Helping Researchers Get Published

Bilingual Writing for Big Business

Biofeedback for Booth Jesters
Crafting a budget is a process that some would place in the same category as having dental work. Necessary, but unpleasant. Over the years, though, I have come to see it as one of the most exciting pieces of the association puzzle. For a budget is the real-life expression of our mission and priorities.

Over the course of the year, the Board considers many things. If a program is clicking along, we try to make sure we do not mess with that success, and only check in to make sure things are going well and that sufficient funding is in place to keep it that way. Other programs might need occasional review, which may lead to larger projects. And of course, there are large and small ideas that come from other places: from the Board that you—our members—elect, from our committee and division leadership, and from member groups or individuals. All of these projects and programs need to be weighed in relation to our mission and supported appropriately.

We have two resources that we can budget: the one that readily comes to mind is money. We exercise our fiscal responsibility by striking a balance between charging enough for programs like membership benefits and conferences without making them onerously expensive or losing money. The second resource is akin to dollars in the bank, and is the real key to making things work. I am speaking of the thousands of volunteer hours every year that keep things ticking along.

The trick is making sure that we are using volunteers’ hours wisely and sustainably. We cannot, for example, rely on a single volunteer to donate hundreds of hours year after year to sustain a program. This would most certainly have a negative impact on the volunteer’s health, business, and motivation, and a program that relies too heavily on one person will most certainly collapse when that volunteer does. It is much healthier for the Association and the people doing the lifting to build a structure that supports a sustainable load shared by many.

The flip side is following the advice that we constantly give in public: hire a professional! Again, it becomes a question of balance. Shifting the entire workload to paid professionals would certainly mean an increase in service levels—together with a steep increase in dues—and would also affect the sense of a member’s stake in the Association. With no room for volunteers, a sense of entitlement can creep in, and our Association could easily slip from being a collegial gathering place to being purely a professional service to which we subscribe.

Which brings us back to the budget cycle. The Board has the difficult—and satisfying—task of weighing these resources and deciding how to make things happen. The Board will approve a working budget at the spring Board meeting and the final budget at the summer Board meeting.

At these meetings, the Board’s discussions will move away from the theoretical and be placed in the concrete terms of the budget, balancing the reality of financial constraints with the needs of the members.
Assisting Researchers in the Translation and Submission of a Manuscript for Publication

By Sergio Lozano

Translating a research paper can be simple or difficult depending on the translator’s ability to get the idea across, and on the researcher’s ability to draft a manuscript that conveys very clearly the ideas he or she wishes to share with the scientific community.

11 Tips for Freelance Translators from a Project Manager

By Enas Ibrahim

Here are some tips from a project manager that will help you work more efficiently and avoid some of the recurring issues she encounters on a daily basis.

Bilingual Writing for Big Business

By Maggey Oplinger

Bilingual writing in a corporate setting can be unsettlingly inexact. Few established rules govern the skill set of a bilingual writer in this area, where the goal is to communicate ideas and strategies from multiple authors/sources to meet a specific business need.

Biofeedback for Booth Jesters

By Ewandro Magalhães

When hundreds of heads turn back to locate you in the booth, let it be for the right reasons.
Enas Ibrahim has been a project manager at MTM LinguaSoft since 2008. She started as a vendor manager, focusing on screening linguists and maintaining the database of freelance translators, interpreters, and other language workers. She is an English-Arabic translator, and has a BA in translation and interpreting from Al-Mustansiriya University in Baghdad, Iraq. Contact: ibrahim@mtmlinguasoft.com.

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The ATA Chronicle is read by more than 13,000 people in 90 countries. ATA offers advertisers a unique opportunity to market directly to their specific audience: translators, interpreters, and language services providers.

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Graduations are upon us.
Regardless of the level of education, we can all reflect on this milestone in our lives. The transition from the comforts of school to the real world is challenging. For translators and interpreters, it is especially difficult, as there is no common road map or career path.

To help with the challenges facing new graduates, ATA provides some guidance. Many experienced translators and interpreters generously share their “do-this-don’t-do-that” practical tips online. Here are just a few resources:

• **The Savvy Newcomer:** This new ATA blog provides insight on getting started, from advice for shy networkers to tips on how to avoid translation scams. (See: http://atasavvynewcomer.org.)

• **Getting Started:** ATA’s newly redesigned website is full of advice from those who have been there. The site features a page on getting started with links to worthwhile information, such as articles on how others got started and what they would have done differently, as well as tips on writing your résumé. (See: www.atanet.org/resources/resources_temp.php.)

• **Business Practices:** For most translators and interpreters, one of the biggest challenges is setting up and maintaining the business side—marketing, invoicing, etc. To help with business practices, please see www.atanet.org/business_practices. There you will find resources to help you calculate rates, find clients, and more.

If you are still in school or decide to go back to get that master’s degree (over 40% of ATA members have at least a master’s degree), ATA can help there, too.

• **Student Membership:** ATA offers discounted membership to students. For more information, see www.atanet.org/membership/membership_type.php.

• **Day in the Life:** If you are curious about graduate school, check out this blog post on the day in the life in a master’s in translation program: http://atasavvynewcomer.org/category/masters-programs.

• **Looking for Schools:** If you have not selected a school yet, be sure to investigate the 30-plus schools featured on ATA’s website that offer translation and interpreting programs: www.atanet.org/careers/T_I_programs.php.

• **Careers Webinar:** Be sure to check out the recording of the ATA webinar “Careers in Translation and Interpreting (and what to do to have one)”: www.atanet.org/webinars/careers/webinar100_careers.wmv. This webinar is free!

ATA also works with universities to spread the word on translation and interpreting programs. In the past few months, ATA has presented to graduate students at the University of Maryland and the Monterey Institute of International Studies Graduate School of Translation, Interpretation, and Language Education. If you are interested in having ATA speak at your school, please contact me (walter@atanet.org).

Reaching out to students is only natural as we look to nurture tomorrow’s translators and interpreters. ATA introduces students to what it means to be a professional.

If you know a student or students looking for direction, please point them to ATA. We can help.
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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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.

**Knowing Matters**

NSA has a critical need for individuals with the following language capabilities:

- Arabic
- Chinese (Mandarin)
- Pashto
- Persian-Dari
- Persian-Farsi
- Russian
- South and Central Asian languages
- Somali
- And other less commonly taught languages

U.S. citizenship is required. NSA is an Equal Opportunity Employer. All applicants for employment are considered without regard to race, color, religion, sex, national origin, age, marital status, disability, sexual orientation, or status as a parent.
In the sciences, competition has become part of the globalization process, and universities worldwide are increasing the number and quality of the research studies they perform. Research organizations are also spending more, publishing more, and training more researchers. The U.S., Western Europe (including the U.K., Germany, and France), and Japan are leaders in scientific publication. However, emerging economies such as China, India, and Brazil have also increased their expenditure on research and development, and China has become the world’s second highest producer of research papers. Other emerging countries not well known for producing research, such as Iran, Tunisia, and Turkey, have increased their participation as well, together with countries in Southeast Asia, the Middle East, North Africa, and other regions.

English is the lingua franca of scientific publication, so many researchers feel it is essential to publish in English. Therefore, translators with background knowledge in...
science and the publication process for scientific papers are necessary for non-native English scientific writers.

Initially, I was asked to participate as a medical translator because of my background in medicine and native English proficiency. When I began this task, I was mostly involved in translating manuscripts from Spanish into English. I knew very little of the publication process, although my background as an internal medicine specialist was an advantage. I hope the following will help translators who are interested in entering this field avoid some of the problems I faced. Familiarity with the writing and publication process will definitely make their work easier and more efficient. I will be discussing mostly material related to the biomedical sciences, since this is my main area of translation.

**Translating Research Papers**

Translating a research paper can be simple or difficult depending on the translator’s ability to get the idea across, and on the researcher’s ability to draft a research paper that conveys very clearly the ideas he or she wishes to share with the scientific community. Many people argue that a translator (or medical writer) needs to have a scientific degree or background as a minimum requirement to work on research papers, but this is not necessarily true. What is true is that one must be able to “tell the story” in a clear and concise manner. Another requirement is a thorough knowledge of the technical aspects of the area of research covered in the text.

Some important tools and skills that are necessary to carry out a precise and high-quality translation are: a computer-assisted translation (CAT) tool, a good general and specialized dictionary, familiarity with how a scientific paper is structured, an ability to manage citations and references, and knowledge of how to locate reliable sources online for necessary background information and data verification, including searching scientific databases. Knowledge of statistics might also be useful on occasion.

The CAT tool I use is Wordfast Classic, although I have experience with Wordfast Pro, MemoQ, and Trados. I use Wordfast Classic because some of the researchers with whom I work use reference management software with features that create issues for certain CAT tools, making it difficult to translate text.

General and specialized dictionaries can be accessed through the web. I find WordWeb (http://wordweb.info) useful because it integrates with any program with which I am working, and you do not need to access the web to use it. Mac users have a dictionary integrated into the Mac operating system that works well.

It would be a good idea for translators in this area to familiarize themselves with reference management software. This software is often used by researchers to record, organize, and download bibliographic citations (references) from other literature. Once a citation has been entered in the software, it can be used repeatedly to generate bibliographies, such as reference lists in research documents. This type of software allows researchers to keep a database of references and provide the citations and references in the proper format for the target journal.

**Main Publication Steps**

The steps involved in preparing a scientific paper for submission are:

1) Selecting a target biomedical journal with similar objectives and research scope.

2) Reviewing the author instructions for biomedical journals.

