Pitfalls of Automation

Back Translation of Medical/Pharmaceutical Texts

The Translator as an Editor
From the President
Caitilin Walsh
president@atanet.org

Getting the Word Out

Once a year, the ATA Board of Directors flies in from the four corners of the country, suspends its formal rules of order, sheds business attire, and shows up in jeans, and just talks about the Association. There is a modicum of structure to the day, but this is when we wrestle with the big issues. For one precious day, we toss around ideas and fears, talk through scenarios, and see how all of the pieces fit together. And what comes out of this day is a snapshot of where we as an Association are, and more importantly, a vision of where we are going.

It should come as no surprise that our weaknesses also present opportunities. This year, the focus repeatedly turned to outreach, both the kind needed to grow the Association (think reaching new members) as well as the more elusive (and expensive) media outreach. It is clear that we all benefit from vibrant messaging, and our discussions left us with a clear vision of using the coming year to build both an organizational and financial foundation to launch a PR effort based on sustainable volunteer effort and strategic use of professional services.

Even as we set the stage for this growth, we are clicking along with existing programs: School Outreach is still going strong, and we will more actively promote the Client Outreach material that is available to all members. We continue to respond to media inquiries, and speak out for our members’ interests, often teaming with sister organizations as appropriate.

For example, in response to media reports, I asked four of our colleagues to review the Spanish translation of the Affordable Care Act website. A packet with these reviewers’ conclusions and an executive summary proposing corrective actions (hire an ATA-certified translator!) were presented directly to a White House contact through the Joint National Committee for Languages. Many thanks to Rudy Heller, Virginia Perez-Santalla, Veronica Albin, and Martha Daza for their time and contributions.

We’re confident that ATA is on the right track, and appreciate your support and ideas as we gear up to move forward.
The Pitfalls of Automation: What Happens When Technology Fails?

By Dan DeCoursey

Whether we like it or not, most of us are rapidly embracing new technologies that will change the way we work dramatically. The question is: As we become more efficient, are we losing any important skills in the process?

An Approach to Back Translation of Medical/Pharmaceutical Texts

By Celeste Klein and Scott Van Til

Back translators walk a fine line between literalness and mistranslation.

The Translator as an Editor

By Christelle Maginot

When it comes to ambiguous (or untranslatable) source copy, a translator is confronted with more than the not-so-simple choice between editing and not editing. How do we prove to our clients that an inquisitive translator is good news?

The University of Life

By Tony Beckwith

And where the words go, the translator must follow.
Our Authors
March 2014

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The American Translators Association’s Board of Directors met February 1-2, 2014, in New Orleans, Louisiana. The meeting followed the Board’s Annual Planning Day.

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

Here are some highlights from the Board meeting.

2018 Annual Conference Host Hotel: The Board approved the Marriott Hotel, New Orleans, Louisiana, as the host hotel for ATA’s 59th Annual Conference, which will be held in October 2018. The other conference sites set are Chicago (2014), Miami (2015), San Francisco (2016), and Washington, DC (2017).

Guadalajara Book Fair: Director Lois Feuerle briefed the Board on ATA’s participation in the recent Guadalajara Book Fair, the world’s second largest book fair behind Frankfurt. Similar to ATA’s participation in last year’s Fair, Lois contacted ATA members throughout Mexico to staff ATA’s table in the Rights Center where publishers and literary agents buy and sell rights. These publishers and literary agents, who form the market for translation services, learned about using ATA’s online Directory of Translation and Interpreting Services to find qualified translators for their projects. In addition, ATA President Caitilin Walsh reported that Jost Zetzsche also represented ATA at the Fair. Jost, who writes the GeekSpeak column in The ATA Chronicle, gave the closing presentation at the annual meeting of the Organización Mexicana de Traductores (Mexican Translators Association), which was held in conjunction with the Fair.

Standards: The Board reviewed and discussed the Standards Committee report from Chair Alan Melby. With many groups working to shape and set standards worldwide, Alan and his committee are striving to ensure that ATA’s voice is heard in these processes. (Any major developments will be shared with the ATA membership.)

Finance and Audit Committee: The Board approved the appointment of the members of the Finance and Audit Committee: Caitilin Walsh, David Rumsey, Boris Silversteyn, and Corinne McKay. Ted Wozniak, the chair of the committee, had already been approved.

Ethics Committee: The Board approved the appointment of the members of the Ethics Committee: Eileen Brockbank, Gertrud Champe, Odile Legeay, Diego Mansilla, and Ted Wozniak. Rudy Heller, the chair of the committee, had already been approved.

The Board meeting summary is posted online. The minutes will be posted in the Members Only section of ATA’s website once they are approved at the next Board meeting. Past meeting summaries and minutes are also posted online at www.atanet.org/membership/minutes.php. The next Board meeting is set for May 3-4, 2014, in Alexandria, Virginia. As always, the meeting is open to all members, and members are encouraged to attend.
Connect with over 1,800 colleagues from around the world, share your interests and experiences, and build partnerships. Choose from over 175 sessions, learn practical skills and theory, be inspired by new ideas, and join the discussions that matter to you and your profession.

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American Translators Association
The Voice of Interpreters and Translators

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The technology we build can collect signals from foreign adversaries, but protecting the nation requires a human understanding of nuance, context, cultural overtones and dialect that only you, a language specialist, can provide. The product of this combination of technology and your expertise will provide the most complete and accurate intelligence to U.S. policy makers, military commanders and other members of the Intelligence Community to help the nation stay a step ahead of foreign threats. Explore career opportunities at NSA and see how your language proficiency can have a direct impact on national security.

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Maybe things started to go awry when personal digital assistants (PDAs) gave way to smartphones. Of course, PDAs were designed to assist us by storing essential information on a single portable device. While the information was readily available, we still had to retrieve it, process it, and perhaps even input it into another device. Since smartphones have taken their place, I have noticed a steady decline in certain skills. For instance, I can no longer remember more than a handful of telephone numbers and addresses. I set a reminder for as many events as possible, ranging from the trivial (i.e., buy a gallon of milk) to the consequential (i.e., my wedding anniversary). Recently, on a whim, I looked at a print map and could barely make out the inscrutable lines without any user-friendly voice navigation. And let’s not even talk about my neglected collection of CDs or print dictionaries. Once searchability, portability, and accessibility became more important than quality, reliability, or breadth, these were destined to become anachronisms.

Of course, all of this angst is related to my personal life. In our professional lives as translators and interpreters, most of us are enthusiastic when it comes to embracing technology. However, an article in the November 2013 issue of The Atlantic might cause us to reevaluate our relationship with these technologies. In “All Can Be Lost: The Risk of Putting Our Knowledge in the Hands of Machines,” Nicholas Carr raises a few troubling questions. Specifically, what happens when technology fails? Or worse, what happens if relying on technology causes us to forget the special skills that distinguish us as humans? Take the following examples cited in the article:
• On February 12, 2009, the pilot of a Continental Connection commuter flight manned the controls briefly during takeoff, then switched to autopilot and let the software take over. As the plane approached the airport in Buffalo, New York, it started to lose lift and the autopilot disconnected. The captain manned the controls quickly but did exactly the opposite of what he had been trained to do. Instead of pushing the pilot’s control yoke forward to gain velocity, he pulled back on the yoke, causing the plane to stall and crash.

• On May 31, 2009, an Air France plane took off from Rio de Janeiro and headed toward Paris. A few hours later it encountered a storm over the Atlantic Ocean. The air-speed sensors became covered in ice and the autopilot software shut down. The pilot made the same mistake, pulling back on the yoke, causing the plane to stall. The autopilot software started working again, and if the pilot had simply let go of the controls, the plane would have righted itself. But he continued to pull back on the yoke. The plane eventually crashed in the ocean.

• In the Nunavut territory of northern Canada, Inuit hunters have, for almost 4,000 years, successfully navigated thick sheets of ice with scarce landmarks and almost no sunlight to search for game. Instead of maps and technology, they have used their understanding of winds, snowdrift patterns, animal behavior, stars, and tides to find their way home after a hunt. However, younger Inuit hunters have begun to rely on GPS technology. Reports of serious hunting accidents have become more common as these less-skilled hunters lose their way when the GPS receiver fails or leads them over thin ice that a skilled hunter would have avoided.

The problem, as Carr states in his article, is that “[a]utomation turns us from actors into observers.” According to the article, psychologists have identified two cognitive ailments that plague us when we use computers: automation complacency and automation bias.

Automation complacency “occurs when a computer lulls us into a false sense of security […] We become disengaged from our work, and our awareness of what’s going on around us fades.” Carr explains: “What pilots spend a lot of time doing is monitoring screens and keying in data. They’ve become, it’s not much of an exaggeration to say, computer operators.” (A veteran airline captain interviewed in the article put it more bluntly: “We’re forgetting how to fly.”) Automation bias occurs when we actually learn to trust the computer more than our own eyes, ears, and intuition.

Both of these biases disrupt the learning curve. Research studies suggest that when we grapple with problems actively, we learn more effectively. Carr explains that you can “put limits on the scope of automation, making sure that people working with computers perform challenging tasks rather than merely observing.”

He concedes, however, that “[l]earning requires inefficiency. Businesses, which seek to maximize productivity and profit, would rarely accept such a trade-off. Individuals, too, almost always seek efficiency and convenience. We pick that program that lightens our load, not the one that makes us work harder and longer.”

If we define automation widely as anything that we offload onto a computer so that the computer does part of the thinking for us, then translators already encounter a vast amount of automation in their work, ranging from machine translation to various translation environment tools. Machine translation applications such as Google Translate have a limited capacity when it comes to automating certain aspects of the translation process. Translation environment tools automate, to a certain degree, a variety of translation-related tasks, including project management, workflow, quality assurance, and terminology management. While the equivalent of Google Translate certainly exists for interpreting through a combination of voice recognition, machine translation, and text-to-speech software, this type of automation is not widespread—at least. Other forms of technology, however, have certainly affected how interpreters render their services. The use of interpreting equipment has led to the prevalence of simultaneous interpreting, while classic (or “long”) consecutive interpreting, together with note-taking, are falling by the wayside. Even when consecutive interpreting is preferred, the use of a digital recording device such as the Smartpen obviates the need for enhanced memory skills and copious note-taking.

