly. The clean document can then be sent to the translator.

8. **Prepare the translated document for output.** After translation, the document is proofed and edited. All files, fonts, artwork, and links are collected from the client and checked to make sure nothing is missing. This step also includes determining the best way to re-create the file. For example, we re-created a client’s 400-page provider directory using only text boxes—a painstaking assignment to say the least. Once the document is approved, the original formatted file is sent to the vendor. If the target language needs specific fonts, those are provided to all stakeholders with instructions on how to use them.

**Communication Is Key**

Constant communications and close collaboration are critical to success during each phase of this process. With the right project manager guiding this effort, documents can be transitioned seamlessly from one language to the next with minimal risks of their meaning getting lost in translation.

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Author and Translator: A Success Story

By Giles Watson
I made the first move, as I am sure Italian writer and journalist Beppe Severgnini will tell you.

Back in the 1980s, when Severgnini was based in London, I looked forward to his articles in the Italian daily newspaper il Giornale, which were engagingly written and informed readers more by observation than by preconception. When he published his experiences as a book entitled Inglesi, I got hold of a copy. While I enjoyed the read, I soon found myself noting various factual errors. There was nothing particularly serious in what I found, and certainly nothing that detracted from my enjoyment of the book, but facts are facts. I wrote Severgnini a letter suggesting one or two corrections, for which I was duly thanked.

Thereafter, nothing much happened on the Severgnini front for a while, but we had established an acquaintance. Eventually, an English-language version of Inglesi translated by somebody else appeared, but life carried on. At a certain point, however, Severgnini contacted me again to talk about a new project he was considering—a book about the English language. Severgnini’s goal was to present English in an entertaining way to Italians, particularly those who were struggling, or had acquired certain insights into the problems of Italian-speaking learners. The book would eventually be published as L’inglese. Lezioni semiserie in 1992. It was this project that cemented our rapport.

Apart from the initial letter I wrote to Severgnini, we found other commonalities that connected us. For example, we are much the same age, we both come from middle-class, professional backgrounds, and, perhaps most important, we both have a classics-oriented secondary education, which gives us a shared language of language. A classical education enabled me to appreciate the usefulness to Italian readers of the rather formal, grammar-flagged framework of L’inglese. Lezioni semiserie. The downside of a classics-based approach, of course, is that if you apply the grammar categories of Latin or Greek to English, you risk overemphasizing the elements that are relevant to classical languages and ignoring features that are important to English—the ones that cause Italian-speaking learners the most difficulty. Because of my teaching experience, I was able to make suggestions for one or two of these Italian-specific areas, such as aural comprehension and phrasal particles. For instance, to help Severgnini explain the comprehension difficulties caused by the syllable timing of English to speakers of stress-timed Italian, I suggested the following example:

- SMALL CATS EAT LESS (4 syllables, 4 stresses)
- ARCHibald macALLister is TRAVelling to BenBECula (16 syllables, 4 stresses)

A native English speaker might enunciate both sentences comprehensively in roughly the same length of time. However, the unstressed syllables in the second example often become barely distinguishable. This is counter-intuitive to speakers of syllable-timed Italian, who stress each syllable more or less equally. As such, speakers of Italian might expect the second sentence to take about four times longer to produce than the first, and tend to panic when they cannot make out each syllable. When they realize that all of the information they need to understand the English correctly is in the stressed syllables, the panic recedes.

Another of my suggestions concerned phrasal verbs (verb + particle), where in Italian the particle has a verbal meaning, the grammatical verb being reduced to the role of an adverb. Here is an example from the book:

- Andreotti breezes through any crisis = Andreotti attraversa le crisi disinvolamente/con disinvoltura

In the sentence above, the meaning of “breezes” corresponds to the adverb disinvolamente, and “through” conveys the verbal notion in attraversa.

Severgnini, no slouch on the uptake, swiftly digested my feedback and incorporated it into the book. The result: L’inglese. Lezioni semiserie proved popular with Italian readers and Severgnini became a firm friend.

Book Translations

The next stage was doing something for actual cash. In 1994-1995, Severgnini spent a year in the U.S. as a correspondent for la Voce, the short-lived daily edited by Indro Montanelli, who had fallen out with il
Giornale’s new owner, Silvio Berlusconi. Although la Voce itself folded in 1995, Severgnini turned his experiences from his stay in Georgetown (Washington, DC) into a book, published in Italy in 1995. He was keen to see an English-language version in the shops and asked me to get started on a translation while he persuaded Italian publisher Rizzoli that the book was a good idea. Severgnini’s ever-effective persuasive powers worked their magic, the project went ahead, and the book, An Italian in America (2001), sold well. Subsequently, Doubleday/Broadway Books published an American edition under the title Ciao America in 2002.

The book was such a success that Doubleday/Broadway Books commissioned a companion volume set in Italy, published as La Bella Figura in the U.S. (2006) and the U.K. (Hodder & Stoughton, 2007), for which I revised the translation, and as La testa degli italiani in Italy (2008). An English-language version was also published in Italy by Rizzoli under the title An Italian in Italy (2007). This time, I was translating the book more or less as it was being written, a process that generated problems of its own.

When the publishers received the first draft, they decided that there were a few changes that needed to be made, and Severgnini set about working them into the text. Since the changes were structural in nature, albeit fairly limited in scope, the entire text was involved. Thankfully, I was using a computer-assisted translation tool for the translation, which meant that these changes could be identified and dealt with in very short order.

In 2010, Severgnini continued his cultural investigation of Italians with La pancia degli italiani, which I translated for New York-based Rizzoli International Publications, Inc. (the English edition was renamed Mamma Mia!).

The main drawback with book translations is that they are long-term projects, which makes it difficult to plan for a steady flow of income.