3) Drafting the research manuscript using the IMRAD (Introduction, Methods, Research, and Discussion) format.

4) Preparing the manuscript and supporting documents (including title page, abstract, text, acknowledgments, references, tables, figures, and legends) for submission to an English-language journal.

5) Preparing a cover letter.

Translators can be involved in one or all of these steps depending on the researcher’s knowledge and experience with publishing papers. As a translator in an academic institution, I have been involved in all of these steps precisely because I work with both novice and experienced researchers.

**Choosing a Journal**

Sometimes researchers choose journals after they draft a paper, but this is a mistake. Having to rewrite a large number of references or even the entire paper because the initial submission did not comply with the publication standards of a particular journal hinders the submission process considerably.

A journal should always be chosen before the writing process begins. This is done by searching for journals publishing similar work, considering journals cited in the manuscript, and reviewing the instructions to authors on the journal’s website. Many researchers consider the impact factor of a journal to be the most important characteristic when selecting a publication for their manuscript. However, other factors can be more important, such as the audience, type of...
access, and time from review to acceptance. The translator should ask the researcher what journal is being considered for submission so that the translated manuscript can be adjusted to meet the journal’s requirements.

**Structure of Papers**

Papers are written using the traditional IMRAD format. The introduction presents the background and hypothesis (the research question). The methods section details how the research was carried out. The results section presents the findings, and the discussion reviews the conclusions reached and compares the research with the results of other published studies.

Another important part of the manuscript is the abstract, which can be structured (with specific headings) or unstructured (written as a continuous text). When writing an abstract, it is important to review the instructions to authors to ensure that it follows the structure required by the journal.

If you receive a manuscript for translation where the target journal has not already been chosen, it could be convenient to adjust the structure to conform to the Uniform Requirements for Manuscripts Submitted to Biomedical Journals (www.icmje.org). These guidelines were developed by the International Committee of Medical Journal Editors (ICMJE) in 1978 to establish a standard for the format and preparation of manuscripts. They have been updated several times and are currently used by many biomedical journals.

**Preparing a Cover Letter**

Many inexperienced researchers do not know that they need to provide a cover letter with the submission. Cover letters summarize the study for the editor, identifying its significance and relevance to the journal’s audience. The cover letter is also an appropriate place to point out important considerations for publication, such as the journal section for which the manuscript is intended. Some of the points that should be included in the cover letter are:

- The full title of the manuscript you are submitting for publication.
- A statement that the manuscript is not being submitted to another journal. (A manuscript should not be submitted to more than one journal at the same time.)
- A statement that all authors approved the manuscript and its submission to the journal.
- A statement summarizing the contributions made by each author.
- A statement that all authors allow the corresponding author to serve as the primary correspondent with the editorial office and to review and approve the final proofs prior to publication.
- A brief statement summarizing the significance of the work and how this is relevant to the mission of the journal.

**The Publishing Process**

Once the translation is finished and all of the files are ready, the manuscript should follow this order:

1. Title page
2. Abstract with key words
3. Text (following the IMRAD format)
4. Acknowledgments
5. References
6. Tables
7. Figure legends

In some cases, an abbreviations section (e.g., a table listing and explaining any terms or symbols used in the text) is included after the title page. In most journals, figures are not included in the text, but are submitted as individual files.

Submission of a manuscript is done electronically by e-mail or through the use of submission software. Many journals use software where you create an account and then make a new submission. After entering your username and password, you are usually taken to a main menu to begin the submission process. The submission is usually done in steps where you are asked to provide the required information and files. Finally, the documents related to the submission (manuscript, figures, supplementary material, etc.) are uploaded. Usually a PDF file is created and, after reviewing and approving the file, the submission is completed.

The editor then receives the submission and evaluates it. If he or she thinks it is a good fit, the submission gets sent to two or three peer reviewers. The reviewers later return the submission file with suggested revisions and comments.

At this stage, the submission can be accepted without changes (rarely), accepted with revisions, or rejected. Working through the peer review process is the main challenge for research writers during the publication process. They will usually provide a concise, point-by-point response to the suggestions from the journal editor and reviewers. It is important for the researcher to conduct an appropriate revision of the manuscript. This is also a crucial stage for translators, as a non-native English writer will require their services to provide a suitable revision and response to the reviewers and editor.

Revisions should be carried out using the original Word file sent with the submission. Using the Track Changes feature in Word is ideal, as this will avoid a lot of work highlighting changed text, which is a task that is unnecessary in many cases. A point-by-point response is provided with the revised text in which the researcher will agree or refute the suggested changes. Lastly, the files are again uploaded or mailed to the editorial office of the journal to await acceptance or rejection.

**Problems in Translating Research**

As I mentioned before, translating a research paper can be simple or difficult. Therefore, it is important to be aware of the issues you might
encounter when working with researchers. Here are some that I have come across in my experience.

Be ready to deal with a researcher's poor writing skills. Not all writers are created equal. Some have received formal training in research writing while many have not. This can make translation difficult not only because of the language and terms used, but also because of grammatical and spelling errors that can confuse you when translating.

Make sure you understand the topic and research methods. Many people think that because I am a doctor I can understand everything scientific, but this is not the case, as some topics and research areas are very complicated or little known. It is important to maintain contact with the researcher to resolve any questions regarding the material. Use them as a source to make sure your knowledge of the area in question is current. An excellent way of keeping up to date with what is going on in the scientific community is to read medical or other scientific newsletters and to browse the table of contents of various journals.

Alert the researcher if you encounter software or program issues that hinder translation. Sometimes researchers may draft something that a CAT tool cannot process or that interferes with the codes of the CAT tool. Documents might come embedded with graphs, tables, or figures from other programs that translation tools cannot read. Alert the researcher immediately if something in the document causes it to format incorrectly. One of the benefits of working with researchers is that they are usually willing to help you solve a problem (e.g., resaving the document in a different format).

Check for errors in reference transcription or when working with reference management software. In my experience, the reference section is the place where more mistakes tend to be made, usually because researchers cut and paste references from the web. When they cut and paste something into a document directly from the web, it could still retain an embedded hyperlink that could go undetected until the translator tries to use a CAT tool and has difficulty processing the file. So, always check the reference section. To catch unwanted hyperlinks, hover over each reference with the cursor to make sure there is nothing hidden underneath. Also, get to know how to use reference management software in case changes are needed.

Check everything that is referenced in a text. It is important to perform web searches to understand concepts, procedures, compounds, etc., while translating. You can search Google scholar, PubMed, Medscape, the websites of academic centers, journals, and government organizations, and even Wikipedia to find the necessary information. Always assess carefully where the information comes from to avoid errors. Remember that bad translations usually result from an insufficient understanding of the research presented in the manuscript.

Confirm data. This should be simple to do, but many researchers forget to read the box or equipment labels, or they speculate on the correct name of a reagent, product, or piece of equipment. Other important data include the names of organizations, companies, and cities. The translator should make sure that the terminology used is correct.

Have basic scientific texts available for details you might not know or understand. Books on taking a medical history, details of physical examinations, medical names of anatomic structures, or physical findings are useful, as are books or documents detailing diagnostic methods or research techniques.

Helping Science Advance
Translators have an important responsibility in terms of helping researchers deliver their messages to the scientific community. Successful translations are important not only for the researcher, but also for scientific advancement in the author’s homeland, as well as worldwide. Being familiar with the writing and publication process will benefit the translator, since this will give him or her the opportunity to offer additional services besides translation. Research translators can participate by helping determine a target journal, correctly drafting and editing a manuscript, preparing citations and references, and responding to the editorial office and reviewers, or reviewing galley proofs. They can also, with knowledge and training, provide continuing education in these areas.

Notes
Having worked as a project manager in the language services industry for over five years, I have encountered many recurring issues when collaborating with freelancers that are not related to the linguistic aspect of the translation process. I share here what I see every day along with my recommendations for a more productive working relationship. I am sure that my fellow project managers have experienced similar issues. Some of the points, if not all, may seem like common sense, but I still see at least two to three of them every day.

1. **It is absolutely okay to say “no” if you are uncomfortable with the subject matter of the document or the delivery date/time.** Where I work, we only contact linguists who seem qualified for the subject matter, but sometimes the proposed assignment is more specialized than what you are comfortable handling. The same goes for the delivery date. It is okay if you cannot accommodate every time. Many project managers will either extend the deadline or, if they absolutely cannot, find someone else who can deliver on the date specified. However, even though most project managers can stretch a deadline occasionally, you should not make a habit of asking for extensions.

2. **Read the work order every time you receive one.** It might look like all of the others, but there might be some details that you will not catch unless you read the fine print.

3. **Examine the source files as soon as you receive them.** If they are in a format other than what you agreed on with the project manager, or if the text is corrupt, let the project man-
Do not wait until the delivery date to mention that there was some
text you could not see and left untranslated.
Very few geographical and cultural settings provide the opportunity for bilingual individuals to communicate in their language of choice at all times. Yes, bi- or multilingual communities can be found all over North America and throughout the world, but at some point most members of those communities have to interact with monolingual individuals. When they do, their linguistic options for expression suddenly become more limited.

Many bilingual writers who shine as creative writers describe their multilingual existence in a monolingual world as a form of exile. In an interview for National Public Radio’s special series “Languages, Many Voices: Latinos in the U.S.,” Gustavo Perez Firmat, a professor of modern Spanish, Spanish-American, and Latino literature at Columbia University, describes this sense of linguistic confusion:

Sometimes people think mother tongue, other tongue. But it’s much more complicated. There are not only mother tongues. There are also father tongues, and sister tongues, and lover tongues, and brother tongues, and son tongues.¹

Firmat, who writes novels, memoirs, poetry, and academic papers in both Spanish and English, says the language one uses is tied to the experiences one has in that language. In his case, his wife and children speak English, so expressing affection in English is easy for him. However, he only curses in Spanish because he associates the language with a difficult relationship with his father.

