The Voice of Interpreters and Translators

ATA’s Nomination Process
ATA’s School Outreach
Term Extraction
Game Localization
From the President
Caitilin Walsh
president@atanet.org

Volunteer Valentines

Even though it is the tail end of the holiday season as I write this, displays in the supermarket (and the deadline for this column) remind me that February is just around the corner. Here then, are the Valentines that I would send to ATA folks, since they form the heart of the Association.

A quick note of appreciation would go out to every single ATA member, past and present, for making the Association the umbrella organization in this country for interpreters, translators, terminologists, academics, trainers, and those who find the translating and interpreting profession so interesting that they just want to be a part of it.

A doily heart would go to each of our chapter leaders and volunteers, who, while striving to make their corner of the world a bit better, are also reaching the next generation of colleagues and providing opportunities to grow into leadership roles. If you’re not already a member of your local organization, I can only say you’re missing out. You may find amazing local talent and personal connections there (and if you don’t, here is your chance to increase your visibility and make it happen).

I would send a passel of velvet hearts with glitter to the folks working to make divisions “where it’s at” in the Association, from lining up compelling speakers for the conference to planning lively gatherings, moderating online lists, and conjuring newsletters and blogs. If you haven’t checked out these “homes within a home,” I strongly suggest you sign up today—there is no cost to members and the value returned is high.

To our committee chairs and members, I would overnight heart-shaped boxes of chocolates (soft centers and cordial cherries) with big red ribbons. These are the folks who roll up their sleeves and delve into the nitty-gritty details that help mature the Association in a considered manner. The talent, dedication, and effort put forth by these folks always leaves me in awe. There is certainly no shortage of work to be done, so if you’re tempted or even mildly interested, I urge you to reach out and lend a hand.

A vase of long-stemmed red roses would go to ATA Executive Director Walter Bacak and our crack Headquarters staff. These folks are the ones who make it happen when we ask, “can it be done?” all while juggling phones and e-mail with member requests, websites, social media channels, blogs and publications, as well as all of the pieces that make for a seamless conference experience.

And finally, singing telegrams would be sent to ATA Board members (and former Board members who laid the foundation) who wrestle with big issues together, and who endure my cajoling and reminders to stay on topic and not bite off more than we can chew. For every project brought to fruition, there are a dozen they would like to take on, and not enough hours in a day.

And of course, I would send kisses and hugs to all those family members and friends who endure the absence and support the efforts of all these folks. Because I can’t quite manage this particular task in person, I’ll have to call on you all to pass on these Valentines to them.
February 2015
Volume XLIV
Number 2
A Publication
of the
American
Translators
Association

10 How Does the ATA Nomination Process Work?
By the ATA Nominating and Leadership Development Committee
Why is ATA interested in leadership development for its Board and potential future candidates?

14 Anatomy of an ATA Conference
By Jennifer Guernsey
An interview with David Rumsey, ATA president-elect and conference organizer.

17 Reaching Out to the Advanced Placement Classroom: ATA’s School Outreach In Action
By Birgit Vosseler-Brehmer
This year’s ATA School Outreach Award went to Jenny Stillo, a Spanish interpreter and translator based in Crested Butte, Colorado. Jenny’s winning picture highlighted her May School Outreach presentation to an advanced placement Spanish class at Crested Butte Community School.

19 Term Extraction: 10,000 Term Candidates—Now What?
By Barbara Inge Karsch
Extracting terms is easy. Identifying the right terms and names from a long list is not. Here are 10 criteria for project managers preparing a translation project.

23 Interview with a Game Localizer
By Marta Chereshnovska
Alain Dellepiane discusses what it takes to make it in the exciting field of game localization.
Marta Chereshnovska is a translation and localization specialist (English-Ukrainian, English-Russian). She has seven years of translation, localization, and subtitling experience. She has worked on information technology, telecommunications, marketing translation, and localization projects (software, hardware, web, mobile, and games). You can find her blog, Translation and l10n for dummies, at http://transl10n.tumblr.com, or follow her on Twitter @Martav88. Contact: martavelychko@gmail.com.

Jennifer Guernsey is a Russian>English translator specializing in medicine and pharmaceuticals. She has a degree in Russian language and literature from the University of Michigan. She began her career by translating technical monographs and patents while working Russian-related “day jobs” involving Soviet refugee processing and, later, biological defense. After more than 25 years in the translation field, her specialization has narrowed to medical and pharmaceutical translation. She also assists life scientists at area universities with editing and grant proposal preparation. Contact: jenguernsey@gmail.com.

Barbara Inge Karsch is the chair of ATA’s Terminology Committee. She is the owner of BIK Terminology, a terminology consultancy and training company. As a consultant and trainer, she works with companies and organizations on terminology training, terminology development, and the implementation of terminology management systems. She draws on her 14 years of experience as an in-house terminologist for J.D. Edwards and Microsoft. She also teaches at New York University. As U.S. delegate to ISO Technical Committee 37 for Terminology and Other Language and Content Resources, she is leading the revision of ISO 12616 (Translation-Oriented Terminography). Contact: bikterminology@gmail.com.

Birgit Vosseler-Brehmer, an ATA-certified English<>German freelance translator based in Germany, specializes in technical and business management translation. She is a member of ATA’s School Outreach Program. Contact: bvbtranslations@t-online.de.
In the National Clandestine Service, your foreign language skills can keep America safe. It’s more than just translating. It’s about interpreting nuances and conveying cultural insights for meaningful intelligence acquisition. It’s about making a difference, 24/7.

Applicants must have US citizenship and the ability to successfully complete medical examinations and security procedures, including a polygraph interview. An equal opportunity employer and a drug-free workforce.
What a difference a year makes. Last year at this time a polar vortex had descended over the city of Chicago as the planning team met at the conference hotel for the site visit. This time, I was in sunny Miami meeting with the hotel team at the Miami Hyatt Regency for a planning session for the upcoming 56th ATA Annual Conference in Miami, November 4-7, 2015.

The prospects for the upcoming conference appear to be sunny indeed. The beautiful hotel is bright and inviting with newly renovated guest rooms and excellent conference facilities for the many sessions to be offered. Last year’s conference in Chicago proved to be highly successful, which brought forth a plethora of over 400 intriguing session proposals—and the resulting challenge of choosing which ones to schedule into the 180 slots available. The Miami conference in November is sure to attract a wide variety of attendees from around the country as well as Central and South America. With a high number of attendees comes a high number of session proposals.

The conference sessions are the soul of ATA’s Annual Conference. There are few translator and interpreter conferences in the world that offer the number, variety, and quality of sessions that are available at ATA’s Annual Conference. The top-notch educational sessions include a select mix of invited speakers from around the globe as well as colleagues who generously share their experience and expertise. With over 18 different session tracks (e.g., particular languages and specializations, as well as general tracks aimed at freelancers, agency owners, and educators), there is something for all stakeholders in the translation and interpreting industry. The sessions are designed to provide practical information and skills that translators and interpreters can use in their businesses.

There is a tremendous wealth of knowledge from among our own colleagues. Members can submit their own session proposals easily via ATA’s website. Session proposals are being accepted until March 2, 2015. That may seem awfully far in advance of the conference, but the process of selecting sessions and speakers is long and deliberative. There is also a free webinar available for writing a successful proposal at www.atanet.org/webinars/ataWebinar133_proposals.php.

However, the heart of every ATA conference is the people: presenters and attendees alike relish the opportunity to renew old relationships and build new ones. There are tremendous learning opportunities that can take place in the hallways, restaurants, bars, and meeting spaces at the conference hotel. ATA’s Annual Conference is one of the few places on earth where you can share your joys and frustrations about the translation and interpreting industry with people who actually understand what you are talking about. Perhaps that is why many attendees refer to the conference as a “family reunion” that members return to year after year.