More Work
In between books, the Severgnini connection was generating other work. When he was writing monthly articles for The New York Times News Service/Syndicate in 2009-2011, I was translating them. Over the years, other journalists have given me work on the strength of the Severgnini connection, or because they liked my translations of his articles. When Severgnini went off on one of his epic rail journeys last summer, courtesy of Italian daily Corriere della Sera, the La7 television network, and the Goethe-Institut in Rome, I translated his daily musings into English. However, the biggest, and most satisfying, project that has emerged from the connection is Italian Life (www.corriere.it/english). When Marco Pratellesi, the first editor of the Corriere.it website, decided it would be nice to have a page in English on the site, Severgnini’s translator was the obvious person to contact. That was in September 2003, and since then Italian Life has provided me with a steady source of work that is varied, interesting, and often challenging, given the very tight turnaround times.

Money
“But what about the money?” I hear you ask. Well, An Italian in America/Ciao America may have sold by the barrel load, but the take-it-or-leave-it contract from the original publisher was less than generous. Expressed as a per-word rate, the fee was well south of Lit.100. There was even a gag clause, which I was told was customary in Italian publishing contracts. (No other client has insisted on one since.) As a direct result, I joined the London-based Society of Authors’ Translators Association, the main incentive being the association’s contract vetting service, which I have been using ever since.

For the second book, thanks to Severgnini’s support and the excellent sales of the first volume, Doubleday/Broadway Books agreed to a decent fee. Even taking into account the rewriting mentioned above, the per-word rate was somewhere around US$ 0.20, the equivalent of a mid-range commercial translation, which seemed fair to me. The U.K. edition brought in another fee for revising (localizing) the original text.

By and large, I am not particularly enamored of royalty payments for translations. Speculating on sales is the business of the author and the publisher. If you make your living from translation, you ought to be able to negotiate a professional fee for the job. This will avoid any potential conflict of interest with the author over royalties, as the translator’s royalties are deducted from the author’s own
percentage. Publishers also prefer to treat translations as work for hire, since a fixed sum is easier to cost into a book proposal and more straightforward to administer. But even a fixed fee will come out of the author’s advance, from the point of view of the publisher’s budget, so some sort of conflict of interest is inevitable.

However for Mamma Mia!, the U.S. version of La pancia degli italiani, I thought I would see if it was possible to negotiate a royalty arrangement. I made two offers: one fixed-fee plus royalty, and one fixed-fee only. Rizzoli International Publications, Inc. went straight for the fixed fee, even though it was more than double the fixed fee in the royalty option. As it turned out, the book was a little shorter than had been foreseen and the final per-word rate was even higher than for La Bella Figura, but that is what comes of hitching your wagon to a star like Severgnini. I am under no illusion as to why people buy his books—he is the star—so, given that there is no “competition” for the job, I try to negotiate a translation fee that represents the opportunity cost of getting the work done in the time allotted.

**Downside of Book Translation**

There is another point worth making about translating books for customers abroad. Publishers seem to be as averse to the risks associated with currency exchange as they are to paying translators royalties. Books take many months to translate, during which time currency fluctuations can have a serious effect on your fee. If possible, make sure the contract is denominated in your currency; if not, arrange for payment in installments. Otherwise, you may find yourself losing or gaining significant amounts of money—I have done both.

**Publishers seem to be as averse to the risks associated with currency exchange as they are to paying translators royalties.**

Apart from exchange risk and publishers’ not always generous expectations of how much translators should be paid, the main drawback with book translations is that they are long-term projects, which makes it difficult to plan for a steady flow of income. (For example, La Bella Figura was published in 2006, but the original translation agreement was drawn up in May 2002.) And if the subject matter is less than enthralling, even a well-paid book translation can quickly pall. This is why when I am offered a book to translate, I rough out a few pages to see how it goes and then decide whether I will take on the project.

**In Praise of Severgnini**

With Severgnini, boredom is not an issue: whatever the subject, the Italian will be well written. It also helps that he is a journalist, in the sense that his books tend to be written in thematically linked, more or less self-contained newspaper article-length passages. His style is a constant stimulus because it is concise, allusive, and grammatically elliptical. For instance, Severgnini is careful to start and end his arguments with an engaging introduction and memorable conclusion. This example from La pancia degli italiani/Mamma Mia!, which rounds off a discussion of the independence of the press, is fairly typical. The first sentence is grammatically unexceptionable, the second, with its initial coordinating conjunction, is more journalistic in register, and the third is distinctly colloquial:

- L’idea che giornali e televisione debbano essere indipendenti è considerata, in Italia, un’ingenuità, un’illusione o un’ipocrisia. E noi non amiamo mostrarci ingenui o illusi. Ipocrì, si può discuterne.

- “In Italy, the idea that newspapers and television should be independent is looked on as naive, self-deluding, or hypocritical. We don’t like to seem naive or deluded. Hypocritical, we can talk about.”

As this example illustrates, Severgnini puts a lot of effort into honing each word, phrase, and paragraph. I try to make sure the English translations receive the same attention.

A final thought. Like many Italians, Severgnini thinks he speaks and writes excellent English. Unlike many Italians, he is right. So why does he need a translator? I am afraid you will have to ask him. For my part, I try to work out what constitutes value for the project in hand and deliver that.

**Notes**

1. Severgnini’s posts are available at http://blog.goethe.de/Atlantico-Pacifico/pages/ilviaggio.html.

These days, I get more and more questions about machine translation and websites like Google Translate and others. “Isn’t this going to make your job obsolete?” people ask. “Well,” I tell them, “have you ever tried to read the output of some of these automatic translation programs and websites?” “Enough said,” is the usual reply.