Whether we like it or not, language is deeply personal, and as bilinguals, having to communicate in one or another language can limit our ease in sharing complex ideas. Adapting to the language of the listener rather than the one that best suits our thoughts can be challenging. As Firmat explains in the NPR interview:

… You know, languages define your personality. And sometimes I have the sense that I’m a different person in Spanish than I am in English, that my Cuban Joe(seph) doesn’t quite understand...
stand my American high. And I think that’s a very common experience of bilinguals.

Many well-known bilingual writers, both past and present—including Joseph Conrad, Jack Kerouac, Milan Kundera, Junot Díaz, Isaac B. Singer, and Eva Hoffmann—chose to publish their works primarily in one language. By their own admission, life experiences determined their choice of literary language. Many of these authors have professed that they decided to write in a second (or in Conrad’s case, a third) language to escape some terrible experiential association with the other language; as if, by writing in one language, they could banish the influence of the other on their creations.²

But what about the experiences of those individuals tasked with writing in multiple languages in nonliterary settings? As a bilingual writer in a business setting, I also have to process and adapt my experiential associations, but must always respond in the language of the listener. For me, French and English have been social, familial, and academic languages. I have found myself needing to be confident and opinionated in a French-based work setting, with no room for “language life pollution.” But do those of us in this area face the same struggles as the writers mentioned above? Let’s take a closer look at what it means to be a bilingual writer.

What is Bilingual Writing?

Bilingual writing has been described as:

- Individual texts written in multiple languages.
- Texts produced by multilingual authors who only write in a secondary or tertiary language.
- Entire texts written by one author in multiple languages, but at different times (sometimes primary, sometimes secondary/tertiary).

For the purposes of this article, bilingual writing is, simply put, the art of writing into multiple destination languages and/or drawing from original sources in multiple languages.

Bilingual Writing in the Workplace

As a bilingual writer for a Fortune 100 company, my responsibilities vary according to the project, but all assignments share some key steps:

- Pulling material from texts in multiple languages to help create a new text.
- Stripping a text of its cultural ties to make it more suitable for the target audience.
- Creating parallel (not identical) texts in multiple languages for multiple target audiences from sources in one or more languages.

Few established rules govern the skill set of a bilingual writer in the workplace, where the goal is to communicate ideas and strategies from multiple authors/sources to meet a specific business need. For example, projects related to sales might involve addressing client concerns, answering questions laid out in a proposal request, elaborating on engineering processes, and detailing the interactions of a specific project team whose members may not have worked together before. When developing a case study, the bilingual writer might aim to communicate client satisfaction in terms of efficacy and goal-setting. While the writer’s intention in various documents changes case by case, certain guidelines inform all corporate bilingual work. In business, the guidelines come from:

- Corporate branding guidelines.
- Corporate conventions for tone and diction, also known as “voice.”
- Target audience preferences and vocabulary (for example, the acronyms for HVAC—Heating, Ventilation, Air Conditioning—are different in France and Quebec).
- Document/presentation purpose and type.
- Sales team strategy and messaging based on the relationship with the client.

Bilingual writing affects many areas, including marketing, procurement, sales, communication strategy, learning and development, safety, and human resources. While my particular focus is sales, bilingual writing allowed me to work with people throughout our company on a variety of projects—from coffee mug slogans to federal performance contracts. (The mugs were harder!)

How Does Bilingual Writing Differ from Translation?

Translation is the process of rendering someone’s original words or text from one language to another. Translators aim to communicate and convert their source ideas as accurately as possible into a target language, accounting even (or especially) for wordplay, context, nuanced expression, and subtext. Adjustments for the target audience must also be considered, but translation’s core concept is to bridge a cultural gap while preserving the original piece.

In bilingual writing, no such
responsibility to the original author exists. In fact, often no original author or traditional source text exists.

Challenges
Despite the differences between translation and bilingual writing, many of the issues discussed in the following section affect both translators and bilingual writers.

1. Struggling to Find the Right Word in the Target Language:
Translators and bilingual writers are tasked with converting the impossible: phrases that “do not translate,” or translate as long-winded diatribes rather than pithy marketing quips; ideas that do not exist in the target language; and words whose contextual meaning cannot be conveyed without elaborate explanation. In these situations, dissatisfaction tends to be the outcome no matter how well the writer communicates the thought. In an article in the Chicago Tribune (“Bilingual Writers Reflect on ‘Their Mother Tongues’”), Nathan Bierma invited several bilingual writers to discuss the difficult task of adopting a new way of matching words to experience and memory:

When Bharati Mukherjee, a native of Bangladesh, learned English, she “missed the onomatopoeic phrases in Bangla that mimicked the blowing of the wind, the drizzle of rain, and gurgle of waterfalls,” she reflects. “Next to the drawn-out vowels that made spoken Bangla a euphonic language, English sounded harshly energetic.”

Luc Sante says something similar about his native French. After translating one of his favorite French poems into English, he remarks: “It has none of the music or the magic, in part because of the tendency of English to condensation and bluntness, away from the silken chains of prepositional phrases that give French its incantory power.”

As with direct translation, when in doubt about the potential meaning of a term or how it will be perceived by the target audience, consulting a colleague or researching the phrase in question online may be beneficial. In a corporate setting, a colleague may be an account executive working on the project or a professional reviewer. Some monolingual colleagues may be able to rephrase something, thus simplifying the challenge; a professional reviewer may have run across a similar issue previously. Trite, but true: two heads are better than one.

2. Co-Creating with Monolingual Teammates: Our team is fortunate enough to have a graphic designer who creates our covers and images, and matches graphics to our text to strengthen our message. The graphic designer only speaks English, as does our marketing director responsible for branding, our team manager responsible for quality assurance, and my teammates who peer review my documents.

As the linguist in the room, I must take responsibility for quality control. In this regard, I have requested the right to bring in contractors, not only to help with creation and translation, but to review the text. After all, multilingual pieces deserve the same level of review as English-to-English works.

My francophone team generated a list of the most common words, phrases, and rules the graphic designer needed to know (e.g., the fact that in French, the name of the month is lowercase). For the marketing director, we discussed why it is inappropriate to apply English spelling/capitalization to French, even if the words look very similar and therefore strange to her. My manager focuses on feedback from the field and confirming that my quality standards match those of the English writers.

In a field where the “right answer” is often subjective, asking for feedback can be challenging. Still, the benefits truly outweigh the risks. While we all like to feel that we have mastered our areas of expertise, true professionals constantly seek out learning opportunities. Bringing a reviewer into the fold should feel more like adding a teammate than inviting criticism. The writer-reviewer relationship should be collaborative, especially under extreme time constraints. Even the greatest writers struggle with linguistic weaknesses. Consulting another expert means that someone can point out redundancy, or an inconsistent use of British/American spelling in a document for English Canada. It also entails another brain helping you with those frustrating “can’t quite get it” instances. Sometimes, however, you will just be alone, in linguistic exile, as Hannah Hoag, a Toronto-based freelance journalist whose second language is French, shares:

My notes would be baffling to most (although I understand them) because I can’t type as quickly in French, and I wind up with all these non-words that I recognize as being some sort of French shorthand …

3. Indispensability
Few non-translation companies invest in a full roster of linguist hybrids. Often, as with translators, they ask bilingual employees with no writing skills to handle one-time projects that crop up. The redundancy built into each team to account for vacation, illness, etc., does not always apply to bilingual writers.

When a bilingual writer takes time
off and a project needs revision, that writer may be the only person who can effectively revisit the material. Working with a reviewer teammate can be critical in this circumstance: it may not save your life, but it may save your sanity! Therefore, choose your reviewer/teammate(s) wisely, as she or he must be able to:

• Review without the source text.
• Cover for you (if you so choose) when you are unavailable.
• Read/edit/respond from the perspective of the target reader. Your reviewer can provide an initial litmus test of whether your message is clear.

4. On-the-Fly Retranslating for Confirmation: In many instances, texts have volleyed back and forth between languages to coordinate content with various team members (e.g., legal, sales, manager, review team, graphics designer). You might think you have seen something in English, but you have now updated it in French, so back it goes through the translation portal so the Anglophone subject matter expert can review it for a different project. Version control may be impossible, but filing all renditions of a bilingual text in one place provides an opportunity to save large amounts of time.

5. Translation versus Recreation: As the word “bilingual” implies competence in both languages, the idea of modifying a source/destination text seems deceptively simple. When discussing the challenges of bilingual writing and reporting, the following came up:

Josef Joffe, who is publisher/editor of the German weekly newspaper Die Zeit and regularly writes in English as well, says he hates translating himself from English into German and vice versa. “Basically, perfectly bilingual people write differently in each language,” he says. “The architecture of thinking is different. A sentence with many sub-clauses sounds just horrible in the other language if rendered literally rather than being deconstructed and put together in the rhythm and sequence of the other language.”

As Joffe so aptly describes, sometimes transitioning one’s own work into another language can be more painful than starting from scratch. Nuance from the original version may be lost as it is rendered through a second language and back again. This may not impact the text’s effectiveness in its business application, but it can be frustrating to the writer familiar with all of the text’s iterations. The “original source” may just be how I worked a phrase out in my head; I may not have the time to track down those pages of notes to try to recreate that thought process.