**Does New Technology Equal New Opportunity?**

Technology is certainly on the minds of many translators and interpreters. For instance, in 2012, ATA’s Annual Conference included an interactive session entitled “The Debate: The Future of Translation and Interpreting.” Panelists seemed to agree that technology will create new opportunities for many, especially for translators and interpreters who...
master certain technologies that will enable them to work more efficiently and deliver their services seamlessly to a wider audience. None of the panelists saw machine translation or automated interpreting as a threat to our industry. Rather, most panelists believed that automation would create more demand for high-quality human translation and interpreting, especially if we were able to articulate successfully the need for such high-quality services to our clients. Their conclusion was that it behooves us as a profession to specialize in those complicated and creative tasks that machines cannot perform and to seek employment where these special skills performed by humans are essential. Many attendees, however, expressed concerns about how automation is leading to greater outsourcing and driving down rates.

Interpreters are also grappling with new technologies. Here are a few examples of ongoing discussions:

- In her blog entry for the National Association of Judiciary Interpreters and Translators (“21st Century Skills—Back to School Basics for Our Changing Profession”), Katharine Allen, co-president of InterpretAmerica, LLC, observes: “Interpretation is caught in tsunami currents of technological and social change that are sweeping away whole industries in a matter of years and replacing them with structures never before seen in human history.”

- In his blog entry, “Should Consecutive Interpretation Disappear from Court?” Tony Rosado, a federal and state certified court interpreter, argues that court interpreters should embrace technology and do away with the consecutive mode, as well as what Rosado calls “consecutaneous interpretation” (i.e., the attorney’s question is rendered simultaneously; the witness’s answer, consecutively). Rosado states: “Let us leave consecutive interpretation where it is needed: escort interpretation, jail visits, and some aspects of medical and community interpreting […] In an era where many hearings are held with the defendant appearing remotely by video, and attorneys file their pleadings electronically, there is no excuse to keep interpreting back in the Stone Age.”

- In his very illuminating series of blog entries, “Interpreters Versus Technology—Reflections on a Difficult Relationship,” Alexander Drechsel, a conference interpreter, discusses the “massive disruption” that conference interpreters currently face. He specifically discusses the increasingly widespread use of remote interpreting, despite interpreters’ concerns that they are no longer an integral part of the proceedings. Nonetheless, Drechsel believes that, “remote interpreting is here to stay and will gain ground as economic and ecological needs grow in importance […] Technology has already disrupted many industries and will continue to do so. We have no reason to believe that our profession will be the exception to the rule.”

Undoubtedly, all of these tools for translators and interpreters have the potential to enable us to work more quickly and efficiently. If we diligently avoid being lulled into the traps of automation complacency and bias, these tools could even have the potential to enable us to work more accurately. The question, however, is: As we offload more of the cognitive work to computers, are we doing so at the risk of forgetting any time-honored skills that define our profession?

As we offload more of the cognitive work to computers, are we doing so at the risk of forgetting any time-honored skills that define our profession?

Let’s look at the example of Google Translate. This application does not actually “translate” anything in the classic sense. As Josh Estelle, a software engineer for Google Translate, explained in an article in the November 2013 issue of The Atlantic about artificial intelligence, this program is driven by “machine-learning algorithms.” With limited data, these algorithms usually miss the mark, but, says Estelle, “when you go from 10,000 training examples to 10 billion training examples, it all starts to work. Data trumps everything.” As James Somers, the author of this article, notes, “Engineering is what counts in a world where translation is an exercise in data-mining at a massive scale.” The Google Translate team is composed mostly of engineers, with very few language specialists. In other words, at Google, the focus is on massive amounts of data, not specialized knowledge of language, culture, or a particular subject area. Later in the article, however, Somers observes: “It seems unlikely that feeding Google Translate 1 trillion documents, instead of 10 billion, will suddenly enable it to work at the level of a human translator.” And to Google’s credit, in its localization checklist for app developers, the inventor of Google Translate concedes that: “automated translations are less reliable than high-quality professional translations and may not produce as good an experience for your users.”

While we can take comfort in the
The fact that Google Translate does not read, understand, interpret, research, adapt, compensate, normalize, or even think, and that, for now at least, all of these endeavors are uniquely human, platforms such as Google Translate raise some important questions. The more we treat translation the way Google Translate does, or even as partially-automated translation environment tools do—as an activity driven largely by data mining and increasing automation of terminology research—do we risk forgetting how to do human translation? Do we risk becoming mere computer operators or observers instead of actors in the translation process?

**Keeping Relevant without Being Complacent**

Let’s face it: at this point in the evolution of our profession, being a Luddite is simply not an option. However, it is up to us to give careful analysis to how we use technology, as well as to recognize what cognitive sacrifices we make in doing so. While technology has the potential to enable us to work quickly and accurately, as well as provide our services to a vast audience, any undue pressure, especially from those outside of our profession, to use or rely too heavily on certain technologies might lead us to forget the very skills we need to compete with automated platforms such as Google Translate. We have learned to do what machines cannot through years of training, effort, and human experience, and our livelihood might very well depend on keeping these skills sharp and relevant. If we want translation and interpreting to continue to be based on using our brains to make difficult decisions on the best way to bridge the gap between the source and target culture, and to communicate culturally-specific ideas to a target audience that often lacks precise or at-the-ready equivalents—and to do so not based solely on massive amounts of data and a simple logarithm to come up with a statistically-likely translation—then we had better be prepared to define translation on our own terms persuasively. We need to develop and maintain the skills that make this kind of translation happen. We must evaluate carefully whether the cognitive trade-offs involved with certain technologies are worth it. In other words, the machines should work for us, not the other way around. In order to maintain these skills, we occasionally might want to intentionally slow down and take on a translation project that requires more human translation from scratch, without the aid of automation. Perhaps the next time we are interpreting in a non-critical setting we could turn off our GPS on the way to the assignment so we know how to find it when the satellites shut down and we are left to our own devices.

**Notes**


If you speak more than one language, you have probably been in situations where you had to translate a common saying or proverb from your native language into another language. If you have, in addition to providing an equivalent saying (if one exists), you probably felt the urge to explain, or translate, what the saying literally “says” or means in the other language. For example, when translating más vale pájaro en mano que cien volando (“a bird in the hand is worth more than one hundred flying.”) into English,

I might say: “In Spanish, we say ‘a bird in the hand is worth more than one hundred flying.”’

This is similar to what takes place in the back translation process.

“Back translation” seeks to show what a translation (sometimes called a “forward translation” in this context) literally says in the source language.
provide a literal translation of a proverb or saying, the back translator is aware that there are more artful and target-language appropriate ways of rendering the text. But such is not the purpose of back translation. Back translation differs from other forms of translation, which is why back translators should take a more literal approach to it. The following provides an overview of this translation approach and some tips on how to use it.

**Back Translation as a Form of “Literal” Translation**

As its name implies, “back translation” is the process of translating a translated (target) text into the original (source) language. This is typically done as a quality assurance step to ensure that the forward translation contains no substantive errors, generally called “deviations.” (For detailed explanations of what back translation is and its use in the medical/pharmaceutical industry, see the articles “Medical Back Translation: Strategies for Making it Work” and “Back Translation Revisited: Differences that Matter [and Those that Do Not]” in past issues of *The ATA Chronicle*.)

If we analyze different translation approaches as a continuum, with word-for-word translation on one end and adaptation (the most extreme form of free translation) on the other, back translation should be placed closer to the “literal” section of the continuum. Translation scholar Peter Newmark calls this approach “semantic translation.” In Jeremy Munday’s words, semantic translation is “always ‘inferior’ to [the source text] … More complex, awkward, detailed, concentrated,” and characterized by a “tendency to over-translate.” This is similar to what linguist and anthropologist Eugene Nida calls formal equivalence: “Formal equivalence focuses attention on the message itself, in both form and content … One is concerned that the message in the receptor language should match as closely as possible the different elements in the source language.”

Unlike the forward translator, who will usually follow a more communicative approach and translate with the target audience in mind, the back translator must refrain from embellishing the translation in any manner to make it sound “natural” in the target language. Instead, the back translator must try to translate as literally as the rules of the target language permit. Such a literal approach will likely result in some unnatural, sometimes even awkward-sounding, sentences, but that is acceptable and even necessary in back translation. This is why Mike Collins, in his article “Medical Back Translation: Strategies for Making it Work,” described back translation as being “a concept that seems to run counter to everything we know and understand about our profession at the most basic level.”

**How “Literal” Should a Back Translation Be?**

As translators following a source-text-oriented approach, back translators walk a fine line between literalness and mistranslation. Translators should be careful when translating literally because, unlike a merely literal translation—which is not inaccurate per se, but just sounds “unnatural” to the reader—a mistranslation fails to convey the actual meaning of the forward translation. Therefore, it may not provide an accurate picture of what the target text will mean to the target reader.

How “literal” should a back translation be? To answer this question, it will help to consider back translation choices both at the *sentence* and *word* levels. Literalness is preferred at the *sentence* level. The back translation syntax and style, including punctuation and register, should follow the translated text as much as possible. Thus, long, complex sentences using lots of connectors, typical of Romance languages such as Spanish, should not be split or simplified in an English back translation, as one would normally do in a more communicative or target-centered translation approach. Again, the “unnaturalness” resulting from this approach is not only acceptable but necessary in back translation. The following examples, taken from two informed consent documents, illustrate this point.