As we all know, the quality of the output of these tools can vary dramatically. However, there have been a number of efforts under way to standardize the quality assessment of the output of both human and machine translation. A standardized system for assessing the quality level of a translation will ultimately help users and buyers determine what level will be “good enough” for them.

This effort is actually being carried out on multiple fronts. For example, the folks at the Translation Automation User Society (TAUS) have been working on a project called the Dynamic Quality Framework (DQF). This project is being funded entirely by TAUS members, including academics, translation and machine translation companies, and other stakeholders. At this point, only members have access to the full framework, but examining their website reveals their basic approach (www.tauslabs.com/dynamic-quality/about-dqf).

DQF, which is used primarily for evaluating machine translation, is designed to make the process of assessing a translation’s quality adjustable according to customers’ requirements by using various models for evaluating a text based on factors such as the type of content, its intended usage, tools used, and required processes. In other words, if a client is not concerned about perfect punctuation in the text, they can adjust the quality pass-rate accordingly. Some of this is occurring already where buyers ask agencies for a “rough translation” or to “be extra accurate.” This is essentially acknowledging and formalizing these scenarios.

Based on their website, TAUS is not ready or interested in making the DQF project into an International Organization for Standardization (ISO) quality standard, but that may change.

Another project that is under way is the Quality Translation LaunchPad (QTLaunchPad), led by the German Research Center for Artificial Intelligence (DFKI). The project consortium consists of the Center for Next Generation Localisation (CNGL) at Dublin City University, Athena Institute for Language and Speech Processing (ILSP), and the University of Sheffield. QTLaunchPad cooperates closely with stakeholder groups such as the Fédération Internationale des Traducteurs (FIT) and the Globalization and Localization Association (GALA). This project is funded by the European Union, and the results will be open to the public.

QTLaunchPad is an attempt to synthesize over 20 current translation quality assurance systems and to create a common system applicable to both human and machine translation. The resulting system will include a series of “issue types” (spelling, grammar, terminology, etc.) useful for determining translation quality. Users will be able to customize the system for a particular type of project. For example, the number of “issues” to be included and weighted (i.e., terminology errors may be given more “weight” than punctuation errors) will be somewhat different for someone translating a series of e-mails versus translating patents or localizing a software program. For example, patents may treat omitted articles more significantly than a localiza-
As translators, this new process will help reduce the frustration level regarding editing and third party reviews. Ultimately, a single ISO standard for determining translation quality assessment will make it easier for individual translators to determine how their translations are being reviewed. This will also make it easier for translators to reconcile any potential disputes with third party reviewers or customers.
One of my goals this year was to attend a training course by a premier interpreting institution, namely Garmersheim in Germany, which offers cutting-edge online interpreting classes. However, I decided to do something even better and attend an in-person course at the Monterey Institute of International Studies (MIIS) Graduate School of Translation, Interpretation, and Language Education.

The idea behind attending “Advanced Techniques for Court Interpreters” was to learn from two true legends of court interpreting: Holly Mikkelson and Esther Navarro-Hall. I really enjoy both of their teaching styles and knew I had a lot to learn about simultaneous interpreting. Plus, even though I really enjoy talking and writing about studying, I do not study much on my own, which, as my twin correctly points out, is a bit out of character. I have been known to interpret TED talks that I really enjoy or to work with Speechpool recordings, but none of these are court-specific nor are they recorded at 160 words per minute, which is what I need to practice to prepare to take the federal court interpreting exam. I decided that this course would be a worthwhile investment, but since I believe in reasonably priced educational opportunities that are accessible to all colleagues, I balked at the $1,200 price tag (for 30 hours). Nonetheless, I sent in my payment, booked a hotel, looked for some warmer clothes, and cleared my calendar.

Overall, I had a fantastic time at MIIS and would gladly repeat the experience. It was an honor to spend five full days with Holly and Esther, and my study group of 12 was fantastic. I really appreciate Holly and Esther’s laid-back and approachable style. They are not purists, but are still deeply knowledgeable about court interpreting in general and the federal court interpreting exam in particular. I especially treasured the actual time spent in the interpreting booth with recordings for simultaneous exercises, which is exactly what I needed. Esther also gave me some much-needed feedback on my shortcomings. I did confirm that the consecutive mode is my strength, although I really do not have a specific strategy other than relying on a good memory and taking limited notes that I usually cannot read. I also slowly overcame my fear of sight translation into English. I have not really practiced sight translation, and I was surprised that I did better than I expected. In addition, we were able to take a mock exam on the last day, which was a great opportunity to experience an (almost real) exam.

However, as with every class, there is always some room for improvement—albeit very little. In general, I was surprised that the facilities at MIIS were quite basic. The room with the booths had a center table at which we spent many hours each day, but it did not have seating for everyone. Even though there was some disparity in terms of skill level, the instructors did a fine job of selecting a group of students who are already state court-certified, which enabled us to learn from each other. I do think we could have benefitted from a smaller group and from more time in the booth. We practiced consecutive interpreting by reading the texts out loud and going around the table (scary!) instead of in the individual booths, which would have greatly enhanced the exercise.

In addition to the fantastic learning and the opportunity to get feedback from such legendary instructors, I was delighted by the collegial atmosphere and by the opportunity to spend time with fellow Nevada colleagues and friends Patty Sánchez-Gastelum and Verónica Ramírez Santana. We are now practicing together and serving as each other’s cheerleading team for the exam. Wish me luck—I will need it. By the time you read this, I will have survived the exam.
Am I Making the Right Decision?