So be sure to mark your calendars for November 4-7, 2015. When the cold autumn winds start to descend, pack your bags and bring your sunglasses and share the sunshine and spotlight with your collegial “family” in Miami. See you there!
Our overall financial performance in FY2013-14 (fiscal year from July 1, 2013 through June 30, 2014) was not entirely satisfactory, as we ended the year with a net “operating loss” (change in net assets before gains/losses on investments) of almost $33k. This loss was composed of a net loss of $18k for the American Foundation for Translation and Interpretation (AFTI) due to the required write-off of AFTI’s Julia Segall-Derfler Scholarship, as well as a net “operating loss” for ATA of $15k. Fortunately, a net gain on investments (both realized/unrealized) of $34k allowed us to end the fiscal year at just over breakeven with $132 in consolidated net income. Excluding the AFTI loss, ATA ended the fiscal year with a stand-alone net gain of $18k.

On a more pleasing note, the positive net result for the FY is now our second in a row, reversing the loss trend we experienced from 2009 through 2012. Our deficit in net assets has now been reduced to $199k. However, this is below the goal of eliminating the deficit by the end of FY2016.

Total revenue was $2.69m, primarily from dues of $1.77m, conference revenue of $584k, and certification revenue of $190k. Dues revenue increased as a result of the increase in annual dues, which was somewhat offset by the 3% decline in individual members to 9,768 as of June 30, 2014. Revenue for The ATA Chronicle fell sharply by 35% due to the loss of postage revenue from overseas members who opted for the e-Chronicle. Conference revenue declined year-on-year as expected, since that revenue is highly dependent on the particular location.

Expenses for our major programs were mixed, with some posting significant declines. For example, conference expenses were down 7% in line with expectations, while others such as certification and The ATA Chronicle saw only minor reductions of 1% each. Total expenses for program services fell by 2% to $1.93m.

Expenses for support services were also mixed, with general and administrative expenses up and on target at $734k, while expenses for officers and directors, Board meetings, and other governance expenses declined to $66k.

Our total current assets as of June 30, 2014 were $437k, mostly cash and cash equivalents of $370k and prepaid expenses of $58k. The increase over FY 2013 was due to strict and prudent cash management, which also allowed ATA to get through the traditionally cash-lean summer months without having to withdraw cash from our money market account.

In addition to the increase in our cash account of $132k, an increase in the value of our long-term investment account also contributed to the increase in total assets to $972k. The increase in total assets was mostly offset by a rise in deferred revenues (mostly unearned dues revenue) of $165k, with total liabilities ending the year at $1,170k, leaving a year-end net deficit of just under $199k.

Our portfolio continues to be invested conservatively and is divided more or less equally into cash, equity mutual funds, and income mutual funds. The total value of the investment account as of June 30, 2014 was $531.8k ($486.6k in 2013).

As I reported at ATA’s Annual Conference in Chicago, while our finances are not currently in the shape we would like, they are improving and should continue to improve over the next few years. As treasurer, I will continue to monitor our financial development, report to the Board, and make recommendations for improving and enhancing our financial health.

Note
1. The financial figures cited are from the draft audit report on the FY2013-14 consolidated financial statements, which include the results for the American Foundation for Translation and Interpretation (AFTI). All figures have been rounded to the nearest whole number, which can result in rounding differences. For legibility reasons, all references to fiscal years use the calendar year in which the fiscal year ended: e.g., FY2014 means FY2013-2014 (July 1, 2013 through June 30, 2014).
Nearly 11,000 members and the work of hundreds of volunteers are supported by ATA’s dedicated and knowledgeable staff of 11. The group works well together, so when an employee leaves, in addition to looking at a candidate’s experience and skills, we also consider how well that individual will fit in with the team.

Of course, whenever there is a change in personnel, there is also an opportunity to analyze overall efficiency and effectiveness. Here are some recent changes that I am confident will be a positive step for the Association.

Jon Mendoza: Jon, who was the Certification Program manager, had been with ATA for nine years. Upon the recent completion of his master’s degree in film and television production, he left ATA last month to pursue his dreams. Good luck, Jon!

Caron Mason, CAE: Following Jon’s departure and a review of our operations, it was clear that Caron, ATA’s public relations and marketing manager, had the right skills for administering the Certification Program. She was interested in trying something new and readily accepted the opportunity to expand her experience. Caron has been responsible for ATA’s public relations, exhibit/sponsorship/advertising sales and administration, and honors and awards. She will continue to manage the Honors and Awards Program.

Lauren Mendell: Lauren, our membership relations manager, has an excellent phone personality that is well-suited to exhibit/sponsorship/advertising sales and administration. She will assume these responsibilities, in addition to her primary job of fielding calls and e-mail from the membership and the general public.

Cathy Taguding: To free up some of Lauren’s time, Cathy, who handles data input tasks such as membership renewals and conference registrations, will work with Lauren to provide additional coverage of phone calls and e-mail. This backup coverage will be a good addition to our member support system.

Calls for …

Make this the year to become more involved in your Association!

Here are four calls for participation.

Mentoring: The Mentoring Committee is looking for mentees and mentors for the Class of 2015. If you are looking to grow your skills and business acumen, then this is the program for you. Whether you are a relative newcomer or a seasoned veteran, please consider this opportunity. Past participants rave about the positive outcomes from being a part of the program. To learn how to participate, please go to www.atanet.org/careers/mentoring.php.

Nominations: The Nominating and Leadership Development Committee is currently seeking nominations for candidates for this year’s election. To find out how you can make a nomination or put yourself forward as a possible candidate, please go to www.atanet.org/elections.php.

Conference Proposals: Share your expertise with your colleagues at ATA’s 56th Annual Conference in Miami, Florida, November 4-7, 2015. Giving a presentation is a great way to network and gain recognition in the translation and interpreting communities. To submit a proposal, please go to www.atanet.org/events/proposal.php.

Honors and Awards: ATA and the American Foundation for Translation and Interpretation offer a variety of awards. Some provide monetary prizes, others provide a conference registration, but they all spotlight the recipients. To review the awards and consider which colleagues deserve to be acknowledged, please go to www.atanet.org/aboutus/honorsandawards.php.
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.
How Does the ATA Nomination Process Work?

By the ATA Nominating and Leadership Development Committee
Leadership training for individuals would assist in assimilating new Board members, succession planning, developing high potentials, navigating organizational culture, as well as removing “blind spots.”

Board members, succession planning, developing high potentials, navigating organizational culture, and removing “blind spots.”

Leadership training for the Board would work to cultivate team alignment and encourage the integration of and adaptation to changing cultures. It would also work to build trust and awareness among the Board to facilitate consensus, collaboration, and accountability.

A leadership development program should improve leadership competencies, such as improved engagement and more focused and increased Board productivity. In summary, leadership training is designed to help leaders discover more effective and productive ways to achieve personal and professional goals, create alignment with ATA’s organizational culture, and promote strategic objectives. ATA Board members would have an opportunity to enhance their existing skills and resources and to develop creative and innovative solutions to address effectively the challenges of representing the interests of ATA and its membership.

We will take a first step in this direction by holding an invitation-only Leadership Development training session at ATA’s 56th Annual Conference in Miami (November 4-7, 2015).

The Process

The Nominating and Leadership Development Committee is active throughout the year. Our activities for the new election cycle begin during the Annual Conference. After the election, the committee holds a follow-up meeting to discuss the candidates’ presentations, as well as what we learned from them that can be passed on to future candidates.