**Example 1**

- **English Source:** A Randomized, Global, Double-blind, Placebo-controlled, Parallel-group Study to Evaluate the Efficacy and Safety of Once-daily Oral XYZ for the Treatment of Adults with Thrombocytopenia Associated with Liver Disease Prior to an Elective Procedure.

  - **Spanish Translation:** Estudio mundial aleatorizado, con emas- carramiento doble, controlado con placebo y con grupos paralelos para evaluar la eficacia y seguridad de XYZ vía oral, adminis- trado una vez al día, para el tratamiento de adultos con trombo- citopenia asociada a enfermedad hepática antes de una intervención quirúrgica programada.

- **English Back Translation:** A world-wide, randomized, double-blind, placebo-controlled study with parallel groups to evaluate the efficacy and safety of XYZ, administered by mouth once daily, for the treatment of adults with thrombocytopenia associated with liver disease prior to a scheduled surgical procedure.
Example 2
• **English Source:** By signing this form, you are stating that you have read this document and understand it. Also, by signing this form, you are stating that you voluntarily desire to participate in this research study. You do not have to volunteer or give this permission.

• **Spanish Translation:** Por medio de su firma, usted manifiesta que ha leído y entendido el presente documento. Asimismo, por medio de su firma, usted manifiesta que desea participar en este estudio de investigación de forma voluntaria. Usted no tiene la obligación de participar como voluntario ni de otorgar el presente permiso.

• **Back Translation:** By means of your signature, you state that you have read and understood this document. In addition, by means of your signature, you state that you wish to participate in this research study voluntarily. You are under no obligation to participate as a volunteer or to grant this permission.

In the first example, “Once-daily Oral” became “administered by mouth once daily” and “Parallel-group” became “with parallel groups,” reflecting the more complex syntax used in the Spanish translation. Also, note how the use of title case in the original English was lost in the back translation, as Spanish does not follow this convention.

The change from lower to higher register is obvious in the second example: “By signing this form” versus “By means of your signature”; “You do not have to volunteer” versus “You are under no obligation to participate as a volunteer”; and “give” versus “grant.” (For more examples of back translation, including examples in other languages, see the articles written by Michael Collins, Richard Paegelow, and Chris Lines in the “Notes” section at the end of this article.)

### When to Avoid a Literal Translation
The back translator should avoid literalness at the word level. In fact, the translator should avoid translating literally in the following cases.

**Terminology:** If a term was translated correctly in the forward translation, it should likewise be converted correctly from the target back into the source. Even when a more “literal” translation would not be a mistranslation, the back translator should still use the standard industry terminology in the back translation. Examples of this include: “visit” for consulta (instead of “consultation”); “randomized” for aleatorio (instead of “random”); “site” for centro (instead of “center”); “research” for investigación (instead of “investigation”); and “MD” for “Dr.” (instead of “Dr.”) in most medical/pharmaceutical texts in English.

**False Cognates:** Back translators, like all translators, must be aware of false cognates. Examples in pharmaceutical texts include: “corresponding” for correspondiente (“relevant,” “pertinent”); “prospectus” for prospecto (“leaflet”); “reactives” for reactivos (“reagents”); and “quantification” for cuantificación (“quantitation”).

### Translating Errors in the Forward Translation
Errors in the forward translation must always be reflected in the back translation, regardless of whether they are at the word or sentence level. The back translator should never deviate from the forward translation when errors of any kind are found (grammar, punctuation or spelling errors, typos, incorrect terminology, inconsistencies, etc.). This approach contradicts a very common practice in the translation industry, which is to correct errors found in the source during the process of translating, and, in many cases, going the extra mile to point out the error to the client. It is often the case that translators of any field come across very poorly written source texts (e.g., nonsensical syntax, incomplete sentences, spelling errors, etc.). If the error is discernible enough that the translator can make sense of the sentence or phrase, such as a misconjugated verb, a spelling error, or a typo, the standard practice is to draft the target text correctly. However, since the very purpose of back translation is to detect deviations and other errors in the forward translation, this should never be done in a back translation. In the back translation process, deviations and other errors in the forward translation are subsequently corrected before the forward and back translations are delivered to the client. The back translator should make sure to reflect the errors as accurately as possible by incorporating equivalent errors into the back translation, and even add a comment to call the project manager’s attention to the fact that there are errors in the forward translation. Documenting these errors is key, as it greatly facilitates the back translation review task. (Back translation review is the process of comparing the original source file against the back translation to verify that the forward translation reflects the meaning of the source text accurately.)

### Striking a Balance
Translation and back translation are different tasks with different purposes, and therefore call for different approaches. Back translators must be ready to use an approach and strate-
The back translator should never deviate from the forward translation when errors of any kind are found.


When it comes to reviewing copy, translators are often at what I like to refer to as “the very end of the line.” By the time copy is deemed ready for translation, it has usually been reviewed and edited by a plethora of people, including a professional team of editors and proofreaders. Yet, despite that overabundance of meticulous scrutiny, we translators often find that “final” texts still need editing prior to (and often post) translation.

While some may be tempted to think that the need for editing at this stage of the process highlights other reviewers’ shortcomings, this is seldom the case. More often than not, editors and proofreaders are bright, thorough, and highly proficient professionals. The issue is not so much how errors could have been made or missed, but why it is that “weak spots” in the copy typically surface at the very end of the line, that is, during the translation process. The answer lies not only in a translator’s language skills but in the very nature of translation.

Words Versus Ideas

While translators are skilled linguists with a thorough academic and practical knowledge of both their source and target languages (indeed, many are experts in their subject-matter areas), this does not account entirely for them being more likely to identify unobvious copy flaws than many other reviewers.

It has been said many times before, but can never be overstated: translation is not only about words, it is mostly about ideas. In order to interpret the idea/concept/message behind a phrase and convey it in another language, translators must deconstruct and then reconstruct that phrase completely. It is during that “stripping” process that unobvious copy flaws often surface. While the translator does not necessarily need to be familiar with the subject matter of the source copy, in order to provide an accurate translation, he or she must understand the sense of each phrase and how it relates to the text as a whole.

If the copy is in any way ambiguous, a good translator will likely query it. There are many reasons for this. First, because a professional and ethical translator will not translate copy about which he or she is uncertain. Second, because at some point, someone might call the translation into question for not matching the source copy, regardless of the latter’s accuracy. And third, because a translator might actually feel some degree of accountability for the quality (or lack thereof) of the clients’ material.
Translators Are Writers, Too

Besides their ability to deconstruct copy, translators are writers in their own right. Regardless of whether or not a translator specializes in literary translation, writing (i.e., thinking through, drafting, revising, editing) is an essential part of the translation process.

The concept of the translator as a writer is foreign to many clients, but translators literally rewrite their client’s copy from scratch (think *entire* contracts, websites, instruction manuals, product brochures, articles, books, etc.), from beginning to end. This is why it should not come as a surprise that translators are more likely to point out inconsistencies than most people reading through page after page of copy, even with a critical eye.

If the copy contains discrepancies (e.g., conflicting information within the same piece, or across several pieces of printed material), the translator is more likely than most to notice it and point it out. In addition, translators often have to research the subject matter during a translation. If during that research they come across something that conflicts deeply with the information presented in the source copy, they might also question it.

An Inquisitive Translator Is Good News

Every professional’s brain is trained to look at copy differently. A marketing specialist may review copy to make sure that it contains specific selling points, flows nicely, and is catchy. A legal specialist may check to make sure a document does not open the door to legal challenges. An engineer’s review may focus on checking to make sure a document does not contain errors, and major issues with sentence construction. But few people read copy more carefully than a translator. Typically, it is not until the translator actually *starts* translating that inconsistencies, technical inaccuracies, and unobvious flaws related to the structure of a given phrase or its meaning surface.

Regardless of the source of uncertainty—a translator’s misinterpretation, ambiguity in the source copy, or an obvious misprint—a good translator will likely ask questions during the translation process. Not *always*, of course, but often enough that a client may have cause for concern if a translator *never* does. Although most professional translators are able to look past “weak spots” and return better/clearer copy than the original, *never* asking questions would suggest that the copy is *always* clearly and flawlessly written. It would also suggest that the translator *always* comprehends the text fully, including the client’s technicalities, plays on words, artistic/writing licenses, and other subtleties. The chance of that is rather slim, especially in creative environments.

In fact, most translators will agree that asking questions is often part of the job. As *Translation: Getting it Right*, ATA’s free client education guide, puts it:

**An inquisitive translator is good news:**
No one reads your texts more carefully than your translator. Along the way, he or she is likely to identify fuzzy bits—sections where clarification is needed. This is good news for you, since it will allow you to improve your original.

Good translators strip down your sentences entirely before creating new ones in the target language. And they ask questions along the way.¹

But not every client may feel that way.

Asset or Nuisance?

Some clients value their translator’s input so much that they will actually wait until their copy comes back from translation before releasing it or going to print. For these clients, a translator’s meticulousness tracking of the subject matter is an asset, and they have learned the value of building extra time into their production/printing schedule to allow for both translation and post-translation editing. But clients who are relatively new to translation or to the international scene may have a difficult time appreciating the fact that an inquisitive translator is a good one (not a nuisance), or that copy can never be reviewed by too many eyes.

In some cases, a translator’s attention to detail may even be met with animosity, resentment, or distrust. A writer may take umbrage at his or her copy being queried. An editor may feel that his or her professional skills are being challenged. A manager may be upset that a production date is not met because of “translation delays.” In extreme cases, a client may choose to ignore a translator’s queries and use preliminary translations, or, worse, opt to work with translators/agencies that never ask questions or point out “fuzzy bits” in the source copy.

To Edit or Not to Edit?