The question above is not the exclusive purview of philosophers and mental health practitioners. It has always been a hot topic, and many of us chew our nails to the nubs while making decisions involving major issues in our personal and professional lives. For example, the key decisions we must make as professional interpreters and translators include choosing areas in which to specialize, whether it is better to be a freelancer or to work as an in-house employee, remuneration, and weighing the value of volunteering our services to a trade association. After we reach a solution, we often continue to second-guess it, especially when, as now, circumstances affecting our decisions are aggravated by difficult economic times.

Being a rational MBA and a long-time spiritual seeker, I have one foot planted firmly in both of these camps. I follow a balanced procedure that has proven invaluable to me over the years, which I outline below. Remember that it is important to start out by not believing everything you think prior to evaluating your choices.

1. The first step in making an informed decision is to do your research. The most generalized search you do will probably be on Google, but rather than typing in a simple phrase, learn the search conventions for advanced searches, which are very simple and will save you a lot of time (https://support.google.com/websearch/answer/136861?hl=en). Please note that there are similar tips for advanced searches on other platforms such as Facebook, Twitter, LinkedIn, and Flickr.

2. Make a short list of the pros and cons of each solution. Remember that comparing options will increase your confidence.

3. Identify a qualified friend as well as a devil’s advocate to discuss the alternatives to various solutions. Remember that advice from others usually comes from the intellect.

4. Listen to your gut/intuition to determine what feels comfortable and resonates with you.

5. Be aware that the world is in constant flux. You will be able to reassess many of your decisions should you decide that they are not working in the future.

6. Realize that experience is one of the main filters our brain uses to make decisions. Therefore, it stands to reason that you should focus on positive experiences and try to reduce or eliminate concentrating on negative ones, so that your “database” is populated by optimistic, affirmative information.

7. I cannot overstate the importance of a regular simple meditation practice of 15 minutes twice a day to clear the cobwebs. It will help you immensely when analyzing all of the factors involved in your decisions. In addition, you will find that meditation has many other benefits. (For more information on these benefits, visit http://bit.ly/YouTube-meditation-benefits.)

Following an evaluative procedure like the one outlined here will increase the likelihood that you will reach the best solution for the situation at hand. It may not be completely apparent why in the short term, but in the end rest assured that you will see the process as an experience you had to undergo to fulfill some as yet possibly unidentified need in your path. I am convinced that nothing in life is random. It just may take a while to connect the dots, but our prior understanding of all the details will contribute to the desired outcome.

I hope you will agree that this is both a relevant and fascinating topic. I look forward to hearing from you to benefit from your opinions and experiences.

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(Posted by Corinne McKay on her blog, Thoughts on Translation, http://thoughtsontranslation.com.)

I am a big believer in sharing information. For example, over the past five years, I have written over 400 posts that are available on my blog for free. I have found countless solutions to my own questions on other people’s blogs, also for free. However, I think that there is a place for copyrighted work as well. When applied correctly, copyrights allow authors and content creators to earn a living and to keep on writing and creating because of the income that their copyrighted work generates.

File-sharing sites like Scribd and Slideshare have a complicated relationship with copyright law. (There are other file sharing sites; I am just using these as examples because I have found my copyrighted work on them.) In one sense, these types of sites are a great way to get your own work out there; put up an interesting presentation and tons of people might find it. It might go viral and you might get a book deal out of it. But, at least in my experience, these sites do essentially nothing to prevent people from posting other people’s copyrighted work.

Case in point: this morning I got an e-mail from a kind colleague who let me know that someone had posted one of my books on Slideshare. Yep, there it was, including my copyright notice, which appears on the first page of the book. To Slideshare’s credit, they removed the book immediately when I notified them, but presumably they are not planning to reimburse me for the 1,333 times that the book had already been viewed. A few years ago, someone posted one of my books on Scribd with similar results. It was taken down after someone alerted me, but it had already been viewed over a thousand times.

A few thoughts here:

1. I see that these types of sites have legitimate uses, but it disturbs me that they cannot take the minimal amount of time it would require to prevent these very flagrant copyright violations. Posting someone else’s entire book is not a grey area: my copyright notice was on the first page of the file on Slideshare.

2. It disturbs me that translators would do this to each other. I know the username of the person who posted my book, and it is a translator.

3. Violating someone’s copyright is stealing. That is all there is to it. Especially when you post an independent author’s book, you are not taking money from a huge corporation, you are taking money from an individual who buys groceries and pays the mortgage with that money. It is not the new media model: it is theft.

4. If you want free information, there is lots of it out there. Go crazy with it. If you find works that are licensed under terms such as the GNU General Public License (GNU GPL), you can even sell them, as long as you license them under the original terms. But do not steal copyrighted stuff and think that you are doing something noble by posting it online for free. If authors wanted their books to be freely available, they would not have to look hard for a way to make it happen.

Just for fun (!), let’s put some numbers on this situation. The retail value of 1,333 copies of my book is $26,646; certainly a decent chunk of money by anyone’s standards. But of course I do not earn the retail value in royalties, nor would all of those 1,333 people have actually purchased a legitimate copy of the book. My royalties amount to between $3.50 and $10.00 per copy, depending on where the person buys the book. And let’s say that only 10% of those people would have actually purchased the book, so I would have sold 133 copies. If we take an average royalty of $5.00 per copy, that is $665. So, dear copyright infringer, if you are reading this and you want to make things right, I would say that an appropriate restitution would be approximately that amount. And Slideshare, if you want to make things right, start at least minimally vetting the uploads on your site for copyright violations.
My mother-in-law Donna is a remarkable woman. She is wise beyond her years, she is full of creative and unconventional ideas that defy her age, and she is very intelligent and highly practical. The quilt that she handmade for our wedding many years ago is one of the most beautiful and meaningful creations I have ever seen.