Also during the conference, committee members approach people we have contacted previously as potential future nominees to see if they have any questions or concerns about the process.

The committee gets together early in the year to discuss the slate for the upcoming elections. In preparation for the meeting we contact committee chairs, division administrators, chapter and affiliated group presidents, Board members, and others to solicit nominations and recommendations.

We maintain a database of people who have been recommended, along with associated information. That includes their profession (e.g., interpreter, translator, educator, company owner, or employee), language pairs, and contributions to ATA and the translating/interpreting professions.

We discuss the individuals who are brought to our attention. We also examine the information provided by those who nominate candidates. The committee has developed a list of criteria an ideal candidate should meet. For instance, to cite just a few of them, we are looking for people who demonstrate leadership, of whom others speak highly, who are articulate, and who are team-oriented.

Then we ask questions like:

- How was this person active within ATA in the past?
- What talents and preferences were evident during that activity?
- What personal attributes would make her or him a good candidate and a good director or officer?

In order to present a balanced
In order to present a balanced slate to the membership, we aim to include candidates from all the various areas of our profession.

significantly this year. Some of the questions listed on the old Nominating Form were no longer relevant. In addition, some questions were appropriate only for nominating other people, while other items pertained to members who were nominating themselves.

In response, the committee broke up the Nominating Form into one appropriate for self-nominations and one for people being nominated by others. We also felt that there was a place for a tailored set of questions for those nominating or being nominated for officer positions (secretary, treasurer, and president-elect). With this in mind, we have created four separate forms, each with a matching job description for reference:

- Self-nomination for Director
- Self-nomination for Officer
- Nomination for Director
- Nomination for Officer

Another minor change is that the forms can now be completed and submitted online.

Here are examples of questions on the new forms:

- Which areas of translation and interpreting activity are you passionate about?
- What particular strengths does this person have that are necessary for the officer position for which you are nominating him or her?
- In your view, which perspectives or points of view should be represented on the Board?
- How has the candidate demonstrated commitment to the translation and interpreting professions?
- Which areas of ATA activity would you hope to become involved in?
- How do you feel your skills and abilities match the “job description” for your role?

Conclusion

We are confident that these efforts to cultivate tomorrow’s leaders will ensure a strong, vibrant Association. If you have any suggestions for the nomination process or for the development of the Association’s leadership, please send them to nominations@atanet.org.

The nomination period for 2015 is now open. You can find nomination forms at www.atanet.org/elections.php. The deadline is March 1, 2015. We hope that the process is now clear and look forward to receiving many great nominations this year.

Become an ATA Voting Member: Apply for Active Membership Review

The qualification process is free and online! www.atanet.org/membership/memb_review_online.php
Make Your ATA Membership Count

Opportunity. Market your services worldwide in ATA’s online Directory of Translation and Interpreting Services.

Networking. Connect with experienced translators, interpreters, and agencies who share your interests and issues.

Knowledge. Expand your skills with professional opportunities online and throughout the U.S.

Information. Get news and know-how, from terminology to software to business practices . . . and more.

Services. Take advantage of members-only discounted business services, including small business and professional liability insurance plans.

Visibility. Support an advocacy working for greater public awareness of the translation and interpreting professions.

For detailed information, visit www.atanet.org/aboutus/overview_ata.php

It’s Time To Renew!

From membership in any or all of ATA’s 18 divisions to discounted business services, ATA gives you the strategic edge that benefits your bottom line. Don’t miss a single day of benefits—renew today and let ATA continue to be your most important professional resource. It’s simple:

Login to Renew Online
www.atanet.org/renew

Renew by Mail
Mail the ATA Membership Renewal form with your payment to:
American Translators Association
Membership Renewal
225 Reinekers Lane, Suite 590
Alexandria, VA 22314 USA

Renew by Fax
Fax the ATA Membership Renewal form with your payment to:
+1-703-683-6122

Renew by PayPal
www.atanet.org/paypal.php for instructions

Questions? Need More Information?
Contact: Lauren Mendell
ATA Member Relations Manager
Phone: +1-703-683-6100, ext. 3001
E-mail: lauren@atanet.org

Thank you for your past support and for renewing for 2015.
Anatomy of an ATA Conference

By Jennifer Guernsey

After hearing colleagues raise interesting questions regarding ATA’s Annual Conference, I decided it might be helpful to gather and publish information regarding how decisions are made concerning the selection of the conference venue and sessions. David Rumsey, ATA president-elect and conference organizer, kindly agreed to answer my myriad questions.

Conference Site Selection
How do we identify and select a conference site?

Conference locations are typically selected four to five years in advance. We generally have one to two years for ATA’s Board to evaluate potential locations and then select one of them as the host venue for the conference.

There are several factors that go into selecting a conference site. ATA typically tries to rotate the conference between the East Coast, central U.S., and the West Coast so that the conference will be relatively close to all of the membership at some point. We work with a conference specialist, Experient, to help us identify cities and hotels that can meet our needs. Since it is difficult for a single association to negotiate directly with the conference hotels, Experient helps us in the negotiation process by working directly with the hotel.

Experient looks for locations based on our cycle and then provides a list of prospective hotels. The Board discusses the options and arranges to visit one of the hotels in conjunction with one of the Board meetings. The prospective hotels provide free or discounted accommodations and/or meals for us while we are having the Board meeting and checking out the hotel, which saves the Association money on food and lodging costs. Of the four Board meetings per year, one
or two of them are held in potential conference locations.

The biggest hurdle is finding a hotel that can accommodate all of the sessions. The room rate is always a major factor. ATA is in a challenging position because our group is too small for a convention center and often too large for many hotels. The hotel needs to provide 15-20 meeting rooms of various sizes. It also needs to have a venue for the exhibitors, a location for the certification exam settings, and large areas for the meeting of all members, the closing dance, general mingling, etc. Providing meeting space for 175+ sessions of varying size can be very difficult for many hotels and locations.

In addition to having a conference hotel that will work for us, the host city needs to have easy flight connections. We also look for a host city that has a local ATA chapter to provide logistical support. Finally, we look for cities that have a lot of food and entertainment options and are attractive destinations for the membership.

ATA Annual Conferences are generally held in large, relatively expensive cities: New York, Los Angeles, San Francisco, Chicago, Miami, etc. Have we considered holding conferences in cities with potentially lower hotel costs, such as Cleveland, Pittsburgh, Omaha, or Memphis?

First, we do consider all types of potential locations for conferences. The larger cities you mention are relatively rare. In the past 15 years, we have only held the conference in New York City, Chicago, and Los Angeles once. We have not been in Miami since 1985. However, we have found that larger, more popular locations generally attract more attendees. And greater attendance often means more session proposals from which to choose. We have held the conference in many less costly cities in the past (e.g., Nashville, St. Louis, Phoenix, and San Antonio), and we have typically had lower attendance.

Smaller cities, like the ones you mention, also have several complicating issues with them. They often are not easily accessible by air and, more importantly, the hotels in those locations are often unable to provide the meeting space and facilities we need. Portland, Oregon, comes to mind as one of the places that was recently considered but did not have a hotel that could meet our needs.

Can you describe the financial arrangements we make with the hotels? What do we pay for specifically, and what is included as part of an overall package?

We typically negotiate a deal through our representative at Experient, where the hotel will provide the meeting space, seating, etc., free of charge in exchange for ATA filling a minimum number of rooms (i.e., the “room block”). We pay for pretty much everything else. ATA covers all of the audiovisual equipment and the food and beverages during the meals and coffee breaks. We pay for the labor costs associated with the audiovisual equipment, the registration area, etc. If we do not fill our room block, we can be charged an attrition fee, which is based on a negotiated formula (e.g., percent of profit per unoccupied reserved room). The penalties can vary depending on the hotel.