Here, the situation often dictates the solution. If time does not present a challenge, actually writing the text in another language may provide the highest quality outcome. When there is a time constraint, tracking down the original or hiring a translator may be better options. I rarely find myself with a choice: the solution presents itself based on the history of the document and the looming deadlines.

6. Fleeting Perfection: While most linguists strive for perfection or at least constant improvement in their work, timelines and language-insensitive settings make that task even more difficult. When a company hires a translator, it sets a deadline and waits for the finished product. Questions may arise and clarifications may be needed, but the company’s approach is often “set it and forget it.”

In my case, bilingual writing happens on a team usually responsible for monolingual writing; I do not get a “start” and “end” point. Multiple authors in both languages collaborate on the project and the documents change daily. The lack of traditional deadlines makes time management even more challenging, and expectations rarely reflect the reality of massaging passages and reworking them to fit into the current deliverable. For example, someone once asked me if I could produce Cliff Notes of a 150-page federal legal document (German> English) for a meeting that same afternoon. Educating those around you as to your capabilities is important, but so is the ability to say no.

Developing Bilingual Text

When creating or modifying a bilingual text, the following best practices will improve the overall quality of the writing and help ensure proper document management:

• Gather all sources at the beginning of the project and take note of non-destination language text that might need to be created in the target language. Address the original text in blocks and save the files under linguistic and subject headings. That way, the day the document is due you will not end up digging around for that paragraph you remember writing a month ago.

• Request additional texts from subject matter experts and others working on the project.

• Sort out existing target-language material (boilerplate), material in other languages for direct

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Sometimes transitioning one’s own work into another language can be more painful than starting from scratch.
translation, and material to be modified with bilingual writing. Identify what needs to be created from scratch to complete the project.

- Identify any content that needs legal or technical review.

- Set a timeline and see if anything needs to be sent out (e.g., a direct translation) to meet your deadline. Set the schedule and prioritize remaining tasks. Do not forget to include time for review by the team involved and by your linguist reviewer.

- Dive in! Trust your instincts, your teammates, and your knowledge of the reader to inform your writing.

- Start by blocking in existing target-language text. It might be a good idea to highlight non-target text in the document in one color for direct translation and in another for bilingual writing.

- Attack the text in blocks. Build text with themes, strategy, and the client in mind.

- Write so the text blocks form a cohesive whole.

- Ask teammates for a preliminary review. Target-language speakers read for messaging and phrasing; writing team reviewers check footers, layout, font changes, etc.

- Modify the document according to the feedback received.

- Send the text to the final corporate reviewers (legal, management, branding, etc.). Often the target-language draft goes to one person, while another person gets briefed in the conversation.

- Send a final draft to a linguist reviewer to catch any additional issues. (If you have lots of time and a large budget, or the project is exceptionally critical, ask the reviewer to do a read-through at the halfway point as well.)

Some Considerations
While the most reliable fact about bilingual corporate writing is how unreliable the process can be, Table 1 below lists some indicators that should help guide you toward a course of action when approaching a text. Remember that bilingual writing can be quick and painless or excruciatingly time-consuming. Whether creating new content or pulling from previously used sections (boilerplate), build in extra time to complete the project.

In a field where the “right answer” can be very subjective, choosing to open yourself up to criticism by asking for feedback can be difficult.

The Glue in the Room
In broad terms, translation is the least subjective form of writing. The final text should mirror the original and communicate the source author’s message. The translated work can be compared to and judged against an original. Bilingual writing, in contrast, is more subjective. At times it crosses over into “good” or “bad”

Table 1

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Action: Research Existing Boilerplate</th>
<th>Action: Direct Translation</th>
<th>Action: Target Language Creation</th>
<th>Action: Bilingual Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you pulling material that has never been applied to the target market? If yes:</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Are you modifying something to meet the client’s requirements? If yes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is something lacking from the existing text? If yes:</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does content that has already been developed in one language or the other meet your needs? If yes:</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you have multiple sources but not enough space or the inclination to use all of the original content? If yes:</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Does the team suggest you “pull from” a few different documents? If yes:</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Do you have a solid section that could be made stronger by material you have used or could create in the other language? If yes:</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
writing, phrasing preferences, messaging, and translation. While exhilarating and constantly challenging, multilingual corporate work can require a writer to develop the hide of an elephant. Everyone, from the engineer to the lawyer, has an opinion to add.

Bilingual writing in a corporate setting can be unsettlingly inexact. The writer must listen to all contributors and massage various ideas and blocks of text from multiple sources into a cohesive whole. While contributors participate, often the writer serves as the glue between different factions (e.g., corporate support and field team). Everyone’s criteria must be met and the writer is responsible for bringing consensus under challenging circumstances. For this reason, keep everyone in the loop as the document develops.

When entering this arena, accept your limitations, linguistically and as a team member. Be proud of the skills that make the final product stronger and enhance the entire team’s ability to elaborate a document. For me, working on a monolingual team has been helpful. Sometimes, a strong proposal loses and a weak one wins. In that regard, bilingual proposals or assignments are no different. Success may have nothing to do with the quality of the writing, but may have more to do with the quality of the project being proposed or the relationship between the sales team and the client. Consider all aspects of a success or failure before modifying the bilingual writing process.

As big business continues to expand its net globally, the demand for multilingual writers will increase. Bilingual writing for business requires translation, transcreation, good business writing, and familiarity with sales techniques. The ability to learn quickly, take criticism and apply it effectively, and manage a project in multiple languages will be critical in this setting.

Notes
5. Ibid.

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The list of foreign language editions of Translation: Getting it Right keeps growing! The guide is now available in 12 languages: Brazilian Portuguese, Catalan, Dutch, English, French, German, Greek, Icelandic, Italian, Japanese, Russian, and Spanish.

Translation: Getting it Right is a free easy-to-read guide for translation buyers who want to spend their budgets wisely—it is the perfect client education tool. Since its launch in the U.K. in 2001, more than 175,000 copies of Translation: Getting it Right have been distributed in print format.

Brazilian Portuguese
www.atanet.org/publications/getting_it_right_trans_br.pdf

Icelandic
www.atanet.org/publications/getting_it_right_trans_is.pdf

Note: the German and Italian editions were recently updated. If these are your languages, be sure to check out the revised editions.
If you have been a conference interpreter long enough, chances are you may have found yourself in a situation where comments or jokes shared privately with a partner in the booth eventually got across to the audience. I once had it happen twice in a single week. Luckily, I was only making suggestions to my booth mate. It was not like I was clowning around, foolishly pretending to speak German in front of a composed delegate standing across the window from us who, rather than suffer through my jokes, simply wanted to remind me that the event had started and that it was no longer time for a mike check. That was the day before.

Interpreters’ consoles—the little switchboards we use to activate our mikes, select our input languages, and outgoing channels—can be tricky. They come in all shapes and sizes. “Cough” buttons—used to momentarily pause the interpretation for whatever reason—can go by different names like “mute” or “off.” Color codes for microphones may vary, too. Most mikes turn red when they are active and green when off (go figure). Others will alternate between amber (on) and green (off). On a dual mike console, placing the mike switch in the middle position may cut off or activate both mikes, depending on the make and model. Some old shared consoles have individual cough buttons that, surprisingly, work only on one’s own microphone. Your colleague’s microphone will continue to capture whatever you say, even with your cough button down. That was exactly what tripped me up that day.

Whatever their cause, these mishaps drive an important point home: jokes and derogatory remarks have no place in the booth. So, below are some valid, if belated, pieces of advice (mostly to myself) that will save us all some embarrassment.

• Resist the temptation to be funny in the booth. Limit your comments to the absolute minimum once the meeting has been called to order or whenever your booth equipment has been switched on. When hundreds of heads turn back to locate you in the booth, let it be for the right reasons.

• Test your equipment first and do not try to learn as you go. Make sure you get thoroughly acquainted with its many features.

• Make a point of testing every button if you have not seen that...
Be sure to come in early and test your every move before you go live, so that you can start strong.

type of equipment before.

- Make a point of testing every button even if you have seen and worked with that type of equipment before!

- All good things come to early risers (a lesson I learned the hard way, given my typical Brazilian punctuality).

Let me reiterate this last point: be sure to come in early and test your every move before you go live, so that you can start strong. The first five or ten minutes of a conference are crucial for an interpreter. It is your only chance to make a good first impression. It is your chance to build rapport and offer listeners a reliable delivery that is easy on the ears. It is not a good time to mess around. Once lost, this rapport and confidence may be hard to regain, especially if everyone has heard you acting like a bozo.

But if, like me, you cannot help playing the jester once in a while, here is something else you may want to try. It is a trick I learned from a good friend and mentor.

Have a receiver with you in the booth and an ear bud that you can place under your interpreter’s headset in order to hear your own interpretation. Volume should be kept as low as possible. This adds a layer of complication to an already complex equation. It takes some getting used to, but it can be a life-saving device for forgetful types. It allows you to monitor what listeners are getting out there. It also helps you modulate and spare your voice, speaking softly yet ensuring good delivery. Finally, it makes you aware of any interference or undesirable noises you might be producing while scratching your face, smacking your lips, or swallowing water. Think of it as a type of biofeedback loop for funny interpreters. Make sure you allow several days for practice if you intend to experiment with this. The system, though effective, can be distracting to some.

Of course, you do not have to try my system. You can create and enforce your own protocol for when “shoot” happens. Better yet: you can develop a system to ensure it does not happen in the first place. For the technology-averse, here is a much easier, time-tested, low-tech variety that will likely yield the same results: keeping your mouth shut until you start interpreting.