However, when it comes to her computer, which would seem to present the perfect opportunity to use her plentiful creative and organizational skills, an impenetrable wall separates her from it. The digital divide that she experiences is more like a digital abyss, an abyss that seems to deepen rather than become more manageable every time she tries to bridge it. As a quilter, gardener, and pianist, if only she could actually physically get her hands around the applications with which she is working, she would be great.

I think this lack of tactility with our computers is exactly what blocks many of us from success. It is what prevents us from being truly confident and efficient. We may have built ourselves tenuous, swaying bridges of vines to span the divide between the computer and ourselves, but few of us beyond the age of 30 are able to ignore the gap completely and walk straight into the digital world and its virtually tactile experience.

In recent workshops I have given for translators, I brought along an odd sculptural toy I have had since my youth, a network of chunky, interconnected wooden joints that can be twisted into unlimited patterns and forms. It really has no rhyme or reason, but I love to see how people are drawn to it, how they start playing with it almost unconsciously, trying to create shapes and taking pleasure from its fluid, ever-changing movement. In my workshops, I have challenged attendees to recreate a certain figure that I love to make. There is no trick to making it; you simply need to gently force your will onto the toy until it gives way to that shape. I tell attendees that is how we need to work with the programs in our computers. Do not be overwhelmed with the many different options and the apparent complexity of your translation environment tools or whatever you primarily use. Try the virtually tactile approach (and make sure to wipe those fingerprints off your screens afterward).

Jost is the co-author of Found in Translation: How Language Shapes Our Lives and Transforms the World, a perfect source for replenishing your arsenal of information on how translation affects every aspect of your life.
• **Local Concept**, an international marketing and translation services firm based in San Diego, California, recently opened an office in Madrid, Spain. This is the company’s third office, after opening an office in Taipei, Taiwan, in 2011.

• **Alan K. Melby** served as the guest editor for *Translation & Interpreting* (Volume 5, No.1), the online international journal of translation and interpreting research. The following ATA members contributed to the issue: **Marjory A. Bancroft**, **Gertrud G. Champe**, **Lois M. Feuerle**, **Linda Joyce**, **Geoffrey S. Koby**, and **Holly Mikkelson**.

Translation & Interpreting can be found at www.trans-int.org/index.php/transint.


• **Brendan Riley** published *Hypothermia*, his translation of the collection of short fiction by distinguished Mexican author and professor Álvaro Enrigue (Dalkey Archive Press, 2013). In addition to *Hypothermia*, he has translated two other books for Dalkey Archive Press: *Caterva*, by Argentine novelist Juan Filloy, and *The Great Latin American Novel* by Carlos Fuentes. Both titles are due to be published in 2014.


**In Memoriam**

**Professor Yuanxi Ma**

Professor Yuanxi Ma, a past administrator of ATA’s Chinese Language Division, died on May 17, 2013. She had been a member of ATA since 1996.

Besides her long and distinguished career in translation, Professor Ma was instrumental in helping to create ATA’s Chinese Language Division (CLD). She served two consecutive terms as CLD’s assistant administrator (2000-2004), and as the division’s administrator from 2004-2006. She also helped launch ATA’s English>Chinese certification exam and served as a grader for the exam.

Professor Ma earned a PhD and an MA in American literature and comparative literature from the State University of New York at Buffalo. She also received an MA in English from Beijing Foreign Studies University. She had roughly 40 years of university teaching experience in China and the U.S., teaching English as a foreign language and literature. She also conducted exchange programs for professors and college students in the U.S. and China. In addition to her teaching career, she was a Chinese>English translator (ATA-certified) and interpreter. She worked for 10 years as the director of translation at Baker & McKenzie, LLP, one of the largest law firms in the U.S. She published a number of literary, cultural, and legal translations and writings in various journals, books, and translation collections. She will be remembered by colleagues as a valued mentor and friend.
Upcoming Events

September 13-15, 2013
Tennessee Association of Professional Interpreters & Translators
11th Annual Conference
Memphis, TN
www.tapit.org

September 21, 2013
Midwest Association of Translators and Interpreters
10th Annual Conference
Chicago, IL
www.matiata.org

September 27-29, 2013
New Mexico Interpreters Conference
Albuquerque, NM
www.nmcourts.gov/index.php

September 29, 2013
Atlanta Association of Interpreters and Translators
Annual Conference
“Professionalizing Our Industry”
Roswell, GA
www.aait.org

October 11-13, 2013
California Federation of Interpreters
11th Annual Continuing Education Conference
“Expanding Our Horizons”
Oakland, CA
www.calinterpreters.org

October 12, 2013
Michigan Translators/Interpreters Network
3rd Annual Conference
Novi, MI
www.mitinweb.org

October 14-15, 2013
Translation Automation User Society Conference
Portland, OR
www.translationautomation.com

October 16-19, 2013
American Literary Translators Association
Annual Conference
Bloomington, IN

November 6-9, 2013
American Translators Association
54th Annual Conference
San Antonio, TX
www.atanet.org/conf/2013

November 22-24, 2013
American Council on the Teaching of Foreign Languages
Annual Convention and World Languages Expo
Orlando, FL
www.actfl.org

December 7, 2013
Arizona Court Interpreters Association
Annual Meeting
Phoenix, AZ
www.acioonline.org

January 9-12, 2014
Modern Language Association
129th Annual Convention
Chicago, IL
www.mla.org/convention

January 16-19, 2014
International Medical Interpreters Association
Annual Conference
“Medical Interpreter Education: The Gateway to the Future!”
Houston, TX

April 3-5, 2014
American Translation & Interpreting Studies Association
7th Biennial Conference
“Where Theory and Practice Meet”
New York, NY
www.atisa.org

August 4-6, 2014
International Federation of Translators
2014 World Congress
Berlin, Germany
www.fit2014.org
Although the study of translation and interpreting is considered a subfield of applied linguistics, many of us often feel the need to delve into more theoretical topics. So, can an introductory book about modern Japanese linguistics be a useful resource for Japanese-language translators and interpreters?