Have we considered holding the conference in a venue that is not a hotel?

We have discussed holding the conference in other venues, including convention centers and universities. We are typically too small for a convention center. In order to make a conference in a convention center affordable, attendance needs to be in the range of 5,000+ attendees. A good conference for us includes roughly half that many attendees. At a convention center, we would be responsible for paying for all of the space as well as all of the chairs, tables, podiums, lighting, and labor costs that a conference hotel typically covers. The cost for the conference registration fees would skyrocket. People would also be responsible for arranging their own accommodations, which would not necessarily provide any cost savings or might be much farther away from the convention center. There
would also be no focal point for the after-hours activities and socializing.

Hosting at universities has been discussed, but most universities and colleges are in session when we host our conference. University settings are also relatively inflexible in terms of providing the right mix of large and small spaces for 175+ sessions and other activities. Attendees might have to walk to different buildings to attend sessions. Arranging food and beverages for 2,000 attendees in those venues would be very difficult as well. Hotel accommodations might be quite a distance from the university, and again, there would be no focal point for the after-hours activities.

**Selection of Conference Sessions**

What considerations determine whether a particular session is included or excluded from the conference lineup?

Each proposed session is reviewed by the leadership of a related division or committee and by the conference organizer and ATA Headquarters staff. The division leadership provides feedback as to whether the session would be of interest. Headquarters provides feedback on the quality of the speaker based on past evaluations. The conference organizer makes the final decision to either accept, reject, or place a session on hold.

**About how many sessions were proposed for the Chicago conference, and how many session slots did we have available?**

We had over 400 session proposals and fewer than 180 slots. This meant that more than half of the sessions had to be rejected. It was a very difficult selection process.

**When you have to decide between sessions that offer both good topics and good speakers, how do you choose?**

Well, if the topic is good and the speaker is good, the decision is easy—accept the proposal! But then if all of the slots are taken, we try to vary the speakers and topics as best we can. It is a nerve-wracking exercise!

**Do you have a specific number of sessions allocated to each division or subject area?**

No, not necessarily. Our primary concern is to offer good sessions. We do not necessarily accept a poor session just because a track does not have anything in it. It is better to have no sessions in a particular track/division slot than to accept a poor session. It reflects poorly on the division and the Association. Accepting a poor session might also mean a good session gets rejected.

**Are different considerations applied to the inclusion or exclusion of a preconference seminar?**

There are slightly different considerations for the preconference seminars since attendees are paying considerable fees to attend them. The quality of the speaker is often very important. The topic may be very interesting, but if the speaker cannot present the material properly, the session may not be well received. As for all of the conference sessions and seminars, we typically look for sessions that have a clear focus and practical benefit to the attendees; where people feel that they gained a particular skill or information. We like the preconference seminars to be relatively hands-on.

**Selection and Funding of Distinguished Speakers**

How is funding allocated for distinguished speakers?

There is a set structure for the distinguished speakers in terms of covering registration, hotel, and travel. It is proportional to the amount of time the speaker is presenting at the conference. Typically, we ask distinguished speakers to present two one-hour sessions or one three-hour preconference seminar. The honoraria that are provided are intended to help defray the costs of attending the session but may not necessarily cover all of the speaker’s expenses.

If I am not mistaken, distinguished speakers used to receive full coverage of their travel plus a small honorarium. Why was this changed?

The old system was very difficult to manage financially. Speakers had their airfare covered, but there was no cap on the cost of the ticket (and therefore no incentive to look for cheaper tickets), and speakers often would not request compensation until well after the conference, which made bookkeeping difficult. With distinguished speakers coming from over 25 divisions and committees, it became unsustainable. A new system was implemented where distinguished speakers are offered a conference fee waiver, one to four nights in the conference hotel, plus an honorarium to help cover the cost of airfare or other incidentals based on their location and the number of sessions they offer. The idea is not to have distinguished speakers make money off the conference, but to share their expertise as professional colleagues.

Presumably there is a limited pool of money available to fund distinguished speakers. If the number of speaker requests exceeds the available funds, how do you determine which speakers to fund and which to deny?

We generally budget for at least one distinguished speaker in each division. However, we do not always accept the proposal from the suggested distinguished speaker, not for financial reasons, but usually because their proposed session is not particularly strong or relevant.

**Thanks for your input. Any final thoughts?**

As you can see, there is a lot of work in making a successful conference. Check out my column this month (page 6) and in future issues for details about the upcoming conference in Miami, November 4-7, 2015, and how to submit a proposal. See you in Miami!
This year’s ATA School Outreach Award went to Jenny Stillo, a Spanish interpreter and translator based in Crested Butte, Colorado. Jenny’s winning photo highlighted her May School Outreach presentation to an advanced placement Spanish class at Crested Butte Community School.

Keeping It Active

In the first part of her presentation, Jenny talked about translation and interpreting and explained that both careers require not just bilingual language skills but adequate training. She highlighted the importance of foreign languages for future jobs.

To demonstrate her point, she prepared various interactive activities for the students. In a translation exercise, she reenacted a real-life situation she had encountered a few weeks earlier in a hotel where a housekeeping manager had translated the hotel’s rules regarding cell phones using Google Translate. As a result of this exercise, the students learned that Google Translate does not deliver adequate translation results.

In another exercise, Jenny had two students pretend to be skiers—one from Mexico, one from Crested Butte—who wanted to ski together. The skiers did not speak the same language, so they enlisted a passerby, Jenny, to interpret for them so they could set a time and place to meet. However, since Jenny did such a poor job, interpreting everything literally, the two skiers never met. For Jenny, this exercise served to get the message across that translating and interpreting is all about bridging the linguistic and cultural gap and giving a voice to those who do not speak the language of the culture in which they live. This is something Jenny feels very passionate about.

The last part of Jenny’s visit was pure fun for the students. Two teams of three students competed against each other in a game of Family Feud, where they had to explain...
idiomatic expressions. To motivate the students, Jenny promised a prize to the winning team: a fashion calendar from Honduras. “The students loved this game,” Jenny reports.

Community Connections

Jenny, a native Honduran, is a frequent visitor to Crested Butte Community School. The Spanish teacher invites her on a regular basis to talk to the advanced placement Spanish class so that the students get the opportunity to listen to a native Spanish speaker. However, this was the first time that Jenny talked about translation and interpreting.

The students were very excited to learn that Jenny had won ATA’s School Outreach Contest. Although none of them are currently planning a career in translation or interpreting, several of the students have continued to study Spanish. Jenny is proud to be a role model for the students and continues to pass on the message that foreign languages not only broaden their horizons, but are also important for future jobs as well.

Promoting Professionalism

Jenny was born in San Pedro Sula, Honduras, and grew up in Tegucigalpa, where she attended the American School of Tegucigalpa. She came to the U.S. to pursue a degree in business administration. She soon became a part of the Crested Butte community by joining in what everybody does in Crested Butte: skiing, biking, hiking, and enjoying the great outdoors.

As one of the few educated bilingual people in the community, Jenny was asked to translate and interpret for this popular winter sports resort town before actually having formal schooling in it. She soon realized, however, that she needed professional training and, following two years of graduate work, earned a translation certificate from Arizona State University.

Jenny now interprets and translates for various medical clinics, health centers, schools, and hotels in Gunnison County. As the Hispanic population grows in the area, so does the demand for her interpreting services. She taught Spanish at the Crested Butte Ski and Snowboard Academy and has translated for the Crested Butte Mountain Resort. Her specialization is tightly connected with the mountain area and ski resort: sports and recreation, travel and tourism, and business and marketing. Jenny hopes to expand her translation business and to work more with agencies.