When it comes to ambiguous (or untranslatable) source copy, a translator is confronted with more than the not-so-simple choice between editing and not editing. To begin with, the extent to which a translator should (with the client’s approval) edit source copy is an issue that is somewhat controversial. While most will agree that obvious misprints can safely be corrected and over-
The Translator as an Editor Continued

looked for translation, many will contend that more intricate changes, such as correcting technical terminology or rewording entire phrases to improve readability or sense, may not necessarily be up to the translator.

When we come across those (fortunately rare) cases where the source copy simply must be rewritten, we may have no choice but to request revised copy from our client. We may even have to take it upon ourselves to “redeem the untranslatable” by rewriting the source copy, rerouting it for approval, and retranslating it. (Whether we should is a matter of personal opinion.) In other (more common) cases, the source copy requires edits that, however small, may bear heavily on both the translation and the quality of the source copy.

In both cases, we should be fully prepared to justify our requests for edits, but at the same time be professional and tactful when presenting such requests to our clients. While some clients will welcome our feedback, others may not be open to editing the source copy. When a client is unwilling to edit the source copy, we may very well find ourselves between a rock and a hard place, having to choose between producing accurate target copy that may not match the source copy, or producing target copy that matches the source copy but may not be accurate.

What We Can Do

While it is not essentially our place to critique our clients’ copy or always our role to correct it, it is within our reach to educate the people with whom we work regarding what we do, what we may find along the way, and how that can benefit them.

At times, it may even fall to us to remind our clients tactfully that editing copy during and post-translation is about one thing only: improving the original and working together toward a greater, better end. Ultimately, if packaging or a website features obvious misprints, if assembly instructions are confusing, if a contract leaves too much room for interpretation, if a product is pulled off the market because of misleading claims, or if someone hurts themselves because of copy written (or translated) incorrectly, those mistakes will reflect badly upon the client.

So, let’s continue being inquisitive, but just as important, let’s strive to step out of our traditional role and keep reminding and proving to the world around us that every contribution matters and that we (writers, editors, proofreaders, translators) are not competing against each other, but complete each other. And if, down the road, it leads to some of our clients learning to build extra time into their production/printing schedule to allow for translation and post-translation editing, the better for us—and them.

Notes

I was at a cocktail party last night when the conversation turned to the subject of college education. When it was my turn to talk I was able to say, "Actually, I didn't go to college" quite comfortably, with no trace of the old awkwardness or embarrassment. It was not always this way.

When I finished high school, my father wanted to send me to his (and his father's) old school in England to get a university education. But I balked and said that further academic study was of no interest to me because I wanted a career in advertising. My uncle was in advertising, you see, and he was my hero, so my path was clear. My father said, "To me, the whole point of education is to learn how to think. I imagine if you can learn that from the University of Life you will probably do just fine." And then, in his usual quiet way, he set about finding me a job at the Montevideo headquarters of the J. Walter Thompson Company. It was the smallest branch office of the largest international advertising agency in the world. I began as the office boy—which made me the lowliest employee in the global JWT hierarchy—and I reasoned that from there I could only go up. I was right. JWT had an office in Uruguay to take care of international clients, but it was a very local affair that was actually run out of the much larger office just across the river in Buenos Aires, an hour away by plane. After I had been there for a few years, during which time a string of local managers had proved unsuitable for one reason or another, the bosses in Buenos Aires decided to try something different. By then I was the account executive and the latest manager's right-hand-man. This hapless fellow was paralyzed by fear and a very domineering wife and never made a move without checking with his superiors. That showed that there was no real need for a manager as such after all, just someone to handle the clients and represent the agency. The handful of employees had been dealing with the bosses across the river for years and knew exactly what they were supposed to do, so they did not really need much in the way of supervision or direction. I was at the right place at the right time and, most importantly, I spoke English, so I became the token head of the branch office. I was a few months shy of my 19th birthday. I resigned a year later because I wanted to go to England, the land of my forebears, which in those days I considered to be the epicenter of...
the world. I was told that I was mad to walk away from my promising career at the agency, but I knew I had to go and blithely assumed that I would find another job once I got to London. I sold my Vespa and traveled north through the Americas for a year, visiting friends and looking around, learning to think for myself. Icelandic Airlines had the cheapest fares across the Atlantic at the time, and one day I flew from New York to London. It was the mid-1960s and Britain was in a bad way. Nobody was hiring green account executives from the boonies who had dropped out and been on the road for a year. So I had to make do with waiting tables and a clerical sort of job in the ad department of a printing company. Things looked bleak and I began to understand why my forebears had left and gone to South America many years ago.

But one day my luck changed and I got a job at a multinational advertising agency in Madrid. I was like a fish in water again, happy as a clam at high tide. It was a big agency, with international accounts, and once again I was hired largely on the strength of my ability to speak English. I had an office with French windows onto a balcony and a view of the snow-capped peaks of the Navacerrada mountain range, where I went skiing whenever I could. I loved living in Spain, and stayed for three years. But then I was ready to move again, and the next thing I knew I was in Australia. My traveling companion and I went bush for a while, wandering from town to town out in the country, doing odd jobs here and there. We were what the Australians call jackaroos. I saw parts of Australia I would never have seen if I had gone straight to work in Sydney, and met people I would never have encountered in the city. It was, in a very real sense, like stepping through the looking glass into an unfamiliar dimension. There was a profoundly surreal quality about life in the outback that taught me to appreciate abstraction and the sense of inhabiting two separate realities at the same time. After a few months we packed it in and returned to the city, where I got a job at JWT again. In time I noticed that all my fellow executives had college degrees but had never been out of Australia, and discovered that this time I had not been hired for my ability to speak English but for my worldly experience. It was another great fit. I became an account director with an expense account and a company car, and I spent five great years with the firm. Until, one day, I dropped out and went to Mexico.

Life in the lovely colonial town of San Miguel de Allende, in northern Mexico, once again made me feel as though I had stepped into a different dimension—in this case, one that was far removed from modern city life. It was here that I discovered translation when I joined a group of literary-minded expats at weekly rooftop gatherings. I had always liked to write, and had always written, and although as an Anglo-Argentine-Uruguayan I had inevitably been a de facto translator, I had never considered it as a profession. I certainly enjoyed it, and vaguely thought: “Who knows? Maybe one day.” Many months passed at a leisurely pace and then it was time to replenish funds, so I came to the U.S. and worked as a cook on an offshore oil rig in the Gulf of Mexico. I had learned a little cooking along the way, and after some hands-on kitchen training I spent a wonderful year living on a small metal island out of sight of land, in the company of about 25 roughnecks and roustabouts from the Deep South. In the meantime, my wages were piling up in a bank in Houston. I think of that experience as my “Foreign Legion” period.

In 1980, I came to Austin, Texas, for the weekend and am still here. I fell in love with the place and never wanted to leave. So I stayed and got into the restaurant business. Managing a restaurant is a complex process that requires an eclectic range of skills. My advertising experience stood me in good stead, since a waiter is essentially an account executive and the kitchen is the creative department. My stint on the oil rig, where supplies were delivered once a week, taught me about taking inventory and planning carefully and not running out of things when they were most needed. And my checkered background had exposed me to many different types of people, which helped in dealing with staff and customers. My restaurant period lasted about a decade, by which time I was tired of dealing with employees and payroll and long hours on my feet, and wanted to do something different, something that was just me. I remembered my brief fling with translation all those years ago, and wondered whether it might become my third career. One thing led to another and one day I threw my hat into the ring and became a freelance translator.

At that stage it had been about 35 years since I had turned down my father’s offer to send me to a university, and never once had it been an issue of any kind. None of the positions I had held or the jobs I had done required anything more than a high school diploma, so my lack of college credentials had never come up. But now, as I started moving in translation circles, I realized that I was virtually the only one with no college background at all. This awoke in me a state of anxiety I had not experienced since I was a
teenager whose parents would not let him wear long pants until he was 14 years old. It was of some, but not much, consolation to learn that passing ATA's certification exam indicated that I was functioning at the intellectual level of a college graduate. I actually had few doubts about the skills I already possessed, but fell victim to a nagging sense of inadequacy when I contemplated my total ignorance of the academic world. It suddenly seemed that there were so many things I had never thought about, a venerable structure and discipline I had never experienced, and so many books I had never read. Not that all translation is of an exclusively academic nature, of course, not at all. But the kind I was interested in—literary translation—seemed to be dominated by academics with a lifetime of literary experience and letters after their names. And the wider world of technical and commercial translation was populated by college graduates with business degrees or engineering degrees or legal degrees. I confess to feeling somewhat intimidated, and it made me think long and hard about some of the choices I had made. In those circles the subject of one's college education came up quite often, and I sometimes pretended I had not heard the question, or sidestepped it with some vague segue to something else. Though no one ever gave me any reason to feel this way, I was embarrassed to admit that I had not gone to college. I knew I was being silly, but it made me feel inferior and that was all there was to it. It did not, however, seem to impair my translating skills.

Over the years, like many others in the field, I translated a typically varied assortment of birth certificates and college transcripts, brochures and posters, newsletters and manuals, video scripts and documentaries, poems, tangos, and novels. Time went by and I drifted into a niche translating art books and catalogues. It happened, as most projects of this kind do, with a referral and a project that led to another project that eventually led to a book. Art catalogues usually include essays by curators and art historians, theoreticians and critics—people with university degrees and letters after their names. There are biographical statements about the artist that often have technical and aesthetic descriptions of the work involved. There are reviews that explore paintings or sculptures and discuss their nuances in highly contextual and critical terms. These documents can contain subtleties of meaning that flutter through the words like butterfly wings. They can express abstract, theoretical ideas that exist in a dimension of their own. And where the words go, the translator must follow.