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It was a tough winter in most of the country, and some companies made a handsome profit because of it. The revolutionary car-on-demand service Uber (www.uber.com) is one of them. In the middle of the Washington winter, Uber decided to charge customers three and four times the regular rate. This earned the company a lot of bad press, but the company’s chief executive officer defended his pricing policies, saying that he needed to use this pricing model to entice more drivers to come out and work, which was a good point. While I do not agree with Uber’s decision to essentially price-gouge their customers, I do think there are some advantages to price differentiation for small business owners. Essentially, price differentiation is a strategy that charges customers different prices for a product or service. I promise I will not get into the hardcore economics of it.

When I tell friends and colleagues that all of our company’s rates are public on our website, many are surprised. I go on to explain that I think price transparency is a good thing and that I want to save myself and my potential customers some time by telling them what to expect. Many colleagues do agree that having rates available publicly is a good idea, but they are worried about having different price points for, say, translation agencies and direct clients, but it is perfectly fine to have different rates. In fact, almost every business has them. Let’s look at some other businesses to see how they handle price differentiation.

• Lawyers oftentimes offer lower rates for nonprofits, local resident discounts, firefighters (or whichever group they support), etc. We recently hired a lawyer who told us he had a regular rate, a rate for people he considers “total jerks” (he used another term that is not fit for this magazine), and a rate for people he likes. He charged us the latter—at least as far as we know.

• Restaurants charge you half the price for a glass of Sauvignon Blanc if you drink it at the bar during happy hour. However, if you order the same glass of wine a few feet away at an actual table, it will cost twice as much. Is it fair? Probably not. Is it legal? Absolutely. One of my favorite steakhouses now offers a Sunday special, which gets you $60 steak for $30 on Sundays.

• Travel-related expenses can vary depending on age and even nationality. When my dad and I take the same train from Salzburg to Vienna, his fare is half of mine. When I enter Argentina on my Austrian passport, I do not have to pay for a visa. However, if I use my American passport, the fee is $150.

• The price of recreational activities can vary widely. For instance, I recently wanted to play the same round of golf that I played with my dad in February for $65, but the rate had increased to $110 because the weather was nicer. Skiing is also always cheaper on Wednesday than on Saturday. These businesses engage in price differentiation to stimulate demand during slower periods.

• Many businesses offer a certain discount to customers who saw their ad on, say, a billboard, in a magazine, or a flyer. They will tell you to bring in the ad to get 10% off the final bill. Others, such as gyms, have lower prices for women, although they have gotten into some legal trouble because of this practice, as it can be construed as gender discrimination.

So, do not be afraid of price differentiation. You get to set your own prices and you can offer different price points for different clients. You would not be the first business to do so.
The editors of the Globalization and Localization Association (GALA) newsletter (see www.gala-global.org/node/86538) recently asked me this question: What is translation technology doing to create new business models in the industry that are finding new and innovative solutions to current problems?

I would like to share with you a portion of my response below. Please note that some of my suggestions may be more relevant to language services providers beyond the size of a single-person freelance business.

Some obvious developments in technology must be taken into account to respond to the above question. Uppermost in many language professionals’ minds is the much-written-about impact of machine translation. Increased process automation as well as relatively new processes, such as large-scale crowdsourcing, also rely heavily on technology. The increasing availability of bi- and multilingual data can (only) be harnessed with technology. At the same time, there are new ways to drill down to a much more granular level in these or any other data resources.

A superficial observer could easily conclude that these and similar developments would lead to a more monolithic landscape of larger companies equipped with ever-evolving state-of-the art technologies that rely increasingly less on human contributions, whether on the project management side or on the translation side.

But here is what I think. In the 1990s, technology made us into the industry that we are today. In the 2010s, technology will pulverize the very industry it once created into many fragments.

Let me first digress a little before picking up this thread again.

An interesting blurb about Amazon removing from its website public domain titles translated using Google Translate appeared the week before I wrote this column (see http://bit.ly/1eWc9OO). Though most GALA members are not involved in translating literature, the report still seems emblematic to me. As members of the “translation industry,” we have known for a long time that translation does not equal translation, and apparently this has finally and truly penetrated the consciousness of the general public. Sure, “they” always knew about and delighted in Google Translate blunders, but the sheer volume of stories in the media—and their popularity—has continued to reveal a certain infatuation with the presumed up-and-coming babelfish devices that will essentially put an end to the translation industry.

This new (or maybe it is just a dawning) revelation in the public awareness of the different kinds of translation is fantastic news for everyone who provides translation services.

For a long time in the late 1980s and early 1990s, we were able to use translation technology, in particular translation memory technology, before clients realized it and insisted on reaping some of its financial and administrative benefits. This time, however, it is different. Now we are using technology as a selling point.

Today, we must learn to communicate with more nuance and sophistication about what kind of product the technologies that we use are producing. In the past, we made the mistake of proclaiming that we were not only selling “translation” but also “localization” services (whose meaning neither we nor our clients really understood). This time around we need to be wiser in communicating what we do. We must craft compelling and well-informed stories that describe what we provide.

In fact, these stories are so important that I think the very survival of each language provider is at stake here.

You see, the product sold by the large multinational technology/language provider to its clients is by definition different from the product of a small language services provider run by (former) translators and catering to a specific market. This in turn is different from the product of a mid-sized language services provider focused on maintaining and refining industry-specific machine translation engines. I could go on and on.
Naturally, the differences between the products are not just determined by the size of the vendor, but this certainly heralds the demise of the translation-editing-proofreading model where everyone sells at more or less the same prices based on word count.

In theory, technology can be a great equalizer. In practice, however, access and expert use of technology is not equal, so in many cases technology differentiates rather than equalizes. With that in mind, it is now up to every single vendor who sells translation to embrace that reality, crafting it into a narrative that explains what is being sold, how the product is unique due to the vendor’s particular choice of technologies and processes, and how that justifies the price tag.

Granted, the Amazon story will not help you much in this process of communicating to clients. No serious competitor is going to use unvetted Google Translate to compete for your business. But having a profound and well-reasoned understanding of the implications of technology choice and how it can impact the quality and success of your product—and that of your competitors—will help you flesh out what you are selling.

Here are some of many parameters you might want to use in crafting your story:

- What are your ongoing efforts in maintaining machine translation engines (if you use that technology)? If you have decided not to use machine translation, why?
- What guided your decision to choose your workflow/project management system, and what are the failsafes to deal with automation?
- How are the relationships with your vendors? Do you rely on a faceless mass or a select few? What is your qualification process? And what role does technology play in all of this? (These criteria may sound a bit old-fashioned, but they can still be woven into powerful stories.)
- If you use crowdsourcing, what are your models, your technology, and your failsafes?
- How do you use and vet external data from non-machine translation sources?
- How do you extend the use of your clients’ data beyond the typical perfect/fuzzy match paradigm?
- Who and what technologies are involved in your quality assurance testing services?

The Translation Automaton User Society predicts that the demand for “boutique-style, specialist translation could grow tremendously.” I agree that the growth will be tremendous, though I am not sure that “boutique-style” is the correct term. “Boutique-style” seems to imply little niche businesses. Instead, I believe that just like today, the companies that provide translation will range from very small to relatively large businesses, with the largest load of work carried by the small and mid-sized companies. The primary difference will be that the use of technology will be more creative and the narratives will be more compelling.
A Conversation with Holly Mikkelson

For those who may not know her, Holly Mikkelson is an adjunct professor of translation and interpreting at the Monterey Institute of International Studies Graduate School of Translation, Interpretation, and Language Education. She has taught translation and interpreting for over 35 years. She is also an ATA-certified Spanish<>English translator and a state and federally certified court interpreter. She has been a consultant to court interpreter regulatory and training entities such as the California Judicial Council and the National Center for State Courts, and has published extensively on court and community interpreting. She is the author of textbooks, training manuals, and articles on translation and interpreting, and has been invited to give seminars throughout the U.S. and in many other countries. She was awarded ATA’s Gode Medal in 2011.

I recently had the opportunity to sit down with Holly to learn how her years of experience shaped her perception of the profession.

How does the field of interpreting today compare with what it was when you first began interpreting in 1976?

It has been revolutionized! Although my training at the Monterey Institute focused on conference interpreting, I started my professional career as a court interpreter because it was what was available for someone whose only working languages were Spanish and English and who wanted to stay in California. Pay was determined by each court locally and negotiated with individual interpreters. We worked trials alone, all day. Even though I knew standards were different for conference interpreters, being a submissive sort, I accepted the working conditions without protest.

I found out about the California Court Interpreters Association (CCIA) around 1978, when they started holding conferences to help people prepare for the new certification exams that California was starting to give. The standards for those exams were abysmal, but over the years they were revised to better reflect the quality requirements of the actual job. The Federal Court Interpreter Certification Exam was developed shortly after California’s, and I took the first one without realizing what a big deal it would turn out to be. (Otherwise, I would have been a lot more nervous!) I managed to pass that exam, although I have never worked in federal court.

Since I joined CCIA, scores of new professional organizations have been founded to represent the interests of interpreters in different sectors, and I have joined just about every one except for those catering to specific regions. Thanks to the efforts of these organizations, interpreters’ working conditions have improved considerably. There has also been a proliferation of publications and training programs for interpreters, though much still remains to be done in that regard. Partly because of the civil rights movement and partly thanks to the advocacy of our professional organizations, new laws and regulations to enforce language access policies have changed the landscape in this country and expanded employment opportunities in our field.

Today, I would say that our profession has matured tremendously, and higher standards are being imposed all over the country (again, much still remains to be done). As someone who started out doing translations on a typewriter and interpreting without the benefit of portable simultaneous equipment, I am in awe of the progress we have made.