Planting the Seeds Early

Jenny’s advice to fellow translators and interpreters: reach out to your local youth and talk about our profession. With the demand for professional language services increasing, informing students about this fascinating career option is becoming more and more important. “We need to plant the seeds early!” Jenny says.

Join the School Outreach Effort

The 2014-2015 School Outreach Contest is now open! The winner will receive free registration to ATA’s 56th Annual Conference in Miami, Florida, November 4-7, 2015. For more information, visit www.atanet.org/ata_school/school_outreach_contest.php.

Tell us your story! Please share your past and present School Outreach experiences with us! Whether you decide to enter the contest or not, ATA’s School Outreach team would love to hear from you. Please contact Meghan McCallum at meghanray.mccallum@gmail.com with a description of when and where you presented and let us know about your memorable School Outreach experience.
Identifying terms and names and researching their concepts should not be the responsibility of just freelance translators. True, they must do it if no one else has, but freelancers are actually not always in the best position to research terminology thoroughly.

In a large translation project, freelancers may be part of a team of translators. If each team member researches the same terms instead of collaborating, it is a duplication of efforts and will not lead to consistent target terminology. Furthermore, freelancers often do not have access to all of the information that resides on the client side. Indeed, they may not recognize an important new concept in a long list of term candidates because they may not have enough product knowledge. Ideally, companies and organizations identify and document terminology before they hand off content for translation.

If you have never performed term mining, term harvesting, or term extraction—all synonyms for the process of identifying terminology in a semi-automated fashion—it could be a daunting task. For one, you need to have a tool, have the files in the right format, and decide on certain extraction parameters. But the most intimidating aspect might be the term mining output: a potentially long list of term candidates that you need to evaluate critically and decide which would be useful in your term base. Let’s talk briefly about the initial steps involved in this process and zero in on criteria for identifying good term candidates.

Preparation

There is a variety of tools on the market with term extraction capabilities. Many of them are based on statistical extraction engines that look at the number of occurrences of a word or a string of words in order to determine whether or not to classify them as term candidates. Linguistic engines use information, such as part of speech, stemming, etc., for term extraction. Your translation tool may come with such an engine. For instance, memoQ has a term extraction component and Trados MultiTerm has a sibling tool called Extract. Both are statistical extraction engines. Statistical engines generally produce more “noise” (i.e., unwanted term candidates) than linguistic engines. As a result, they require more cleanup efforts.

What is involved in the cleanup?
The tool has provided you with a list of term candidates. Term candidates are words or strings of words that the extraction engine has identified as something that you might want to include in your term base. Good tools also provided you with context, the context source, and the frequency with which the term candidate occurred. You must now go through the list and either pick what you want and transfer it into the term base or delete what you do not want and import the remaining list into the term base.

**Making Good and Fast Choices**

After you have done this a few times, you might know exactly what you want. But if you have never gone through a list of term candidates, you might need some selection criteria. The following are some of the most obvious ones.

1. **Abbreviations and Their Long Forms:** We often cannot be sure what an abbreviation stands for. Therefore, acronyms, short forms, initialisms, etc., along with their fully spelt-out forms, are worthy term base entries. For example, in manufacturing software, we would want to document MRP along with its full form, manufacturing resource planning.

2. **Homographs:** A term that might have two different meanings is also a good candidate for inclusion in a term base. In an ideal world, we do not have homographs in the same text or subject area, but in reality we often find a term or name that represents different concepts. For example, in a manufacturing context, MRP might also stand for materials requirement planning, mid-range planning, or maintenance recovery period. Other examples are standards that are often named exactly like their underlying technology, even down to capitalization (e.g., Bluetooth, USB, VGA). So, since we have two concepts—one for the standard, one for the technology—and target-language designations might not follow the same naming pattern, we should include both in our term base.

3. **Novelty:** New texts deal with new concepts via their new designations—new terms or names—otherwise they would not need to be written. New terms and names obviously make good term candidates. You might want to be clear about whether new means new to the content supply chain (e.g., new to the translation memory, new to the translation team), or whether it is new to the terminology database.

4. **Confusability:** The main reason a term or concept can be confused with something else is homography, which we already covered. But you might find other reasons why a term or concept could cause confusion, which is why you should add it to your term base with all appropriate terminological data.

5. **Terminologization or Transdisciplinary Borrowing:**

Another cause for homography, and therefore the potential for confusion, is when common, everyday words become specialized terms and adopt a very specific meaning in a subject field. For example, the word cloud has undergone what is called terminologization; it now has a specific meaning in the information technology field. Similarly, an existing term in one field may represent a new concept in another field. Virus is a medical term that was borrowed by information technology experts to take on a similar meaning for computers, one with which we are all familiar today. It is tricky to catch these terms in a term mining project when we are not familiar with them.

6. **Degree of Specialization:**

Technical language cannot do without technical terms. In fact, it must contain technically precise language so as not to hinder communication. And some of these technical terms represent highly specialized concepts: ideas with which freelance translators who do not deal with documents in this field on a daily basis might be unfamiliar. For example, if you were to identify complex concepts in this article, terminologization might be a term that you would include in your term base, since it represents a pretty specialized concept even in the field of terminology management.

7. **Frequency and Distribution:** Our term mining output file should give us an indication of how often a particular term or name comes up in the original files. It would also be good to know whether it comes up in one or more files. While we would usually want to include designations that occur, for instance, in the software, in the help text, and on the packaging material, high frequency might mean that we do not include it. This is because terms that come up often might be so well known and so clear that we do not need to include them. Of course, if they have a very awk-
ward spelling you would still include them in a term base. The same goes for names that do not come up very often. This is something we definitely have to keep in mind, but in large projects, we might have to limit our focus on the medium- to high-frequency terms for lack of time.

8. Visibility: A new concept may not be mentioned very often, but it may be so important and prominently mentioned (e.g., only in the title) that it is worth adding the term or name as well. For example, translators working on a project would need to know and understand the slogan of the latest marketing campaign in order to do it justice.

9. System: This warrants a bit more explanation. Terminology research and documentation is ideally always done with a systematic approach in mind. That means that we do not focus on one concept in isolation. Rather, we address related concepts together. For example, if a medical device, such as an external defibrillator, has many different types of cables, we look at all of the cables together. Doing so helps in two ways. First, it helps us understand how one cable is different from another. Second, it is much faster to research all of the cables at one time rather than researching them separately. Even if a particular concept does not come up in the mined material, it might still be good to include it. Doing so will make the system more complete and help those doing the research in the target language understand the concepts.

10. Standardization: Finally, we document terms and names because we always want to use the same spelling, or perhaps never want to use any of the available synonyms. This is one of the main aspects of doing terminology work for authoring in one language. Furthermore, it is impossible for one person to identify all of the terms or names that might need to be included to have harmonized terminology in all target languages. It is perfectly legitimate for a translator to request that additions be made to the database to serve standardization purposes better. This way a team of, say, 10 Japanese translators will use the same term for a new concept instead of leaving it in English, transliterating, or making a choice between the options the different syllabaries might inspire.

Provide a Footprint for Future Productivity

The criteria above have different weight for different terms or names. After you have gone through a few term mining projects, identifying terms and names from the suggested list of candidates becomes second nature. The time you spend on research will grow shorter for subsequent projects, since you will now deal only with terms and concepts that are new instead of starting your research from scratch each time. For example, for Windows Vista over 2000, new concepts and terms were documented in the Microsoft terminology management system. For Windows 8 and 8.1, the new additions were in the hundreds. Also, once you have your source and target terminology entered into a system, you can automate part of the quality assurance process.