As with any other form of translation, I read the original text and decide what research I need. As the research progresses, I work with the text to understand the rhythm and get a feel for the narrative flow. I think about what the author is saying, studying the words through an analytical lens that has been polished by the survival skills a lifetime can teach. Once I am ready to write the new version, I summon up the surreal sense of duality I experienced in the Australian outback, on an offshore oil rig, and in the mountains of Mexico, and approach the text from there. During this process I feel detached from any intellectual structure or discipline of any kind. I feel that I am floating free, communing with the words on a purely intuitive level, looking for meanings I can picture and feelings I can capture. I flow back and forth between the source and the target languages, building the translation word by word, and imagine how pleased my father would be to know that I am a graduate of the University of Life.

Getting started as a translator or interpreter can be a rocky road. Newcomers are in need of advice and encouragement from working professionals with on-the-job experience. In response to this need, a group of dedicated ATA volunteers has created The Savvy Newcomer blog to discuss questions about starting out in the profession. The blog is for all newcomers to the profession, whether a student getting ready to enter the industry or an individual trying to break into a new career.

We welcome you to come join us in making The Savvy Newcomer a lively community where veteran translators and interpreters can offer their best “do this, not that” advice. This is a tremendous opportunity for experienced professionals to give back to the profession and for newcomers to learn how to become successful.

Check us out at www atasavvynewcomer org and sign up to receive an e-mail notice when a new post goes up.
For the past five years, I have really enjoyed teaching professional development workshops for fellow professionals, but I had not considered teaching translation and interpreting on a long-term basis. I am not known for my patience, so the idea of teaching students week after week did not seem like a particularly good one.

Still, I was glad to accept when the University of California San Diego Extension asked me to serve on the advisory board for the certificate in English/Spanish translation and interpreting studies. That pro bono work did not take up much time, and I enjoyed being involved in shaping the curriculum a bit. I volunteered to give workshops or webinars for this online program (they have an on-campus program as well), but it turns out that what the university needed was online instructors for 5- and 10-week classes. I remembered how much of a difference my fantastic teachers and professors had made in my life, and many colleagues seemed to enjoy teaching, so I accepted after much hesitation. I decided that I would do a trial run consisting of one class (a five-week introduction to translation class) and then take a hard look at whether I really enjoyed the experience. I was not at all convinced that I would enjoy teaching, but I have found that I absolutely love it. Who knew?

Now, it is a well-known fact that no one teaches as a university adjunct because it is a lucrative endeavor. There is no doubt that preparing my classes, which partly consist of PowerPoint presentations with audio that run on a sophisticated online learning platform, is an enormous amount of work. Designing exams, quizzes, assignments, and looking constantly for new and interesting tidbits about the industry is time consuming. Grading can be tedious, but my students deserve unbiased feedback on their work, so I take great pride in spending a lot of time on it. In spite of the time commitment, I keep on coming back to teach quarter after quarter.

I have tried to figure out why I enjoy teaching so much and have concluded that there are myriad reasons. First, I truly enjoy being associated with a major bricks-and-mortar university, especially the University of California system. I think that the University of California-San Diego, whose translation and interpreting program has been around since the 1990s, has done an excellent job of designing a solid curriculum and succeeded in attracting instructors who are very active in the profession. Second, here in the U.S., there has been a notable absence of easily accessible translation and interpreting programs. We have a long way to go in terms of training the new generation of linguists, and I think the University of California San Diego Extension is doing a fine job of making these programs accessible (even if it is a certificate program and not a full undergraduate degree). The entire translation certificate program can be completed online, and my students have lived in every corner of the U.S. in addition to Bolivia, Spain, Chile, Mexico, and everywhere in between.

Another reason I love teaching is that I can truly see the impact I am having on students’ lives. Early on, a student told another prospective student that my online introduction to translation class should be called “reality check.” In these difficult economic times, it is no surprise that many look to new fields for employment, but translation is not for everyone. In my class, I do my very best to clear up as many misconceptions about the industry as possible, and in the process some students might discover that they do not (yet) have the skills they need to succeed in this industry, which I also consider a positive outcome. I have noticed...
A few weeks ago during a talk and a workshop, I trotted out one of my lame jokes for the audience. I asked: “Do you know what ‘PDF’ really stands for?” At least three people in the audience responded by rolling their eyes and groaning: “Pretty Darn Frustrating.” Note to self: It is probably a good idea to lay that one to rest.

Laying a tired joke to rest, though, does not mean that the PDF issue has been solved, which is something that some might wonder about when dealing with Word 365/2013’s much-touted PDF Reflow feature, the MS Word-internal PDF conversion program. I had a quick look at it and found it be a nice conversion utility that does fine with simple PDF files, but it shares the same problems common to almost any other program that converts PDFs to truly editable and, therefore, translatable files.

Laudably, Microsoft is not too shy about talking about the limitations. In fact, when you open a PDF file in Word 365/2013 you are shown the following message: “Word will now convert your PDF to an editable Word document. This may take a while. The resulting Word document will be optimized to edit the text, so it might not look exactly like the original PDF, especially if the original file contains lots of graphics.”

This warning does not even address the fact that many PDFs are completely graphics-based, including the text on these graphics. And since that text also needs to be translated, the best option for converting PDFs are still tools that also have optical character recognition (OCR) capabilities, such as FineReader by ABBYY and OmniPage by Nuance, along with their lighter and cheaper versions that work only on PDF files (PDF Transformer by ABBYY and PDF Converter by Nuance) and convert only PDF files.

Of those two, I would recommend the ABBYY products, since Nuance’s products always convert into the locale of the operating system on which you work, and you cannot do anything about it unless you want to change your locale. This essentially disqualifies the product for anyone who might work in any source language that is not the language of his or her operating system.

Some time back, I mentioned a “better way of working with PDFs” by using OpenOffice and LibreOffice—too bad MS Office has not followed suit. Both of these office suites offer the option of creating a PDF that has a LibreOffice/OpenOffice file embedded, making this PDF completely editable within its originating application. In fact, when you open this PDF within LibreOffice/Open Office, it automatically opens in the word processing/spreadsheet/presentation component in which it was created just like a normal document. If it is “only” a normal PDF that is not directly editable, it opens in the graphics component. These kinds of PDF files are called hybrid PDFs, and you can create them by selecting “File> Export as PDF> Embed this document inside the PDF” (OpenOffice) or “Embed OpenDocument file” (LibreOffice).

Again, this works only for files that were created with those two open-source word-processing tools, but it would be great if other tools such as MS Office would support a feature like that as well, automatically making the world a better place. (If it were only that easy, huh?)
If you have not done it before, interpreting for broadcast media can be daunting, especially given the size of the audience depending upon you to help them follow the proceedings. The amount of preparation for the actual broadcast will depend on its importance to the network and the latter’s experience working with interpreters. Some outfits will expect you to do your own research. They will bring the talent (you) in, sit you in front of a screen at the studio, do a microphone check, and then expect you to be ready to go. To help you better prepare for these assignments, here is an overview of what to expect.

The Gold Standard

If you do not live near the location where you will be working, you should check to see if it would be possible for you to arrive the day before the broadcast. You will be spending a good part of the day of the actual broadcast prepping for the event, so it is a good idea to build in extra time for research. Sometimes you will receive scripts in advance of the date, but it is generally useless to devote much time to studying them because new versions come out every day. Upon arrival at the studio, you will be given the latest copy of the script, but, as I mentioned before, you will most likely receive numerous updates that come in during the day. Keep in mind that scripts are no guarantee of what will actually be said during the broadcast, but they are a starting point for research and provide you with a good idea of the program’s content and the terminology that may be used.

In addition to a script, you will generally be supplied with a rundown. The rundown is a timeline or cue sheet for a live program that tells you when and how long different segments will be running, such as packages or bumps. Packages are prerecorded segments relative to the show that are not scripted. Bumps are brief announcements, usually 10-30 seconds, that can contain a voiceover, usually placed between a pause in the program and a commercial break, stating the name of the program or promoting other events on the network. These can vary from simple text to short video clips. The information in the rundown allows you to know how long you have to speak your bump translations, which you will prepare in advance (according to instructions) and have vetted by the director. Depending on the content, packages may or may not be interpreted.

Your Responsibilities

Always come prepared with your own laptop unless you are assured access to one onsite. Also, bring any pertinent glossaries or dictionaries so you can build a case-specific playbook if you do not have prior references. It is also a good idea to come prepared with pertinent filler information in case a satellite goes down temporarily.

You will spend several hours annotating the script and meeting with the other interpreters, depending on the format. If there are different languages involved, this is the time to reach a consensus on terminology and establish the order to be followed with your colleague regarding who interprets what. This is usually determined on a gender-specific basis, but when interventions are very long or several men or women speak for a stretch, the speaking order will have to be modified. You should also plan your introductions as interpreters, but this will depend on network policy, so be sure you check with the director/producer.

Also, remember to take breaks during the day. These programs tend
to be aired in prime time, so you will have a long day ahead of you. The client will typically provide snacks, beverages, and possibly meals throughout the day. I would not encourage eating very much the later it gets, since you will need to remain alert.

**Choices**

As you get closer to air time, you will be taken to your cubicle to run voice/microphone levels. This is also when you will choose your preferences regarding what you want to hear. For example, you might decide to hear the program feed in both ears. Other options include hearing yourself at a lower volume on one side of your headset so you can modulate your voice better, or hearing your partner in order to make a smoother transition when it is your time to speak. I like to hear myself, in addition to the program, as it gives me more control. The director/producer always has the option to cut in to cue you and/or give instructions.

**Content that Is Not Interpreted**

Do not become overly zealous about wanting to interpret everything you hear. Remember that most of these programs fall into the entertainment genre, so the interpretation, in addition to being accurate, must be tempered by common sense and general appeal. Do not try to interpret lyrics, poetry, or jokes that do not make sense or may be deemed offensive in another cultural context unless you happen to know an equivalent. You have to tread a very fine line because your audience will certainly be providing feedback on your interpretation via social media channels such as Twitter, which is one of the ways the networks determine your effectiveness.

I trust I have provided you with a better understanding of this exciting and demanding aspect of simultaneous interpreting, and encourage you to try it if it interests you. I also invite you to share your comments and questions with me.