Shoichi Iwasaki’s *Japanese: Revised Edition* is a volume in the London Oriental and African Language Library Series, which is based at the School of Oriental and African Studies of the University of London. The goal of this series is to offer reliable and up-to-date analyses of the grammatical structures of the major languages in these geographical and cultural regions in a form readily accessible to the non-specialist. Iwasaki states in the preface that his intention is to provide an introductory, but comprehensive, overview of major aspects of the Japanese language for students and researchers. In this regard, he has achieved the goal of making the book both introductory and comprehensive.

Chapters

After an overview of the geographical, dialectal, historical, and typological nature of Japanese in Chapter 1, Iwasaki organizes subsequent chapters so they progress from simpler to increasingly complex units of the Japanese grammatical system. Chapter 2 describes the writing system and Chapter 3 the phonetic/phonological system, including intonation and pitch accent. This is followed by Chapter 4, which discusses word classes. Chapter 5 concerns morphology, including inflectional suffixation, other types of affixation, and writing compound words. This chapter also mentions a process to shorten words (Iwasaki uses the term “clipping”) that is quite rampant in colloquial Japanese. Examples include 原発 for 原子力発電 (nuclear power generation), リモコン (rimo-kon) for “remote control,” and ポケモン (poke-mon) for “pocket monster.”

Moving on to the sentence level, Chapter 6 talks about “argument structures,” which is a linguistic term describing single-clause sentence construction. It discusses the minimum elements that are required to construct a basic sentence (subject, object, etc.) and how they are marked with particles called 助詞. Particles are small words like wa, ga, no, o, and ni, which are vital to understanding Japanese because they show the relationship of a word, phrase, or clause to the rest of the sentence. For instance, o (を) is placed after a noun to indicate (mark) that the noun is the direct object. Iwasaki explains that choosing a particle is determined by what type of predicate appears in a sentence (e.g., transitive verb, intransitive verb, adjective, and nominal adjective).

In these chapters, readers may encounter many linguistic terms that usually do not appear in Japanese textbooks for native and non-native speakers. However, much of the content would be familiar to a translator or interpreter who already has sufficient working knowledge of the language, so there is not much new information to be gained. As a whole, the book suffers from being too encyclopedic, in the sense that the coverage of the Japanese grammatical structure is broad, but the discussion of each topic is somewhat brief and truncated.

In Chapter 7, Iwasaki focuses on the topic of tense and aspect and discusses how the Japanese language expresses temporal and sequential relationships. In particular, subjective interpretation of the time/duration of an event or state plays a larger role in aspectual forms in Japanese than, say, in English, and various devices are employed, including...
inflectional suffixes, auxiliary verbs, and verb compounding. Again, this topic may not be new to most readers, but they may find it nice to be able to revisit all of the related forms summarized into one concise chapter.

The same goes for Chapters 8, 10, and 12. Gradually transitioning from single-clause to multi-clause constructions, Chapter 8 introduces a number of constructions, including passives, causatives, benefactives, and reciprocals. Chapters 9, 10, and 12 essentially discuss various types of multi-clause sentences, including, among others, relative clause formation, quotation, and conditionals. If anyone would like to dig deeper into these areas, Iwasaki does provide references for additional reading.

The strength of this book, if any, lies in its later chapters, which touch upon discourse and pragmatics, speech styles, and registers. These are the chapters Iwasaki reorganized or expanded since the publication of the first edition in 2002. These chapters discuss the actual use of the language in a narrative, conversation, or written passage, where sentence structure is significantly affected by discourse context and other pragmatic factors. For instance, Chapter 11 talks about “information structure.” In essence, by properly handling the use of the topic particle *wa* (わ) to mark a noun phrase, one can encode subtle notions like “topic,” “contrast,” “focus,” and “new versus given information.” Mastering this is not easily achieved by even an advanced non-native learner of Japanese. This chapter provides more details about the use of *wa* than most textbooks of conversational Japanese, but the expanded content is still not sufficient to allow readers to gain a thorough grasp of the full grammatical scheme. There are other books and research articles available that explore this area in much more detail. However, Iwasaki’s book may come in handy as a stepping stone between the language textbooks and the more advanced literature.

Overall Evaluation

As I mentioned earlier, the format of this book is encyclopedic. The scope is broad, but it lacks the depth of discussion about modern Japanese grammar. This is by design, as the book is intended to be an introductory and comprehensive overview. It would be useful for a student taking beginning or intermediate level courses in Japanese, or for a student who has some linguistics background but is not familiar with the language. For a Japanese-language translator or interpreter, the book may be only mildly useful.

Example sentences are sprinkled throughout the book, and five sample texts are included at the end. Each sentence is accompanied by morpheme-by-morpheme and whole-sentence translation into English. However, these examples are selected or formulated to exemplify and highlight the grammatical features that are being discussed, so they are fairly simple content-wise. As such, a reader will not be able to harvest much more than the terms that are readily available in regular dictionaries.

What can be harvested instead is a fairly ample list of additional resources. A criticism the first edition of this book received concerned the lack of recommended readings on each of the topics covered. Iwasaki heeded this feedback and expanded the references and footnotes, which list key readings, particularly the more recent books and journal articles that appeared after the publication of the first edition.

Iwasaki’s *Japanese: Revised Edition* will be helpful as a good starting point for those who wish to move beyond the introductory level and search more detailed and advanced discussions about topics of modern Japanese grammar.