Extracting and managing your terminology has many benefits. Building the term base is not an easy process. But the above criteria can give you a good idea of what your database users might like to see.

Related References


Do you know how thrilling and challenging game localization is? Let’s talk about this with Alain Dellepiane, an English>Italian game localization director.

Please tell us a little about yourself. How did you get involved with game localization?

I started as a game localizer 10 years ago. I was in England looking for a job where I could use my language skills. I became a localization tester at Take 2 interactive, which is now mostly known for its labels 2K Games and Rockstar Games.

Initially, the entire localization unit was run by me and a French colleague, so for more than two years I had the chance to edit and test pretty much everything they published. That added up to over 24 different titles, an average of one per month, providing a great exposure and learning experience.

Meanwhile, I studied online to get my diploma in translation through the Institute of Linguists at City University London, which jump-started my freelance translation career once I came back to Italy. In 2007, I moved to Tokyo for a project and, roughly one year later, joined forces with two other translators, becoming a sort of project manager/editor/translator hybrid.

What is the most challenging and most rewarding part of your work?

As a freelance game translator, no one really minds how you achieve your results, as long as you accomplish the job. You are free to experiment with any kind of literary, technological, or management approach. If your text matches expectations, no one will say a word. This gives you the freedom to evolve your own work style gradually, which is really rewarding.

However, expectations are evolving constantly. For example, being the translator for Tomb Raider in 1996 and in 2013 could nominally be considered the same job (and localization budgets and schedules were probably not that different), but there is no denying that expectations between the two versions grew. So, the freedom and experimentation I mentioned is also a necessity. What was a neat little trick yesterday could be your job saver today and may well pay your rent tomorrow. Sometimes it feels like a constant rush to keep up, so it can get a bit tiring.

Can you recommend some best practices (and/or tools) for proper game localization?

Well, there are as many different approaches to this job as there are translators, and I cannot seriously boast mine as The Right Way To Do Stuff, but I can share the most promising paths I found. One is quality assurance.

Yes, translation is a lifetime struggle for truth, beauty, and love, but, in my experience, clients are mostly concerned with getting the darned thing out in a decent working state. Every time your text is too long, a tag is broken, or a menu is referred to with the wrong name, someone has to go and fix it. And it is usually the same person who will provide the final feedback on your work!

Hopefully, there are many quality assurance tools out there giving you super-human error spotting powers, like finding a single wrong digit among thousands or spotting an inconsistency with a translation done five years ago by someone else. I always allocate the last hour before delivery for a quick check with ApSIC Xbench, and no matter how careful we have been, it always spots some little thing. It is almost annoying! I guess no one would deliver a translation without running the spell-checker first, which is how I feel about a quality assurance check: it is that helpful.

The second (and hopefully more inspiring!) path is learning how games work and using that as a reference for your translation. For example, think about movies. Translators who know a little bit about moviemaking—from script structure to acting styles to film cutting—will undeniably offer more effective dialogues because they will understand the underlying goals and mechanics of the projects on which they work. I truly believe a good game translator should do the same, which means understanding games from the perspectives of both a player and a developer.

For example, I recently listened to an episode of the Extra Credits webcast discussing a paper on
genres and some game design theory, entitled “Mechanics-Dynamics-Aesthetics.” At first sight, the paper seems completely irrelevant for a translator, but under the surface it is a goldmine of very practical guidelines for any string of text. What tone should I keep? What kind of terminology should I use? How much can I characterize? It is all written there, and the paper is just five pages long!

My team was recently involved with a classic one-on-one fighting game that has a strong online community. Seen from a traditional perspective, the focus of the translation should be on the lore, the characters, and the flamboyant names of their moves (e.g., “Spinning Bird Kick!” “North Star Hundred Crack Fist!” “The Real Soviet Damage Tager Buster!”).4

Instead, we got in touch with a game journalist who specialized in that specific genre. We double wrapped him in non-disclosure agreements and then worked together in order to shape the core glossary together. This paid back in spades, because under all of the flamboyance, online fighting has a set of codified rules and techniques that is not far away from an international judo championship!

Now, do not get me wrong. I am not saying that translators should embark on long-winded academic research in fields that are not strictly theirs. But I do believe that we are part of game development and involved in all aspects of it. From game design to writing to audio—if something is ever written or said, it is for us. Knowing more about the other fields of game-making and understanding how they work essentially boils down to being a good neighbor!

What would your advice be to translators who want to get into game localization?

The big catch-22 is that few people will take you in unless you already have game localization experience. It may seem unfair, but this is a young field. There is some consensus on what a professional translation should look like, but we are far from having rules set in stone. In other words, this is a job that must be learned by trial and error, and precious few can afford to wait for you to do it.

Given my background, it is not surprising that I see localization testing jobs as the best path, as they give you great experience and a solid reference for the CV. However, you will also need to be ready to move abroad. (Ideally, you should already be in countries like England or Canada for the interview!) Understandably, not everyone can do that, but you can still build some experience on your own.

For example, take the Humble Indie Bundles.5 There is a new one almost every month, they always have interesting titles, and quite often they are fairly easy to translate (and retranslate) yourself. Using the content of these games to practice your translation and hone your gaming knowledge is great exposure, and all for less than six dollars (and while helping charity to boot!). For example, if a potential candidate for a localization job translated a challenging game from one of the Bundles and linked a YouTube walkthrough on a CV, I would probably check it out even if he or she had no professional experience. First, it would allow the client to assess quickly the translator’s skills in context, but most importantly, it would demonstrate the most vital skill of all: getting things done.

For your entire career, you will double as a problem solver. You will encounter new genres, new platforms, and new tools. You will always have to analyze problems, break them down to their essential pieces, and come up with a solution. Show that you can do it and you are halfway there. Good luck!

Before the interview, you mentioned an interesting event coming up.

Yes, if anyone reading this would like to try their hand at game localization in a simple and fun way, the Game Localization Special Interest Group of the International Game Developers Association is organizing a nonprofit contest during the last week of February until March 1. It is called LocJAM and we will have jurors for eight languages and workshops all over the world. Please visit http://locjam.org/press-kit for more details

Will do, and many thanks for your insightful answers, Alain!

Notes


Upcoming

March 14, 2015
Carolina Association of Translators and Interpreters
28th Annual Conference
Raleigh, NC
www.catiweb.org

May 15-17, 2015
National Association of Judiciary Interpreters and Translators
36th Annual Conference
Atlanta, Georgia
www.najit.org
Marking by E-mail, On Paper, or Both

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

In marketing your freelance services, you may wonder (or at least I do) whether it is better to market to direct clients by e-mail, on paper, or both. I do not have a succinct answer to that, but here are a few thoughts.

For a long time, I was a devotion of marketing on paper: writing out a full-page cover letter, attaching my résumé and a business card, sticking it all in an envelope, and mailing it to the potential client. I also did a number of postcard marketing campaigns, and I do think there is a place for paper marketing materials:

1. They stand out. Most people’s postal mail is 95% ads and bills. So, although your marketing packet is a type of ad, it is also interesting, and personalized, and shows that you took more than 30 seconds to put something together for this potential candidate.

2. They stick around. Once someone deletes an e-mail, it is gone. But I have gotten inquiries from clients (literally) years after I sent them a marketing pitch in the mail, because my business card was still kicking around their office.

3. They let you say more than you would in an e-mail. No one is going to read an e-mail that is the equivalent of a full-page cover letter. But I have had fairly good success with full-page cover letters sent in the mail. They let you describe your recent projects, something about the client that makes you feel there is a good fit, etc.