The Entrepreneurial Linguist Continued from page 22

that some universities have a tendency to gloss over the difficulties of the profession, which does not do students any good.

In addition, I also enjoy teaching because I think we all have a responsibility to educate the next generation, whether it is informally as a mentor or formally as an instructor. And finally, the positive feedback I have received from students has been so overwhelming that I had to create a special e-mail folder for it. I go back to that folder when I am having a challenging day to remind myself why I teach and why I love this profession so much—including my students, who may very well turn out to be my future colleagues and friends.

Looking for continuing education events in your area?

Check out ATA’s online event calendar at [www.atanet.org/calendar](http://www.atanet.org/calendar).

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[http://www.state.gov/m/ols/c56507.htm](http://www.state.gov/m/ols/c56507.htm)
“Hot” Specializations

Reader Isabelle Olesen asks:

1. Whether you are a new translator or an experienced translator who needs a change in focus, what fields are worth looking into or pursuing training?

2. What fields have a high volume of work or a lack of translators?

3. In what fields are clients willing to pay premium rates?

Brandon Carney: Chief executive officer of Divergent Language Solutions, LLC

Regarding specialization, I feel that there are far too many linguists who try to do it all. While I understand no one wants to tell a client “no,” knowing and being honest about your weaknesses is just as valuable as knowing the areas in which you excel.

My immediate answer to Isabelle’s question concerning worthy fields upon which to focus would be health care and law. Both of these verticals have a huge amount of work and present substantial opportunity for a linguist who can produce a top quality product. The volume of work in these fields will only grow in the coming years while the number of qualified linguists will not track accordingly. It is simple supply and demand. If you are one of the few who produces top-notch work consistently in an environment where you are the exception, clients will beat a path to your doorway with the budget to pay the premium that comes along with it.

One of the challenges that we, as language services providers, face is educating our clients concerning the realities of the translation universe. They want the best, they want it overnight, and they want it cheap. We will often lose a job due to pricing issues only to find that the client received shoddy work and even worse service elsewhere. Although these situations are tough initially, they usually play in our favor over the long-term. After a bad experience, the client recognizes that translation involves more than just hitting a few buttons on a machine. It is a skill and an art form. Working in these two verticals, once the client sees the light, they are willing to pay a premium for the quality product that they need, as are we.

Grant Hamilton: President and founder of Anglocom

No doubt there are technical fields where translators can make a great living, but something tells me these are the same fields where machine translation is making the greatest inroads. After all, a machine can learn specialized terminology.

Writing, however, is another matter. No machine can decide which words sound the best, which sentences should be shorter or longer, or which vocabulary choices have the ring of translation to them. They are incapable of taking the abstract thought of a Latin language and expressing it with the concrete friendliness of English.

If you have chosen translation because you love to write and you love language, why not sharpen your writing skills as you hone your bilingualism so that you can do stylistically challenging work?

This is the work that clients value. Their annual reports. Their corporate brochures. Their print, radio, and television ads. They will pay top dollar to get it right. If you can produce compelling copy consistently that preserves and conveys all of the flow and finesse of the source language, people will beat a path to your door. Better yet, you will spend your days doing interesting and often prestigious work.

My advice?

1. Attend specialized workshops for translators and writers.

2. Read voraciously and attentively in your target language, and focus on the kinds of texts you would like to translate.
3. Make sure you have a thorough understanding and are able to address style, grammar, and punctuation issues.

4. Observe closely how other successful translators deal with stylistically difficult work by examining their translations.

5. Have your own work critiqued by people you know and admire.

6. Before turning in completed work, ask yourself: Does this sound like something I could have written myself? (If it does not, maybe you still have some fine-tuning to do.)

Good luck!

Thaïs Lips: Vice president of the Colorado Translators Association and an English<>Portuguese translator and interpreter specializing in legal, marketing, and social sciences

A language in high demand requires very specialized translators. For instance, around 250 million people speak Portuguese as their native language, which is higher than French, German, or Japanese. Yet, Lusophones often wonder why some people still consider their mother tongue a “minor” language or think that Portuguese is a dialect of Spanish!

In 2013, Brazil alone had a little over 200 million Portuguese speakers. According to the World Bank: “With a gross domestic product of US $2,223 trillion in 2012, Brazil is the world’s seventh wealthiest economy. It is also the largest country in area and population in Latin America and the Caribbean.”

There is international trade expansion in Brazil, and, consequently, increasing translation possibilities.

Brazil has won five World Cup Championships, and will host the World Cup this coming June and July. From the Amazon up north to the Pampas down south, 12 capitals will hold soccer matches. In 2016, Rio de Janeiro will host the Olympics. This all means translation and interpreting jobs galore!

Linguists specializing in Portuguese confirm this growth in workload, as well as an increase in competition. Non-professionals try to take advantage of the momentum by offering translation services at lower rates, but this is where specialized translators stand out in the crowd.

Clients in Brazil demand qualified translators who are highly specialized in various fields, including contracts, marketing, finance, construction, sports, alternative energy, oil and mineral exploration, medical software applications, restaurant and catering menus, and Amazonian indigenous and environmental reports. Knowing the rich culture and subcultures that Brazil, with its continental proportions, has to offer is an extra asset translators can bring to the table.

Notes
The best feedback I ever received was in response to a translation for a new agency several years ago. The proofreader had a problem with the terminology I used, explaining that the most authoritative reference in this particular subject area was a lexicon that I had obviously not consulted. I was fairly new to the field, so I immediately went out and got my hands on this holy grail of terminology, which has since turned out to be a lifesaver on more than a few occasions. So, even though the critique stung a bit, I am grateful because it told me something I really needed to know in a straightforward, non-offensive way.

The worst feedback I ever encountered, on the other hand, was when I was doing a final quality assurance check on a colleague’s translation that had already been proofread. The translation did need a lot of work, but the proofreader had added personal comments in the margin expressing his increasing frustration concerning the translator’s deficiencies. Finally, when the translator rendered voorwand as “inferior wall,” the proofreader exploded: “Here we go again! How can anyone not know that this means “posterior wall!” Unfortunately—or to be totally honest, amusingly—the proofreader was also wrong, as voorwand means “anterior wall.”

This incident has stayed with me because by using such an unnecessarily petty, adversarial tone, the proofreader appeared less professional than the hapless translator. And if I had been a client, these outbursts most certainly would not have given me any reason to take translation seriously as a profession.

A lot has been written about the fact that many people do not really know what translators and interpreters actually do. This is frustrating, but on the other hand, it means we still have every opportunity to shape public perception regarding what the profession is all about. One major factor that determines how people perceive us is how we interact.

In this regard, I think that the fields of law and medicine have some traditions worth pondering. During a trial, all interactions are codified. Each party takes turns according to strict rules, and no matter how heated tempers get, there is a standard of conduct that must be observed or you will be held in contempt. The message is that the ideal and the pursuit of justice are worthy of respect (even if individuals fall short), and that the legal profession is therefore worthy of respect (lawyer jokes notwithstanding).

The same is true of the medical profession. What stands out in the thousands of Dutch medical documents I have translated over the years is the formality with which doctors refer to each other. It is always “Dear colleague,” “I entrust my patient to your excellent care,” “thank you for your faith in me in referring your patient,” etc. The only glimpse of frustration I ever got was in a medical report where a doctor stated, “the reasons for my colleague’s approach are not entirely clear to me.” (Translation: “I have no idea what the **** he was thinking.”) It made me laugh because it was so unusual. But if this type of comment were commonplace, I wonder what it would do to my estimation of the profession.

I am not trying to get everybody to gather around the campfire to hold hands and sing Kumbaya. Wherever you have two people you are going to have disagreement, and that can be healthy. But how we express our disagreement makes a difference in people’s perception of our profession. A little judicious formality and courtesy help assign value to what we do. I would say that, overall, this is already the rule in the linguist community, and I have learned a lot just by watching more experienced colleagues interact. But sometimes the exception is what people remember. We all have days where everything is just incredibly aggravating, but that is exactly what codes of conduct are for—to enable us to function in a larger context regardless of the whims of personal circumstance. So, that is what I tell myself when I am tempted to lash out: calm down and check your attitude, because we are trying to have a profession here.

Information and Contacts

Internet blogs are rich sources of information for translators and interpreters. They allow users to post questions, exchange ideas, network, and read news and commentary on a specific subject. The topics featured in this column are actual blog postings concerning issues pertinent to your colleagues in the field today. For more blog listings, visit www.atanet.org/careers/blog_trekker.php.
ATA and the American Foundation for Translation and Interpretation (AFTI) present annual and biennial awards to encourage, reward, and publicize outstanding work done by both seasoned professionals and students. Awards and scholarships for 2014 include:

The Alexander Gode Medal, ATA’s most prestigious award, is presented to an individual or institution for outstanding service to the translating and interpreting professions. This award may be given annually. Nominations are solicited from past recipients of the Gode Medal and the membership at large.

The Lewis Galantière Award is given for a distinguished book-length literary translation from any language, except German, into English published in the United States. The award is bestowed biennially in even-numbered years.

The ATA Student Translation Award is presented to any graduate or undergraduate student, or group of students, for a literary or sci-tech translation or translation-related project. The award is given annually.

The AFTI JTG Scholarship in Scientific and Technical Translation or Interpretation is presented to a student enrolled or planning to enroll in a degree program in scientific translation or in interpreter training.

The S. Edmund Berger Prize is offered by AFTI to recognize excellence in scientific and technical translation by an ATA member. The award is given annually.

The Marian S. Greenfield Financial Translation Presentation Award is offered by AFTI to recognize an outstanding presenter of a financial translation session during ATA’s Annual Conference.

The Alicia Gordon Award for Word Artistry in Translation is given for a translation (from French or Spanish into English, or from English into French or Spanish) in any subject that demonstrates the highest level of creativity in solving a particularly knotty translation problem. Open to ATA members in good standing.