What is the most significant advance you have seen in the profession in the past 10 years? What do you think we will see in the next five?

As I mentioned above, the proliferation of research publications and textbooks and the growing influence of professional associations such as the National Association of Judiciary Interpreters and Translators, International Medical Interpreters Association, and ATA has propelled our profession forward at a rate that is only possible with the concerted efforts of many colleagues. I
am grateful to all of them for their sacrifice and hard work.

The other area that has revolutionized our field is technology, not only with respect to the communicative interactions for which we interpret (video conferencing, etc.), but in the applications we have available to enhance our own productivity. I have to say, though, that I am something of a dinosaur when it comes to adopting new gadgets in my day-to-day work. I think the next five years will bring even more astounding innovations that will make our jobs easier.

Do you see any interaction on the horizon with professional associations or institutions abroad? What do you think we can teach them, and what could they teach us?

I do see a lot of collaboration ahead. Court and medical interpreting are receiving increasing attention around the world, and we can teach our colleagues in other countries a lot based on the hard lessons we have learned, such as setting standards for exams and implementing legislation. In particular, Directive 2010/64/EU of the European Union on the right to interpreting and translation in criminal proceedings has spurred many countries into raising the bar for ensuring language access and quality interpreting in these sectors.1 Some of our European colleagues have reached out to their U.S. counterparts to learn more about how to proceed.

Here in the U.S. we can learn a lot from colleagues in countries such as Australia, Sweden, Norway, and Canada who have relatively long histories in the area of public service interpreting, as well as from the traditional conference interpreting organizations and programs in Europe. As countries in Asia become increasingly aware of needs in foreign and indigenous languages and develop new systems to accommodate them, we will be able to learn from their innovations as well.

The best way to keep up with what is going on in the world is to read the myriad professional journals devoted to various aspects of interpreting and to attend conferences in other countries. Even if we cannot attend in person, the proceedings of those conferences are often available on the Internet.

As an educator, what qualities, in addition to professional attributes, do you think are important for an interpreter to cultivate?

It is hard to think of any quality that I would not characterize as a professional attribute. Integrity, concern for accuracy, continuing professional development, and strong interpersonal relations are all qualities that interpreters should cultivate.

Do you have any new projects in the works that you can share with us?

My son and daughter-in-law have taken over the customer service and new product development departments of our Acebo publishing business. I will still be involved in everything, but I am hoping that they will add some fresh ideas to help the business grow in the future. My son is a federally certified court interpreter and his wife is a project manager with degrees in translation and business administration, so they have lots of relevant experience to bring to the table. They are also digital natives, so when we finally complete the next edition of The Interpreter’s Companion (still a work in progress), we will have it available in a format that people can use on their electronic devices.

Notes

Are You LinkedIn?

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

How Does It Work?
Begin by inviting colleagues and clients to join LinkedIn and connect to your network. Next, add to your community by searching LinkedIn for professional contacts you already know and inviting them to connect to you. Then, post a profile summarizing your professional accomplishments, associations to which you belong, schools you have attended, and places you have worked so that former business associates, co-workers, and classmates can find you and connect. Each connection expands your network. The result? Your network now consists of your connections, your connections’ connections, and the people they know, linking you to thousands of qualified professionals. Take advantage of your ATA membership. Joining LinkedIn through ATA gives you an instant community with opportunities to grow your network quickly. Don’t wait—get your online networking underway! To join, just visit www.atanet.org/linkedin.php.
I have been wanting to quit Facebook recently, but I still follow some of the translation and interpreting groups on there, which makes it impossible to quit cold turkey. I really enjoy scrolling through people’s questions, comments, or even silly photos related to the profession.

Well, yesterday someone posted the following comment in one of the groups: “I have an odd scenario: another interpreter (not really qualified or trained) has been hired at the same event I have. She is asking me for my rate so that she can match it or not charge too high/low. Not sure what/how to answer her? Suggestions?”

People poured in with comments and opinions on how this woman should handle the situation.

“The International Association of Conference Interpreters states that all booth interpreters should be paid the same.”

“If you do not share your rate you are depressing the market.”

“Refer the other interpreter to some professional websites so she can get training.”

Most of the comments were about the rate sharing, but my initial reaction was to think about how this woman will be stuck with a partner who is an unqualified interpreter.

This happened to me once. I was stuck with someone who was unqualified for the job and I had to spend two weeks in the booth with this person. I ended up working longer stretches to ensure that the listeners would understand as much as possible, but at the end of the day, they complained, and there was nothing I could do about it. Not only was this person not qualified, but there was also a lack of basic booth etiquette. For instance, the cell phone was never silenced, so it would start ringing while we were working.

Back to the Facebook posting. I wrote a comment to the woman stating that I thought that it was not only in her best interest, but also her client’s, to speak up before the conference and share her concerns about this colleague with them directly. After all, the organizers probably spent a lot of time and effort putting this show on the road, and one could assume that they would not want anything to go wrong. The woman specified later that the client seemed uneducated about our profession and that there actually would be no booth. The interpreters would be sitting in a corner using headsets (that she was providing for the occasion).

I suggested that she talk to them from their point of view (“What’s in it for them?” or in this case, “What do they have to lose?”). A client will listen if you bring up a genuine professional concern that affects them directly. If clients are not educated in terms of interpreting and interpreters, it is not their fault, but it is up to us to educate them. So, why not share ATA’s free client education brochures, Getting it Right (there is one for translation and one for interpreting) to guide them? I do this pretty frequently. I will admit that I feel somewhat weird doing it, but I then think to myself, “How else will people learn?” (The brochures are available online on ATA’s website and in print. ATA members may order up to 20 copies at no cost to share with their clients. For details, please see http://www.atanet.org/publications/getting_it_right.php.)

I think that it is essential to raise professional concerns. Doing so shows that you care as much about the quality of your work as you do about their conference. As long as these concerns are expressed politely and diplomatically, there is no reason for people to dismiss you, or shoot you down. It is also important to speak to people in terms of what they want to hear.

“Why should I care that we don’t have a soundproof booth? They are too expensive anyway. It’s not like we’re at the UN (…). Oh, the interpreters will not be able to hear the speakers quite as well, so the accuracy of their rendition won’t be as...”

Continued on page 29

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/resources/blog_trekker.php
My copy of Marcílio’s third edition, which I purchased three years ago, is already dog-eared and its binding shows wear. So, I was very pleased when Peter Gergay, chair of ATA’s Dictionary Review Committee, contacted me to review the fourth edition, which I was already planning to acquire.

If you are surprised that I referred to the dictionary by its author’s first name, that is just a Brazilian thing and how the Brazilian translator community refers to the dictionary both within and outside of Brazil. In the U.S., we have Webster’s and the Michaelis; in Brazil we have the Aurélio and the Marcílio.

About the Author

In an interview by Naomi Sutcliff de Moraes that appeared in the October 2011 issue of PLData, the newsletter of ATA’s Portuguese Language Division, we learn that Marcílio Moreira Castro has a degree in law from the Universidade Federal de Minas Gerais. He is also a Tradutor Público Juramentado, meaning he has passed a certification exam in one of Brazil’s 26 states, so his signed translations are binding in the Brazilian courts.¹ We also learn that an internship at the Secretaria de Direito Econômico do Ministério da Justiça, whose work is comparable to that of the U.S. Department of Justice Antitrust and Tax Divisions, confirmed Marcílio’s interest in the financial-economic segment of law. The author is very well known and highly regarded in the Brazilian Portuguese translators’ and interpreters’ communities. Marcílio offers online courses and maintains an active blog (Dicionário Marcílio) that allows subscribers to send in questions, which he is pleased to answer.²

Layout

This hardcover dictionary boasts 856 pages. The publisher’s information, table of contents, author’s comments, and two forewords occupy pages VII through XVI. These sections are followed by a very complete introduction (pages XVII through XXV), where Marcílio provides a brief explanation of how the dictionary came about and the method used for compiling and organizing the terms included therein. He also expresses the importance of this type of work in Brazilian Portuguese.

Regarding the dictionary itself, I was surprised to note that the new edition was physically smaller and lighter than the previous one, though it was advertised to contain more entries. It fits much better in my briefcase, and I am grateful for that. The new edition has a few other novelties, including bookmark ribbons for each language, and a vertical banner on the edge of the long side of the pages identifying the letters and language sections (e.g., a black banner for the Portuguese section, a gray banner for the English). The fonts used are also smaller, but that does not interfere with the ease of reading.

The foreword for the third edition by Danilo Nogueira, republished in the fourth edition, states that this is “a different type of dictionary.” The fourth edition also boasts a second foreword, in which Sandra R. Mattos Rudzit, a lawyer and translator, states that Marcílio’s book is her most important resource. Their feelings are shared by many translators working in the English/Brazilian Portuguese language pair, myself included.

Content

The Dictionary of Law, Economics and Accounting is geared toward translators and other professionals who work in those areas in both English and Portuguese. It offers a multi-
dimensional view of terms, covering meaning, usage, and applicability. Marcilio offers straightforward translations, practical examples, support for differentiations, and false cognates that include citations from renowned works in the specific field (or fields) to which the entry applies.

Besides the new entries and the physical differences noted above, some entries have been expanded: for example, vigência (perder vigência); “arm’s length” (“price”). Marcilio provides a nice, though not exhaustive, list of new and expanded terms following the table of contents. I was happy to see the term “turnkey contract” (contrato de empreitada global) included. Among the terms I missed, the one that stands out is “gross negligence.” I am never satisfied or comfortable with negligência grossa, and was hoping Marcílio would save me from using that.