The downside of paper marketing materials is that they are time-consuming and potentially costly to create and send, and your prospect has to make a very deliberate effort (in the form of calling or e-mailing you) to respond. There is no reply button on a paper letter, so the prospect has to be really interested in order to follow up.

Just because I wondered what I might be missing, I recently joined Ed Gandia’s Warm E-mail Prospecting course. It is online and self-paced, and I really like it. It has helped me see the advantages of e-mail marketing—not blast e-mails that you send to 1,000 potential prospects with one click, but short (125 words or less), targeted, personalized e-mails that you send when you see a meaningful connection between you and the potential client. What is the appeal?

1. They are short. It takes me under one minute to read 125 words. I get a lot of unsolicited e-mail (marketing pitches from other translators, requests for information about freelancing, requests to speak or write or present, etc.). When I open an e-mail and it is short, personalized, and to the point, I actually feel interested in reading it. (Here is something written just for me and it will take two seconds—maybe it is interesting!) But when I open an unsolicited e-mail and it is 500 words, or begins with “I’d like to start by telling you about myself,” I often leave the e-mail “for later,” which usually means much later, or if the e-mail is not personalized, I end up deleting it without reading it.

2. They invite immediate action. If your prospect is interested, they can clickReply, and simply answer, “Sounds interesting; can you send me some more information?” or “We may need someone like you in the future; feel free to connect with me on LinkedIn,” and they are done with it.

3. They are easy to create once you get the hang of it. And easy is good. Easy is what gets done. Instead of tailoring the cover letter, then printing it, then printing your résumé, then locating a business card and an envelope, then stressing about whether the paper should be white or off-white, and whether it is okay to use your leftover Christmas stamps on business letters, and so on, you just fire the thing off and you are done.
The Standing Desk Experiment

I am quite aware that sitting is widely considered the new smoking, and I am always looking for ways to reduce the amount of sitting I do. I already take frequent breaks and work out every day, but it is hard to get around sitting while translating. Well, as it turns out, it is not that hard.

While my twin sister and business partner, Dagy, has had a custom-built standing desk for many years that she uses relatively frequently (it is a separate structure next to her desk), I never had one. I recently decided to purchase a standing desk, and here is my report on the purchase.

Until I discovered Varidesk, I did not like the prices I was seeing on standing desks (up to $2,500, until Ikea came up with a very affordable solution, although it has sold out at many stores). I also did not like the fact that I would have to replace the L-shaped desk I like so much. I learned about Varidesk adjustable desk risers on Twitter and finally ordered one as an early Christmas present to myself and my health. The Varidesk is designed to sit on top of your existing desk, allowing you to change easily from a sitting to a standing position.

The desk cost $350, and the package arrived in a huge box in five days. It only took 10 minutes to get things going. Basically, you place the Varidesk down on your desk, activate the lever (there are several settings for standing) to raise it, and you are all set. The process could not be easier. The box was quite heavy, but I managed to set everything up myself.

At the time of this writing, I have been using the desk for a few weeks, and have actually never sat down during that entire time. I also picked up a $50 mat from Varidesk that makes standing for long very comfortable. The Varidesk app keeps track of how many calories you are burning and lets you pre-program standing and sitting times. You then get a pop-up telling you to sit down or stand. The calories counter seems a bit off, as the app claims that I have burned 564 calorie in four hours of standing today (seems high to me). I feel healthier, although it does take some getting used to at times, as I am just not accustomed to standing for long periods.

I am very happy with my purchase and would definitely recommend it to all colleagues, especially at the attractive price of $350 (and that is the most expensive model). I purchased the PRO Plus model, which fits two screens. (I have two screens, but also have neck problems, so I usually use just one.) The cheapest model is $275, and the entire thing is high-quality, sturdy, and very well made.

I do not think I will ever go back to a regular desk, and I believe my health will thank me. With the new standing desk, it is really easy to switch between standing and sitting, and I will probably do some combination thereof. For now, my new standing desk is so exciting that I have yet to sit down, but I will also admit to working a bit less during the holiday season. I have yet to test standing for a 10-hour workday.

Notes
Have you ever seen Superman Returns? I have seen it a few times since it was released in 2006, but I recently saw it on my high-tech HDTV for the first time. I found the experience a bit disturbing. Much of what I saw of the actual Superman character was a computer-generated image that was just unreal enough for my human spirit to sense something was not right. It drove me up the wall for the entire movie. I was reminded of how, as interpreters, it can be unnerving when we realize something is not interpreted well.

I do not think that I have ever been told by someone listening to my interpretation that it did not meet their needs. However, I am quite sure that I have had my share of less-than-ideal interpreting moments. I have corrected myself mid-sentence, asked for repetitions and clarifications, and realized that I could have been using a more precise term. Sure, my performance is functional, but does it have all of the right ingredients to leave the listener more satisfied than I was with the computer-generated image on my TV?

We work in a profession that expects us to have perfection at the tip of our tongues at all times. Unlike the world of a translator, where pausing to research the perfect vocabulary choices is expected, an interpreter must not only choose the proper words, but also make them fit nicely into a well enunciated and paced rendering. The environment may be noisy and confusing, the speech may be emotional, rapid, or slurred. Being functional under those conditions is often the best we can do. Our performance is expected to achieve levels closer to perfection when we are interpreting for an audience such as a full courtroom or on a particularly high-stakes matter.

All of this makes complete sense when we stop to analyze it. Perfection in an imperfect situation is something for which to aim, to hope for, but definitely not something easy to pull off. In fact, it is very difficult. We have to be extremely aware of our internal and external limitations. In order to reach maximum performance, we may have to intervene to take control and perhaps slow things down to an unnatural pace. If we worry enough about a perfect performance, however, could there be a moment when we are no longer serving the needs of those around us?

As a federally certified court interpreter, I am a strong proponent of ensuring that I am not a barrier to the communication being achieved according to the standards set by law. There should never be a time when the limited-English-proficient speaker is not on an equal playing field with the English speaker because I decided to perform poorly or failed to bring my best into the game. We still have to consider the balance, though. I have been in many situations where an attorney and his client are passionately discussing a matter through me, and I am doing my best but not expecting perfection. I do not think I have ever disappointed them as I keep up with their pace, though stumbling occasionally through a phrase, sounding unnatural, or committing the sin of omitting something small like an extra side comment. Put me on a witness stand where the environment is the most controlled in the courthouse, however, and the story is different.

We are human. Like Superman Returns reminded me, there must be a balance struck between perfection and function. There were just enough important scenes where the director used a human instead of a computer-generated image that I forgave him for the disturbing non-human moments. Yes, the movie was imperfect for that reason, but I am a huge fan of Kevin Spacey, so all was definitely forgiven.

As we think of how we are expected to perform, our aim should be to achieve perfection in the listeners’ minds and according to our professional oaths. However, let’s remember that the imperfect surroundings may require us to use some special effects of our own once in a while just to make the whole great despite some flawed parts.
Mention the term “seafaring nation” and one immediately thinks of a country with seacoasts all around like Greece and Italy. It is therefore not strange that the Dictionary of Maritime Terms would make particular reference to Italian seafaring terms and water-borne vehicles. This dictionary review was written by one of my predecessors as chair of ATA’s Dictionary Review Committee, Jacopo Madaro Moro.

The Dictionary of Maritime Terms (DMT) is a slender paperback printed on acid-free paper and illustrated with an estimated 600 black-and-white photographs and drawings. The illustrations are small but high-resolution, and the two-column format with bold-faced headwords is highly readable.