**Hiromi Morikawa** is an ATA-certified Japanese>English freelance translator, with a background in psycholinguistic research. She is a past president and secretary of the Mid-America Chapter of ATA, and currently serves on its board of directors. Contact: hiromi.ct@gmail.com.
Well, for us music lovers, the Richard Wagner bicentennial has come and gone since I last prepared the column. It occurred on an awkward day (May 22) for any special celebration to take place, because it also coincided with my parents-in-law’s 58th wedding anniversary, so we were partying on that account. In any event, the average newspaper, either hard-copy or online, ignored Wagner’s bicentennial. The only tribute is the Lord of the Rings themes reasserted themselves in The Hobbit, in a way that could do no other than delight every perfect Wagnerite.

New Queries

(English>Croatian 8-13.1) A “duck-bill punch,” or, as the U.S. military would catalog it, a “basket punch-duckbill, with loop handle, up cvd., lt., 1.5 mm,” is mentioned and even depicted on the website http://resource-surgical.com. It could be yours for a mere $931.95. It looks like what ordinary scissors would be configured to look like in a Salvador Dali painting, but its equivalent name in Croatian remains elusive. Is there anyone out there capable of helping with this?

(English>French 8-13.2) For those outside the hobby, defining the “early sprint car look” can be a bit of a challenge, but as you get more deeply into this hobby you become more sensitive to things likely to produce this look. One of them is a “three-pronged spinner.” The blurb states that “You can mount these wheels with the center cap or you can step up to this three-pronged spinner and give yourself an authentic early sprint car look.” Oh dear, surely this was not the device that Isadora Duncan’s long, stylish scarf got caught on in the summer of 1927, as she was riding in a convertible car, and ... and ... I cannot force myself to complete the thought.

(English>Italian 8-13.3) Is it possible for a patient to be “enrolled” in a protocol? Somehow that does not sound right. Here is the source-language sentence: “XXX should be administered and dosing should be in strict accordance with the protocol in which a subject is enrolled.” Is this just awkward English, or is it deliberate?

(English>Polish 8-13.4) It is reasonable, I think, to stumble over the seemingly out-of-context word “mapping” in the phrase “stiffer mapping of shock absorbers.” The word appears in an automotive context. Who can help, if given quite a nice context paragraph? Here it is: “ESP (Electronic Stability Program) and XDS (Electronic Transverse Differential Lock) improve handling, while stiffer mapping of shock absorbers and springs mean less body roll and even better fast cornering.” By the way, if I were the translator, I would also whine about the fact that “XDS” does not seem to go at all with the explanatory words that follow.

(English>Swedish 8-13.5) A translator going into Swedish stumbled over this sentence regarding children’s fitness: “Together, fundamental movement skills and fundamental sport skills form the basis of physical literacy.” Try it if you can.

(English>Czech [English] 8-13.6) If you are not too fussy about having large amounts of context material, then this one is for you. The context is botanical and the problem word is Heister. A couple of snippy little phrases are all you get: Sträucher und Heister; Heister – Laubbäume vom Boden an bestet. English is acceptable as an answer, although the original query did not involve English.

(English>Russian [English] 8-13.7) The translator offered a tentative best choice for this query, but must have been still uncertain enough to ask her colleagues about the term in bold: Die Reinigung der Filter erfolgt nach Ablauf einer Laufzeitaddition von 30 Minuten der Anlage beim nächsten Abschalten des Absaugventilators.

(English>Italian 8-13.8) In a civil engineering-plus-geology context, the translator could handle everything in the paragraph except for провинциалните препарати. Here is what the paragraph said: Минералошко-петрографска анализа на карпи ...беа доставени провинциалните препарати. Анализата на трите проби е извршена во согласност со законските норми и прописи.

(English>Spanish [English] 8-13.9) Three kinds of lubricants were mentioned in an article about petroleum engineering, but it was the middle one that was troublesome: Битумно-мастичные, пластобитные и антикоррозионные смазки. What are they?
some context: Cuando pasan 2 meses se precintará y se colocará en un lugar menos accesible los tickets deben ir firmados por la persona que los realiza y por la que los revisa (encargado de tienda o en su ausencia el segundo de la tienda) y estarán grapados al listado de control del día el listado debe ser revisado (punteado) y firmado. What is it in Portuguese or English, or both?

Replies to Old Queries

(English>Italian 6-13.3) (full box frame): Roland Grefer, not a speaker of Italian, explains that in a vehicle context, such structures are continuously welded from end to end, as the Land Rover was from the outset, to provide the extra strength needed, for example, for stock-car racing. The structurally inferior spot welds are not used.

(English>Spanish 5-13.3) (stow-away): Ricardo E. Azocar’s solution is the nontechnical one; namely, polizón. The term can be found in a 1920s novel about a man whose convenient memory lapse concerning purchasing a ticket caused him to be aboard a transatlantic liner. The original query concerned a computer context, but who is to say that a technical field that does not hesitate to use such neologisms as “mice” or “floppies” would not find this suggestion acceptable?

(German>Italian | English 5-13.4) (Folie geklebt, im Motorraum, ww. am Pfosten A.) Barbara Jungwirth chose to tackle the German>English option for this. One key to understanding is knowing that “ww.” is wahlweise (optionally). It becomes easy after that: “Alternative locations for affixing the VIN foil are in the engine compartment or on the A pillar.”

(Chinese>English 5-13.6) (mezzo breve): This is definitely not “short meeting,” says Alessandra Fioravanti from the Department of Translation and Interpretation at the University of Geneva. It could make reference to the provisions of the Italian criminal code concerning the means to summon something (about charges, testimony, etc.) to the defendant in special circumstances, which have to be in “written form” or “oral form.” This second situation could be related to the meaning of mezzo breve.