A comparison between the same terms in Marcílio’s and my other Brazilian law dictionary illustrates the superiority of his work. For this review I will focus on the term negociar. Maurício’s dictionary gives us 51 lines of text distributed over two columns, with eight individual subentries in the form of phrases with derivative terms and usage, plus examples of sentence construction and references. The cross reference has the reader looking for “bargain,” “negotiate,” “negotiable,” “trade” (verb), and “trading,” thus providing a very complete and encompassing understanding of the term. My other legal dictionary provides the reader with three lines of text for negociar. There are no examples and, in terms of cross-references, the same dry list of words without references or usage notes is provided. In Marcilio’s work, words are shown as multidimensional. They are not just a string of letters with meaning attached, regardless of how the word is applied or in what domain.

One of the most useful sections of this dictionary starts on page 769. In the Anexos section of the book, Marcilio regales us with information, recommendations, observations on usage, and comparisons of style, form, and purpose. The reader will also find observations regarding terminology, translation, and the appropriateness of terms used based on the impact of the civil law and common law systems.

Overall Evaluation
I consider the Dictionary of Law, Economics and Accounting to be one of my treasures. Still, I wish we could get it in electronic format. I have found some fault with the editing, but nothing I would consider serious. Still, such errors cause me to do a double-take, such as “rodshaw” instead of “roadshow” (page XI), referring to the last entry on page 696, and “relif” (as in “interlocutory relief”) on page 589. You might accuse me of nitpicking here, and you would probably be right.

Overall, Marcilio’s dictionary is an essential tool for professionals (not just translators or interpreters) who work in both English and Brazilian Portuguese. The dictionary complements monolingual and bilingual dictionaries that focus on any of the fields covered.

Notes

Information and Contacts

Giovanna L. Lester is the co-founder of the Association of Translators and Interpreters of Florida (ATIF), an ATA chapter. An ATA-certified Portuguese->English translator, she has worked in the translation and interpreting profession since 1980. She is a past administrator of ATA’s Interpreters Division. She created Speaking Out!, ATIF’s quarterly newsletter, as well as CMI Tides, the newsletter of the National Board of Certification for Medical Interpreters. Contact: giolester@gmail.com.

Have an idea for a dictionary you would like to see reviewed? Contact Peter A. Gergay, chair of ATA’s Dictionary Review Committee, at pgergay@aol.com.

Blog Trekker Continued from page 27

good (…). And the interpreters’ voices will be heard by everyone in the room. Hmm. How much for that tabletop booth again?”

“And why should I care that the interpreter is unqualified? I found her online, so I’m sure she’ll be fine (…). Oh, unqualified interpreters are not able to keep up with the speaker (…). They will probably miss a lot of important elements, so the audience will not understand what is being said and they won’t get the most out of the conference. Oh, I see! Whom can you recommend?”

Such conversations only end like that in my dreams. But if we keep educating clients, then maybe this dream can slowly become reality.
• CETRA Language Solutions, of Elkins Park, Pennsylvania, has been named a Blue Ribbon Small Business Award Winner by the U.S. Chamber of Commerce.

• CyraCom, the Tucson-based interpreter and translation services provider, announced that it will be expanding into Houston, Texas, and opening a new 62,000 square foot contact center. The company plans to fill over 425 positions there within the next year, with over 200 hires planned over the next few months.

• Bruce Hyman’s Chinese-English Information Technology Glossary (third edition) has been published by Dunwoody Press.

• Andy Klatt’s translation of Myriam Jimeno’s Juan Gregorio Palechor: The Story of My Life has been published by Duke University Press as part of the book series Latin America in Translation / en Traducción / em Tradução and Narrating Native Histories. The series is sponsored by the University of North Carolina-Duke University Consortium in Latin American Studies, which translates and publishes in English outstanding books in a wide range of fields by important Latin American writers and scholars.

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**Member News**

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

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**Information and Contacts**

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**In Memoriam**

**Marshall Morris**

April 8, 1942 – March 5, 2014

Marshall Morris, 71, a retired professor of translation and co-founder of the Graduate Program in Translation of the University of Puerto Rico, died on March 5, 2014.

He received a BA in French and a master’s degree in Latin American studies from the University of Texas at Austin. He joined the University of Puerto Rico faculty in 1970. From 1973 to 1975, he took a leave of absence to complete a master’s degree (MLitt) at the University of Oxford. The research he conducted during this period was published by Pergamon Press in 1981 under the title *Saying and Meaning in Puerto Rico: Problems in the Ethnography of Discourse.*

From 1980 to 1987, he served as the director of the University of Puerto Rico’s honors program. He also published articles on teaching translation. In 1989, he moved to New York University to head the Foreign Languages Program within the Division of Continuing Education, where he developed the Certificate in Translation and Interpretation. He rejoined the Graduate Program in Translation of the University of Puerto Rico in 1991. During his tenure he created new courses, including an online research course and translation internship program. He also served as the editor of *Translation and the Law*, the 1995 volume of ATA’s Scholarly Monograph Series, published by John Benjamins Publishing Company. He retired in 2001.

*Contributed by Ethel Ríos Orlandi, Interim Rector, University of Puerto Rico.*
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 and technical 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/aboutus/honorsandawards.php
In view of the current difficulties between the Russian Federation and Ukraine, the Translation Inquirer recalls hearing a story decades ago from a Ukrainian immigrant regarding dictionary policy, and how the powers that were in the U.S.S.R. used publication numbers to suppress the minority language as much as possible. He said that Ukrainian>Russian dictionaries were easy to find. Print runs of Russian>Ukrainian dictionaries, however, had been suppressed deliberately. I found this hard to believe because it was counterintuitive, and said so. He then pointed out that the national policy was to teach everyone Russian in the schools and promote it as much as possible. Having a Russian>Ukrainian dictionary was to be in possession of a language resource that went against the grain, allowing Ukrainian to continue to flourish after a fashion. Things, I am sure, are different now!

New Queries
(English>Lithuanian 5-14.1) “Breather roof membranes,” as in “vapor barriers and breather roof membranes for sloping roofs as underlay for clay,” posed a problem for one of our colleagues going into Lithuanian. Please assist.

(English>Russian 5-14.2) The text is full of mentions of scaffolds, binding targets, loop sequences, and other features of antibody research. There are about nine context paragraphs in this query, which makes it very hard for the Translation Inquirer to get a grip. In view of the rarity of this material, however, we shall point out that the entire difficulty is contained in the words “to pan against a particular target.” Tn3 scaffold loop sequences and FnIII receiver scaffolds are mentioned. We shall quote only the sentence with the problem words and the one preceding it: “In other embodiments, isolated Tn3 scaffold sequences may be identified by the loop sequence. For example, a library is used to pan against a particular target and a collection of specific binders is isolated.”

(English>Turkish 5-14.3) In a maritime nation like Turkey, the nautical terms “pitch” and “yaw” have existed for millennia. They appeared in a passage discussing how to control a boat. What are they in Turkish?

(English>German [English] 5-14.4) In this aeronautics query, it is all about escales. The translator was not satisfied with Landeplätze, and added this sentence as context: “En marche ... a pour objet la maintenance en ligne des avions 365 jours par an ... pendant la journée lorsqu’ils sont en transit sur les différentes escales et pendant la nuit lorsqu’ils sont bases sur les différentes escales. It is apparently not anything that justifies the bigness of the name Flughafen.

(French>German [English] 5-14.5) Custody rights, and the transfer of them by parents, is the subject of this legal query. The original court dealing with this matter was in Cameroon. The protocol states: Que pour des raisons de regroupement familial partagée ils souhaiteraient tous les deux avoir préalablement notre autorisation ce pour faire rubrique à la demande et aux conclusions faites par les autorités Camerounaises. Unfortunately, this cannot be fudged because it is the central focus sentence of the entire protocol. How do we deal with the words in bold?

(English>German 5-14.6) In a long list of auto parts, Stanzniet stood out like a sore thumb. Who can help with this bit of hardware, considering that online searches yielded nothing?

(German>Ukrainian [English] 5-14.7) This has to do with processor measuring devices, and the problem term is in bold in the following: Kalibrierung des Umschlag-Vorhaltes (d.h. elektrische Kompensation einer Unwucht-Anzeige, die durch exzentrische Aufspannung entsteht). Please note the context phrase provides three quarters of a solution. English is acceptable.

(Hebrew>English 5-14.8) סְפָרִית הַפֶּקֶדֶת is apparently a kind of gasket, and was given in a list of work tools. This is admittedly a context-poor query. Try it out if you can.
(Italian>English 5-14.9) This medical query might have a relatively easy solution. Here is an entire context paragraph: Durante le ore notturne e nei giorni festivi, il RGE è il Reperibile della Direzione Medico Sanitaria; ad interim, fino all’arrivo in HCCO del RGE, le funzioni di coordinamento sono svolte dal Vigilante in servizio. La squadra di emergenza è costituita dal Medico di Guardia e dai lavoratori abilitati. The words in bold are the problem.

(Polish>English 5-14.10) The final two words gave the translator trouble in this engineering query: Badaniu poddano 3 próbki w formie beleczek, wycięte z bloczka autoklawizowanego betonu komórkowego, z doklejonymi czopikami pomiarowymi. What are they?

(Portuguese>Swedish [English] 5-14.11) The document from which this query is drawn is a proxy giving its owner the right to care for everything owned by his or her parents in Brazil. The text mentions apartamento no 301, no 3o pavimento do tipo D. The final four words are troublesome. The translator was not satisfied with any explanations referring to aviation. Help with this very unusual language pair if you can.