The Harvie Jordan Scholarship is awarded to an ATA Spanish Language Division member in good standing to promote, encourage, and support leadership and professional development within the division. The scholarship is given annually.

For complete entry information and deadlines, visit www.atanet.org/membership/honorsandawards.php.
The American Heritage Science Dictionary contains approximately 140 entries accompanied by “notes” that explain a term in more detail. There are also approximately 350 illustrations. The book is well constructed both physically and visually. The hardcover binding opens easily and appears durable. The serif typeface is legible and comfortably spaced, and the paper is substantial with minimal show-through. The format is clear and simple, with headwords in boldface. Lookup is strictly alphabetical.

Content
The dictionary provides phonetic pronunciation for some terms, but there is no grammatical information. The proportion of “filler” words seems quite low. Contextual information is inconsistent and, as indicated individually in the table on page 31, there are not enough cross-references. The table shows the results of a search for 20 items that could be expected to appear in a work of this kind.

Overall Evaluation
This dictionary might serve as a supplementary reference source for an intelligent student beginning his or her study of science. It includes numerous biographies of prominent scientists, and the graphic material helps explain some concepts. The novice would probably not be harmed by its shortcomings, which include insufficient and inconsistent cross-references, considerable gaps in coverage, and occasional excursions beyond objectivity.

The professional who wants to learn about an unfamiliar subject or explore any topic in depth should, however, look elsewhere. As every reader of this magazine surely knows, the obvious “elsewhere” these days is the World Wide Web. Guided by a search engine, and applying good judgment and discrimination to its findings, technical translators will gather a great deal more (and more useful) information far more efficiently online than they
will from this book. Overall, this dictionary rates good to fair as an accompaniment to introductory science textbooks. It is not worth acquiring for professional translators.

### Table 1

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus</td>
<td>Not found.</td>
</tr>
<tr>
<td>Capacitor</td>
<td>Found, but contains no cross-reference to the additional entry for “electrolytic capacitor.”</td>
</tr>
<tr>
<td>Cement</td>
<td>Not found.</td>
</tr>
<tr>
<td>Condensation</td>
<td>Found, but discusses only the physical phenomenon; chemical condensation reactions are not mentioned.</td>
</tr>
<tr>
<td>Coronavirus</td>
<td>Not found.</td>
</tr>
<tr>
<td>Darwin</td>
<td>Includes a long biography of Charles Darwin, but with no specific cross-references to additional entries for “natural selection” and “Alfred Russel Wallace.”</td>
</tr>
<tr>
<td>Electrode</td>
<td>Refers only to measurement, with no mention of electrodes in industrial contexts such as aluminum smelting.</td>
</tr>
<tr>
<td>Gas Law</td>
<td>Found, with cross-references to additional entries discussing Boyle, Charles, and van der Waals.</td>
</tr>
<tr>
<td>Microelectromechanical Systems</td>
<td>Not found.</td>
</tr>
<tr>
<td>Nitric Oxide</td>
<td>Found, including a note discussing biological functions.</td>
</tr>
<tr>
<td>Oscilloscope</td>
<td>Not found.</td>
</tr>
<tr>
<td>Perigee</td>
<td>Found; also “perihelion” and “perielune.”</td>
</tr>
<tr>
<td>Radioactivity</td>
<td>A good half-column explanation, but with no cross-reference to additional entries for “alpha decay,” “beta decay,” and “gamma decay.”</td>
</tr>
<tr>
<td>Refractory</td>
<td>Found, but does not mention the widespread use of “refractory” as a noun.</td>
</tr>
<tr>
<td>Sensor</td>
<td>Not found.</td>
</tr>
<tr>
<td>Subscriber</td>
<td>Not found.</td>
</tr>
<tr>
<td>Torque</td>
<td>Concise description with cross-references to additional entries for “lever” and “angular momentum.”</td>
</tr>
<tr>
<td>Turbojet</td>
<td>Although accompanied by a note, this entry misrepresents the basic technology and terminology, and would mislead a reader unfamiliar with it.</td>
</tr>
<tr>
<td>Unconformity</td>
<td>Found, with implicit cross-reference to “discontinuity.”</td>
</tr>
<tr>
<td>Working Fluid</td>
<td>Not found.</td>
</tr>
</tbody>
</table>

### Upcoming ATA Webinar

**Time Management for Freelancers: How to Get Things Done!**

**Presenters:** Corinne McKay and David Rumsey  
**Duration:** 60 minutes | **CE Point(s):** 1

**March 20, 2014**  
**12 Noon U.S. Eastern Daylight Time**

Poor time management is a major pitfall for many freelancers. Without a system for scheduling and prioritizing, we can end up earning less than we want or need. As a result, we may feel that we have no free time and suffer significant stress in our work and personal lives. In this webinar, we’ll examine concrete ways to organize the day, prioritize what matters to you, and tame the beasts of modern life such as e-mail and smartphones.

**Register today**  
ATA Member $35 | Non-Member $50

**Can’t attend?**  
Register now and a link to the on-demand version will be sent to you following the live event. For more information, visit www.atanet.org/webinars.

Don’t Miss Out!  

Many of ATA’s announcements, including division newsletters, webinar schedules, and conference updates, are sent to members by e-mail. To be sure that these messages don’t end up in your spam folder, take a minute now to add ata-hq@atanet.org to your “safe senders” list.
April 2014 is the month in which the world will celebrate the 450th anniversary of William Shakespeare’s birth. We in the translation and interpreting world can rejoice that so much astonishingly meticulous translation work has been done to bring his dramas to other languages. We can also wrap our minds and professional talents around the linguistic curiosities to be found in his work, beginning with his earliest published dramas, where French, Spanish, Italian, and Latin appear periodically. During a more mature period, when he was writing his histories, an entire scene in Henry V (1599) was written in French, and the French princess wooed by the English monarch revealed her limited skills in English. I will say a bit more about the linguistic aspects of Shakespeare in the April issue of this column.

New Queries

(Croatian>German [English] 3-14.1) Does SL Kretnje mean anything in a physical therapy context? The colleague posting this query was attempting to render the following items into good German, but stumbled over the one in bold print: Fizijatar: Konzilijami/Navodi bol lijevoga ramena/SL Kretnje lijevog ramena, abdukcija do 45 st., šake formira/Dg Hemiparesis lateri sinistri. What is it?

(Dutch>German [English] 3-14.2) This query may have to do with what, in the world of food service, is called “presentation.” Examine the words in bold print and see if they mean anything in this menu context: Skrej kabeljauw, gebakken met structuren van bloemkool, spinazie, dooier van kwartel ei en saus van ui. What might these be?

(English>Norwegian 3-14.3) “Anti-block” is the adjective that tripped up one of our colleagues when trying to deal with this text about crane equipment on a construction site: “Cranes shall be fitted with two anti-block devices and load indication equipment on both the main and auxiliary hoist lines.” Try to answer this if you can.

(English>Russian 3-14.4) Is there Latin or Spanish mixed in with the English context of this legal query relating to a divorce? Six bolded words—one of which is certainly not English—make up the heart of this query: “Plaintiff commenced the action for divorce by personally serving Defendant with process (Summons with Notice, Show Cause for pendente lite relief).”

(English>Turkish 3-14.5) For some reason, “feels right” is a stumbling block when trying to translate the following fitness instruction from English into Turkish: “Although the instructions are very specific, you may always modify them according to your partner’s preferences and what feels right for your own body.”

(Finnish>English 3-14.6) The text in this query has to do with trading shares at discounted prices, and the word substansialennus is troublesome. Here is some context: Tuottoarvon määrityksessä on otettu huomion substanssi- ja listaamatomuusalen. Guesswork will not suffice for an answer here.

(French>English 3-14.7) In industrial engineering, what are we to make of étude de fiabilisation? The text in question speaks of les études de fiabilisations des appareils à pression avec un logiciel propriétaire suivant le Code ASME.

(German>Italian [English] 3-14.8) After praising the quality of some genuine Merino lambskin with such raves as “nicht gebleicht, nicht gefärbt!” and “Geruchsneutral!” this text uses a difficult word (in bold): Kein Gestank nach Schaf. Does anyone have any suggestions for how to deal with this?

(Polish>German [English] 3-14.9) In a text about recycling waste containing zinc, wsadowy caused problems. Here is a pair of short couplets for a bit of context: mieszanka wsadowa, materiały wsadowe. In this very down-to-earth field of endeavor, there surely ought to be an answer to this query.

(Portuguese>English 3-14.10) Presumably, this query deals with
Brazilians. The context has to do with a production line for drugs. The text speaks of *os produtos fabricados na linha podem ser fabricados em campanhas*, and it is the final word that is causing the problem. What is involved here?

(Spanish>English 3-14.11) Check out the four words in bold from this mechanical engineering text: *Cuenta con cuatro alojamientos hexagonales para tuercas, las cuales permanecen fijas en la montura inferior y permiten una instalación rápida y segura.*

Replies to Old Queries

(Italian>Czech [English] 1-14.5) *meccanismo a ricircolo di sfere con cuatro alojamientos hexagonales para tuercas, las cuales permanecen fijas en la montura inferior y permiten una instalación rápida y segura.* Metalla Paterlini calls this a “recirculating ball steering gear.”

(Italian>English 11-13.6) *motori gravi atmosferico ad azione differita:* Lorraine Alexson did some meticulous homework on this by consulting two websites. She found an illuminating sentence on the website of the *Perini Journal*: “What is involved is a gravity-atmospheric vertical-axis twin-cylinder engine, which conforms to an English certification of May 13, 1854, of a delayed-action return stroke.”