(Polish>English 5-13.8) (przedmiotowy versus podmiotowy): Serge Kotlar knows Ukrainian and Russian and believes the two words signify the “objective versus subjective” understanding of nature (i.e., as the subject of creation versus creative agent). So the phrase w ich dwojakim sensie: jako natura naturata i natura naturans (stworzona w rozumieniu przedmiotowym i tworząca w rozumieniu podmiotowym) would mean “in their twofold meaning as natura naturata and natura naturans [nature] created in the objective sense and creating (or creative) in the subjective sense.”

(Russian>English 5-13.9) (отработка дотоха): The phrase in question, as far as Serge Kotlar can tell, can probably best be rendered as “drill bit run” or perhaps “drill bit life.” The sentence would sound something like “…to render services in slant drilling maintenance, drill bit run maintenance…” or “…services of … maintaining drill bit life …”

(Spanish>English 5-13.10) (trabajar la pobreza desde la riqueza): Tina Banerjee Chittorn likes “engaging wealth to combat poverty” for this. That meets the requirement of conciseness, to be sure.

These were indeed thoughtful and professional replies! Thank you all.
The online BBC News Magazine ran a piece on Americanisms entering the English language used in the United Kingdom. Thousands of examples of such Americanisms were subsequently e-mailed to the BBC. Fifty of those most e-mailed, together with comments by the senders, appeared in the magazine on July 19, 2011. Some of them are listed below, together with the locations of the senders, all of whom are in England unless otherwise specified. The list is surprising. Together with those which, at least in my opinion, are monstrousities, are those which seem to be perfectly good English.

- The next time someone tells you something is the “least worst option,” tell them that their most best option is learning grammar. (Cornwall)

- Using “24/7” rather than “24 hours, 7 days a week,” or even just plain “all day, every day.” (Worcester)

- To “wait on” instead of “wait for” when you’re not a waiter. [I] once read a friend’s comment about being in a station waiting on a train. For him, the train had yet to arrive. I would have thought rather that it had got stuck at the station with the friend on board. (New Zealand)

- “Train station.” My teeth are on edge every time I hear it. Who started it? Have they been punished? (London)

- People who say “my bad” after a mistake. I don’t know how anything could be as annoying or lazy as that. (Lymington)

- “Eaterie.” To use a prevalent phrase, oh my gaad! (Athens, Ohio)

- I’m a Brit living in New York. The one that always gets me is the American need to use the word “biweekly” when “fortnightly” would suffice just fine. (New York)

- I hate “alternate” for “alternative.” I don’t like this as they are two distinct words, both have distinct meanings, and it’s useful to have both. Using “alternate” for “alternative” deprives us of a word. (London)

- “Hike” a price. Does that mean people who do that are hikers? No, hikers are ramblers! (Accrington)

- “Going forward?” If I do I shall collide with my keyboard. (Matlock)

- “Train station.” My teeth are on edge every time I hear it. Who started it? Have they been punished? (London)

- “Reach out to,” when the correct word is “ask.” For example: “I will reach out to Kevin and let you know if that timing is convenient.” Reach out? Is Kevin stuck in quicksand? Is he teetering on the edge of a cliff? Can’t we just ask him? (London)

- I hate the fact that I now have to order a “regular Americano.” Whatever happened to a medium-sized coffee? (Hurst Green)

- I really hate the phrase “Where’s it at?” This is not more efficient or informative than “where is it?” It just sounds grotesque and is immensely irritating. (London)

- My pet hate is “winningest,” used in the context “Michael Schumacher is the winningest driver of all time.” I can feel the rage rising even using it here. (Nottingham)

- Having an “issue” instead of a “problem.” (Leicester)

- I hear more and more people pronouncing the letter Z as “zee.” Not happy about it! (London)

- To “medal” instead of “to win a medal.” Sets my teeth on edge with a vengeance. (Martock)

- “I got it for free” is a pet hate. You got it “free,” not “for free.” You don’t get something cheap and clearly “one and a half million!” A million and a half is 1,000,000.5, where one and a half million is 1,500,000. (Coventry)
Humor and Translation Continued

say you got it “for cheap,” do you?
(Plymouth)

• “Turn that off already.” Oh dear.
(Munich, Germany)

• “I could care less” instead of “I
couldn’t care less” has to be the
worst. Opposite meaning of what
they’re trying to say. (Birmingham)
New Certified Members

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

German into English
Kerstin Trimble
Annandale, VA

Russian into English
Caleb J. Moore
Moses Lake, WA

Spanish into English
Diana V. Valori
Venice, CA

English into Chinese
Shing Ming L. Lam
Orem, UT

English into Russian
Tatiana Ivanova
Berkeley, CA

English into Polish
Magdalena B. Thomas
Jenkintown, PA

English into Spanish
Andres R. Lopez
Katy, TX

Sergio Raneda
Arlington, VA

ATA Certification Exam Information

Upcoming Exams

California
San Francisco
September 29, 2013
Registration Deadline: September 13, 2013

Illinois
Chicago
September 20, 2013
Registration Deadline: September 6, 2013

Minnesota
White Bear Lake
October 12, 2013
Registration Deadline: September 27, 2013

Nebraska
Lincoln
November 9, 2013
Registration Deadline: October 25, 2013

Texas
San Antonio
2 Sittings
(AM - Paper; PM - Keyboard)
November 9, 2013
Registration Deadline: October 25, 2013

Argentina
Buenos Aires
September 28, 2013
Registration Deadline: September 13, 2013

Mexico
Guadalajara
September 27, 2013
Registration Deadline: September 13, 2013

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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Translation: Getting it Right is available in seven other languages: Czech, French, German, Italian, Japanese, Russian, and Spanish. Translation into Chinese and Greek is underway.

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