Replies to Old Queries

(German>English 2-14.6) (klimaaktiv): Therese Iknoian deals with Klima-this and Klima-that in her specialty, which is outdoor fabrics and apparel in the sports industry. Germans, she says, love this Klima stuff, and she often finds poor translations of the prefix as “climate,” “climate-active,” or “climate management.” In the case cited, clay is a breathable, “living” surface, which helps to regulate and manage indoor temperature. So, for this sentence, one could likely say something like “with temperature-regulating clay walls.”

(Spanish>English 1-14.9) (semipresencial): According to Celeste Klein, this is called a “hybrid,” when the term is used to describe courses (i.e., partially face-to-face and partially web-based).

(Spanish>English 2-14.9) (asientos de banda): For Celeste Klein, this is a “rubber swing seat,” but she would still leave the designator “Fyle-type” in the sentence just to be on the safe side.

(Spanish>English 3-14.11) (alojamientos hexagonales para tuercas): For this, Sheldon Shaffer suggests something like, “It is routed for four hexagonal nuts.” Rey Rivera writes that the word alojamiento obviously refers to the place where the nuts (tuercas) are going to be installed in the described mechanical piece. Therefore, in English, they could be described as “hexagonal holes,” “cavities,” “indentations,” or “notches for nuts.” The particular noun to be selected would depend on the actual design of the piece being described. Jean-Pierre Maldonado suggests simply “hexagonal [countersunk] recesses for nuts.”

(Swedish>English 2-14.11) (sociokant): Cindy Coan believes that this is simply “social worker.” This can come up in connection with training with a community and social concentration. An example from gymnasium.ax is Utbildningsprogrammet med samhällelig och social inriktning med examensbägningen sociokant är ett yrkesprogram.

Thanks to all the participants. My apologies that there were no new Spanish queries, but that was simply, as they say, the luck of the draw. However, there is nothing to stop you from sending me a fresh, intriguing Spanish query!
“Barbarian” comes from the Greek word βάρβαρος (barbaros), meaning uncivilized, meaning anyone who does not speak Greek, or at least not our version of Greek. The Romans found the term useful and applied it to Germans, Celts, Carthaginians, Iberians, Thracians, Persians, and sometimes even to Greeks. And, as recently as the 20th century, the schools that kidnapped Native American children in an attempt to “civilize” them made a special effort to rid them of their “barbarous” tongues.

Prejudice runs deep, and it has serious implications for translation. Consider Sextus Propertius, a Roman poet who lived from about 50 BCE to about 16 CE. As recounted by Ronnie Apter in Digging for the Treasure: Translation after Pound (1984, reprinted 1987), the most important consideration for Victorian critics and translators was that he was Italian, no matter that he lived long before the existence of the country we now call Italy. Therefore, he was imbued with every characteristic their prejudice invoked. They praised his “ardent sincerity in the passion of love,” and called him a man of “desperate sincerity,” the embodiment of a “pre-eminently Italian intensity of warm, luxurious passion” (145). To which one can only reply with the ridicule Gilbert and Sullivan wrote into their operetta Ruddigore, in which Mad Margaret says: “He gave me an Italian glance—thus (business)—and made me his.”

In Book 2, Poem 5, Propertius says this of his lover Cynthia: “Cynthia, forma potens; Cynthia, verba levis.” In 1875, James Cranston translated this as “The lovely Cynthia, Cynthia false and frail.” By 1957, the critical attitude toward Propertius had changed enough so that Frances Fletcher could translate the line into “Cynthia, compelling in beauty; Cynthia, frail in honesty.” But it was not until 1972 that John Warden could recreate the ironic tone in Propertius’ poetry, not discernible from just the one line of Latin, that no Victorian critic would ever have admitted existed: “IN BEAUTY CYNTHIA EXCELS (but you should hear the lies she tells).”

Elly van Gelderen, in A History of the English Language (2006), discusses the Sapir-Whorf Hypothesis, which states that the language a person speaks influences what the person thinks. This theory led to the erroneous conclusion that Hopis have little sense of time, because the Hopi language has no explicit grammatical tense marking on verbs. In fact, the Hopi language has many ways to express time (286). The idea that language influences thought, and thought influences character, can reinforce dangerous, even lunatic, stereotypes, with Italian again not escaping prejudice, though the main victim here is Hawaiian. According to Otto Jespersen, a Danish linguist writing in 1938, the Hawaiian sound system reveals Hawaiians to be “childlike and effeminate.” Therefore, we should:

not expect much vigour or energy in a people speaking such a language; it seems adapted only to inhabitants of sunny regions where the soil requires hardly any labour ... In a lesser degree we find the same phonetic structure in such languages as Italian and Spanish; but how different are our Northern tongues (quoted by van Gelderen 286).

Sorry, but there is nothing very special linguistically about English, or any other “Northern” tongue. English became a world language as a result of historical accidents. But special excellence has indeed often been claimed. The linguist (and collector of fairy tales) Jacob Grimm (1785-1863) claimed that “Of all modern languages, not one has acquired such great strength and vigour as the English,” and it did this by “casting off almost all inflections” (quoted in Van Gelderen, 286). That is, between the years 450 and 1700, English changed from a mainly synthetic language, defined as one in which the parts of speech and the relation of words to each other are indicated by endings on or changes in words (like Latin and Russian), into a mainly analytic language, defined as one in which the
parts of speech and the relation of words to each other are indicated by their position in the sentence, by prepositions, and by words that have a grammatical function rather than a lexical meaning. Examples of the latter are the “have” in “I have been well.” and the “to” in “To know one’s own worth is a good thing.”

But no language is completely synthetic or completely analytic. English is still partly synthetic, due both to prescriptive rules that maintain such features as pronominal distinctions (“I/me” rather than “I/I” or “me/me”) and strong verbs (“break, broke, broken” rather than the more analytic “break, breaked, breaked,” or the totally analytic “break, break, break”), and the fact that languages tend to go through cycles, swinging back and forth between synthetic and analytic. Van Gelderen cites the creation of plural forms of “you” as an example of the trend back toward the synthetic (284). That is, “you all” and “youse,” now considered colloquial or slang, may some day be standard.
Upcoming Events

June 4-6, 2014
Localization World
Dublin, Ireland

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

June 19-20, 2014
University of East Anglia
East Asian Translation Studies Conference
Norwich, U.K.
www.uea.ac.uk/lcs/events/east-asian-translation-studies-conference

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

June 27-28, 2014
Iowa Interpreters & Translators Association
10th Annual Conference
“Celebrating Success—Shaping the Future”
Des Moines, IA
www.iitanet.org

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

July 31-August 2, 2014
Court Interpreter Services
Arkansas Administrative Office of the Courts
“Legal Interpreting Seminar for Interpreters in the Judiciary”
Little Rock, AR
https://courts.arkansas.gov/event/legal-interpreting-seminar

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

August 7-9, 2014
Nebraska Association for Translators & Interpreters
15th Annual Regional Conference
“Translation and Interpretation: Making Culturally Competent Global Communication Possible”
Omaha, NE
www.natihq.org

August 24-27, 2014
Translate in the Laurentians
Estérel, Quebec
translateinthe-laurentians.com

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

October 3-4, 2014
The Alexandria Project
MedTranslate Conference
Breisgau, Germany
http://medical-translators-conference.com

Visit the ATA Calendar Online
www.atanet.org/calendar/
for a more comprehensive look at upcoming events.
## New Certified Members

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

**English into Spanish**
- Reiniero A. Rivera  
  *Washington, DC*
- Virginia Rubio  
  *Queretaro, Mexico*

**German into English**
- Mandy Olson  
  *Seattle, WA*

## ATA Certification Exam Information

### Upcoming Exams

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All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at +1-703-683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from ATA’s website or from Headquarters.
Make a School Outreach presentation this year, and you could win free registration to ATA’s 55th Annual Conference in Chicago, Illinois, November 5-8, 2014. Here’s how to enter.

2. Choose the age level and download a presentation, or use the resources on the School Outreach page to round out your own material.
3. Speak on translation and/or interpreting careers at a school or university anywhere in the world between August 1, 2013 and July 18, 2014.
4. Get someone to take a picture of you in the classroom. For tips on getting a winning shot, visit the School Outreach Photo Gallery on ATA’s website at www.atanet.org/ata_school/photo_gallery.php and click on Photo Guidelines.
5. E-mail your photo to Meghan McCallum (meghanraymccallum@gmail.com) with the subject line “School Outreach Contest,” or mail your entry to ATA, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include: your name and contact information; the date of your presentation; the school’s name and location; and a brief description of the class. You may submit multiple entries.

The deadline for submissions is midnight on July 18, 2014.
The winner will be contacted no later than August 20, 2014. You must be a member of ATA or an ATA-affiliated organization to enter.
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• **The ribbon** – I really like it and I also think that this will be helpful for new or basic users of Studio in particular. In previous training sessions, I found that trainees could not always find what they were looking for, whereas the new ribbon makes it much easier.

• **Automatic concordance search** – a very useful feature.

• **“One click” batch tasks** – for example, this makes analysis of a single file and single language combination much faster.

• **Performance speed** – it is noticeably quicker when creating projects.

• **Larger font in Termbase Viewer** – much better for my eyes!

• **MS Word 2007-2013 comments options** – I’m pleased to see that we can now choose whether these are extracted as translatable or Studio comments.

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**Gemma Cooper**  
Translations and Training Manager, Alexika  |  www.alexika.com

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Gemma Cooper  
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