Well, dear readers, what do you think? Since a digital version of this magazine is now available, are you more inclined to dip into it that way, or is the hard copy still indispensable to you?
Humor and Translation
Mark Herman

Re-Translation

One argument for re-translation—that the existing translation or translations are terrible—is almost never made. Instead, three other arguments are given, all of which have some validity:

1. The target language has changed. Readers and/or the audience will tolerate originals in an archaic language but not translations.

2. While the language has not changed very much, the genre in question, say poetry, has.

3. The first translation or translations of a work, at least of a major literary work, must serve not only as a translation but also as an accessible introduction to the work. Therefore, many aspects foreign to the target culture will be muted or eliminated in the initial translation and require re-translation to put them back.

One person willing to make the bad-translation argument is Barbara Folkart, in her 2007 book Second Finding: A Poetics of Translation (University of Ottawa Press), who states: “Many translations are inferior to the originals … For one thing, translations are not always held to the highest standards of artistic creation for their day” (135). Folkart’s lament is quoted on page 43 of Gregary J. Racz’s “No Anxiety of Influence: Ethics in Poetry Retranslation After Analogical Form,” which appeared in Translation Review #85 (2013). In this article, Racz discusses re-translation far more extensively than is possible in this column. He also mentions another reason for re-translation: the fact that previous translations are available for use, and the ethical problems that arise thereby. He quotes Clifford E. Landers: “There is no ethical constraint against checking your own translation against previous ones upon completion of your first draft. The fact that the ideal word or turn of phrase has already appeared in an earlier translation should not preclude your own use of it” (46).

More cynical are the quotations from Donald Frame: “I strongly favor … borrowing—or steering—whenever you see that your own best solution to a [translation] problem is clearly inferior to someone else’s” (45), and William Gass, who described his own re-translation efforts as those of “a jackal who comes along after the kill to nose over the uneaten hunks [and] keeps everything he likes” (45).

Racz believes the second reason stated above: that change of genre is a principal driving force for much of the re-translation of poetry in the 20th century, and that it will be a driving force for further re-translation in the future. Older poetry, as most readers of this column know, conforms to some sort of regular rhyme scheme and meter. Most contemporary poetry is free verse. Racz, following James S. Holmes, considers several ways to translate poetry: 1. into the exact rhyme scheme and meter of the original (“mimetic form”); 2. into some other regular rhyme scheme and meter (“analogical form”); and 3. into some form dictated by the semantic material of the poem (“organic form,” usually equivalent to free verse).

Though Racz dismisses mimetic form as uncommon and a virtual impossibility (47), that was in fact what many Victorian and Edwardian translators strove for, and was one of the causes of much unsuccessful poetry (and opera) translation. Perhaps in reaction to so much bad rhymed and metered translation, in the 20th century there was wholesale re-translation into organic forms (free verse). Alas, much of this was also unsuccessful, and so, as Racz implies, 21st-century poetry translation will be re-translation using analogical forms, that is, meters and rhyme schemes hospitable to the English language rather than those of the original poems.

In closing, let me return to Folkart’s comment on standards. Given the conditions under which some translators must work, and what they are paid, it is amazing that there are any standards at all. Many of you have read about the severe time and stylistic constraints imposed upon translators of the Harry Potter series into non-English languages. Breon Mitchell, the re-translator of Günter Grass’s now classic Die
Blechtrommel [The Tin Drum], explains that Ralph Mannheim, the original translator into English, “had been under great pressure to produce [his translation] on relatively short notice,” and had left “gaps” in the text, and might even have “bowdlerized” it (“The Voice of the Translator: An Interview with Breon Mitchell” by Rainer Schulte, Translation Review [#83, 2012]). But perhaps nothing compares with the infernal conditions endured by the translators of Dan Brown’s novel Inferno:

Eleven translators worked under tight security in an underground “bunker” to translate Dan Brown’s new novel Inferno for its May 14 [2013] simultaneous release in French, German, and Italian. The translators, who were sworn to secrecy, worked seven days a week for two months. To prevent leaks of the plot, they were driven to and from their hotel in Milan accompanied by security guards and had to account for all of their time outside of the bunker. To throw curious friends off the track, an alibi and cover story were provided for each translator. Cell phones were confiscated and computer access restricted. No manuscripts, notebooks, or papers were allowed outside of the bunker. (The London Telegraph, May 6, 2013, reprinted in ATA Newsbriefs, May 2013)

One wonders what all the secrecy was for. After all, it’s only a book, not a new fragrance.
• Nicole Y. Adams published *Diversification in the Language Industry: Success Beyond Translation* (NYA Communications, 2013).

• Björn Bratteby has been elected to the board of directors of the Société française des traducteurs.

• Geoff Koby’s translation of Milena Wazeck’s *Einstein’s Opponents: The Public Controversy about the Theory of Relativity in the 1920s* has been published by Cambridge University Press.

• Karen Tkaczyk has been included in the American Chemical Society’s list of profiles of people with interesting chemistry careers (http://bit.ly/ACS-Tkaczyk).

• Jost Zetzsche has released *The Translator’s Tool Box: A Computer Primer for Translators Version 11* as an ebook (www.internationalwriters.com/toolbox).

Member News

Want to let your colleagues know about your professional activities? Send your news to Jeff Sanfaçon at jeff@atanet.org.

Information and Contacts

How to Make the Most of Your ATA Membership

When you joined ATA, you tapped into a great network of people, opportunities, and resources. But without your involvement, this network of great things just sits there. You need to get started, get connected, and get involved. It’s up to you!

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• Read the latest issue of *The ATA Chronicle* (www.atanet.org/chronicle/flipbook_main.php)

• Watch the free webinar “How to Make the Most of Your ATA Membership” (www.atanet.org/webinars/membership/webinar_oct2010.wmv)

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• Follow ATA on Twitter (https://twitter.com/atanet)

• Join the ATA Business Practices listserv (https://groups.yahoo.com/neo/groups/ata_business_practices/info)

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• Submit an article to *The ATA Chronicle*

• Attend ATA’s Annual Conference in Chicago, Illinois, November 5-8, 2014 (www.atanet.org/conf/2014/attend.htm)
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.

**Massachusetts**
Somerville
May 3, 2014
Registration Deadline:
April 19, 2014

**Michigan**
Grand Rapids
May 10, 2014
Registration Deadline:
April 25, 2014

**South Carolina**
Spartanburg
April 6, 2014
Registration Deadline:
March 21, 2014

**Washington**
Bellevue
May 3, 2014
Registration Deadline:
April 19, 2014

**Texas**
Austin
May 3, 2014
Registration Deadline:
April 19, 2014

**Argentina**
Rosario
June 28, 2014
Registration Deadline:
June 13, 2014

**Hungary**
Budapest
May 1, 2014
Registration Deadline:
April 17, 2014

**Japan**
Tokyo
June 23, 2014
Registration Deadline:
June 9, 2014

New Certified Members

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

**English into Spanish**
Carmina C. Bottasso
Rosario, Argentina

Patricia Cabrera
Arlington, VA

Guillermo Hernandez-Cuevas
Mexico City, Mexico

Cecilia C. Gonzalez
Montevideo, Uruguay

Maria P. Mariñas
San Isidro, Argentina

Luis F. Osuna
Tlaquepaque, Mexico

**German into English**
James C. O’Meara
Burlington, Ontario, Canada

**Japanese into English**
Scott D. Saylor
San Francisco, CA

**Spanish into English**
Luis M. Vidal
San Juan, Puerto Rico

Cristina de la Torre
Atlanta, GA

Soledad Alvarez Judge
Miami, FL

**Portuguese into English**
Angelo Gentile
St. Petersburg, FL
Upcoming Events

March 23-26, 2014
InterpretAmerica and the Globalization and Localization Association
“Think! Interpreting” Conference
Istanbul, Turkey
www.interpretamerica.com/index.php/events/think-interpreting

March 28-29, 2014
Mid-America Chapter of ATA Symposium
Overland Park, KS
www.micata.org

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

April 5, 2014
Carolina Association of Translators and Interpreters
Annual Conference
Spartanburg, SC
www.catiweb.org

April 26-27, 2014
Colorado Translators Association
4th Annual Conference
Boulder, CO
http://cta-web.org

May 3, 2014
New England Translators Association
18th Annual Conference
Natick, MA
www.netaweb.org/cms2

May 16-18, 2014
National Association of Judiciary Interpreters and Translators
35th Annual Conference
Las Vegas, NV
www.najit.org

May 18-21, 2014
Society for Technical Communication
STC Summit
Phoenix, AZ
http://summit.stc.org

May 18-21, 2014
Association of Language Companies
Annual Conference
Palm Springs, CA
www.alcus.org/education/conference.cfm

June 6-7, 2014
National Council on Interpreting in Health Care
8th Annual Membership Meeting
“Enhancing Partnerships to Advance Language Access”
Charleston, SC
www.ncihc.org

June 21-22, 2014
Japan Association of Translators
International Japanese-English Translation Conference (IJET-25)
Tokyo, Japan
http://ijet.jat.org/site/index25

July 3-6, 2014
Registry of Interpreters for the Deaf Regional Conference
Atlanta, GA
www.utrid.org

August 4-6, 2014
International Federation of Translators
2014 World Congress
Berlin, Germany
www.fit2014.org

September 13-14, 2014
Tennessee Association of Professional Interpreters and Translators
Annual Conference
Memphis, TN
www.tapit.org

October 10-12, 2014
California Federation of Interpreters
12th Annual Continuing Education Conference
“Focusing on Our Future”
Los Angeles, CA
www.calinterpreters.org/conference

October 29-November 1, 2014
Conference of Interpreter Trainers
Biennial Conference
Portland, OR
www.cit-asl.org/conf/presenters.html

November 5-8, 2014
American Translators Association
Annual Conference
55th Annual Conference
Sheraton Hotel
Chicago, IL
www.atanet.org/conf/2014

November 21-23, 2014
American Council on the Teaching of Foreign Languages Annual Convention and World Languages Expo
San Antonio, TX
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