The DMT English>Italian section covers 141 pages. It is separated from the Italian>English section by 65 pages of acronyms (some 3,000 entries). The dictionary per se is followed by a table of irregular English verbs and a 56-page appendix, which contains basically everything, including ship schematics, the Saffir/Simpson hurricane scale, casting off and steering orders, flags of the international code of signals, ship signage, the International Maritime Dangerous Goods (IMDG) code, and the ranks in the Navy, to name just a few categories.

Reference Comparison

Considering the wealth of material contained in this compact dictionary, it seems useful to compare its coverage of specific terms with those found in the glossary of the World Shipping Council (http://ow.ly/HEGD4) and to check these against the following gold standards:


The results appear in Table 1 on page 29.

This brief comparison highlights some of the strengths of the DMT, namely its completeness, especially when it comes to acronyms and terminology related to the shipping industry. Nevertheless, the World Shipping Council glossary tells us little about what is missing in del Rosso’s impressive recueil. In fact, only a targeted reading reveals that the DMT focuses on current vessels and maritime practices but is deficient in entries for sailing technologies and terminology. While the DMT lists all seven components of an anchor (fuso, ceppo, cicala, diamante, marra, palma, and unghia — or shank, stock, ring, crown, arm or fluke, blade, and bill or pea), the same cannot be said about rigging in general. For example, out of 27 possible rigging variations found in the BSP dictionary, the DMT includes only the terms listed in Table 2.

While “clipper” is present (albeit translated as veliero veloce or “fast
<table>
<thead>
<tr>
<th>World Shipping Council</th>
<th>Italian Meaning</th>
<th>Brodie</th>
<th>BSP</th>
<th>PIANC</th>
<th>Segditsas</th>
<th>PDGA</th>
<th>DMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill of lading (B/L)</td>
<td>Polizza di carico</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Box</td>
<td>Container</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Brake horsepower</td>
<td>Potenza al freno</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>Break hull</td>
<td>Groupage / carico frazionato</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bulk cargo</td>
<td>Carico alla rinfusa</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carrier</td>
<td>Vettore</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Charter rate</td>
<td>Rato di nolo</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO₂ emissions</td>
<td>Emissioni di CO₂</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Container</td>
<td>Container</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Container terminal</td>
<td>Terminal per container</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEU</td>
<td>☑⇔ (Forty-foot Equivalent Unit)</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freight rate</td>
<td>Tariffa di nolo</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gantry crane</td>
<td>Gru a ponte</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intermodalism</td>
<td>Intermodalismo</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Convention for the Safety of Life at Sea (SOLAS)</td>
<td>☑⇔</td>
<td>☑</td>
<td></td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Maritime Organization (IMO)</td>
<td>☑⇔</td>
<td>☑</td>
<td></td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Organization for Standardization (ISO)</td>
<td>☑⇔</td>
<td>☑</td>
<td></td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Ship and Port Facility Security Code (ISPS Code)</td>
<td>☑⇔</td>
<td>☑</td>
<td></td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knot</td>
<td>Nodo</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maiden voyage</td>
<td>Viaggio inaugurale</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manifest</td>
<td>Manifesto</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pallet</td>
<td>☑⇔</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reefer</td>
<td>Container frigorifero ☑⇔</td>
<td>☑</td>
<td>☑†</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shipper</td>
<td>Caricatore</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TEU</td>
<td>☑⇔ (Twenty-foot Equivalent Unit)</td>
<td>☑*****</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US Customs - Trade Partner Against Terrorism (C-TPAT)</td>
<td>☑⇔</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vessel</td>
<td>Nave</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World Customs Organization (WCO)</td>
<td>☑⇔</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total terms found/ Completeness of coverage (%)</strong></td>
<td><strong>28 total terms</strong></td>
<td><strong>17</strong> (61%)</td>
<td><strong>13</strong> (46%)</td>
<td><strong>7</strong> (25%)</td>
<td><strong>10</strong> (36%)</td>
<td><strong>19</strong> (68%)</td>
<td><strong>21</strong> (30%)</td>
</tr>
</tbody>
</table>

**Legend:**

- ☑ Found
- ☑⇔ Lemma unchanged in Italian
- * Translated as cassa
- ** Translated as trasportatore
- *** Translated as contenitore
- **** Translated as cavalletto
- ***** Only translated as contenitore equivalente a venti piedi
- † Translated as nave frigorifera
- †† Translated as contenente
- ††† Translated as tassa di nolo
- †††† Translated as nave da trasporto
sailship”), only 15 masts and yards are listed, whereas the BSP dictionary offers 38 variations. To be fair, these absences are fully justified by the dictionary’s focus on today’s maritime realities.

**Overall Evaluation**

The *DMT* is not a maritime encyclopedia. It was intended as a working tool for the men and women involved in current maritime activities. As such, it is uniquely valuable and ranks with the very best references. The dictionary is exhaustive and accurate (I found only one typo: a dubious “to make water” or *imbarcare acqua* instead of “to take water”). Those of us who work with ships and admiralty law should not do without it, and even the generalists can profit from its broad coverage of maritime matters. So, I highly recommend it.

### Table 2. Counting of rigging types listed in the DMT

<table>
<thead>
<tr>
<th>Italian</th>
<th>English</th>
<th>DMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dinghy</td>
<td>Dinghy</td>
<td>☑</td>
</tr>
<tr>
<td>Bilancella</td>
<td>Seiner</td>
<td></td>
</tr>
<tr>
<td>Sloop</td>
<td>Sloop</td>
<td></td>
</tr>
<tr>
<td>Tartana</td>
<td>Tartan</td>
<td></td>
</tr>
<tr>
<td>Navicello</td>
<td>Perigaa</td>
<td></td>
</tr>
<tr>
<td>Feluca</td>
<td>Feluca</td>
<td></td>
</tr>
<tr>
<td>Bovo</td>
<td>Bovo</td>
<td></td>
</tr>
<tr>
<td>Yawl</td>
<td>Yawl</td>
<td></td>
</tr>
<tr>
<td>Ketch</td>
<td>Ketch</td>
<td></td>
</tr>
<tr>
<td>Trabaccolu</td>
<td>Lugger</td>
<td>☑</td>
</tr>
<tr>
<td>Sciadecco</td>
<td>Xebec</td>
<td>☑</td>
</tr>
<tr>
<td>Valacciare</td>
<td>Sicilian coaster</td>
<td></td>
</tr>
<tr>
<td>Lugro</td>
<td>Lougre</td>
<td></td>
</tr>
<tr>
<td>Goletta</td>
<td>Schooner</td>
<td>☑</td>
</tr>
<tr>
<td>Bombarda</td>
<td>Bomketch</td>
<td></td>
</tr>
<tr>
<td>Brigantina goletta</td>
<td>Schooner brig</td>
<td>☑</td>
</tr>
<tr>
<td>Brigantina</td>
<td>Brig</td>
<td>☑</td>
</tr>
<tr>
<td>Goletta a Palo</td>
<td>Tern schooner</td>
<td></td>
</tr>
<tr>
<td>Nave goletta</td>
<td>Barquetine</td>
<td>☑</td>
</tr>
<tr>
<td>Brigantina a Palo</td>
<td>Bark</td>
<td>☑</td>
</tr>
<tr>
<td>Nave</td>
<td>Square rigger</td>
<td></td>
</tr>
<tr>
<td>Nave a Palo</td>
<td>Four-masted bark</td>
<td></td>
</tr>
<tr>
<td>Nave a 4 alberi</td>
<td>Four-masted square rigger</td>
<td></td>
</tr>
<tr>
<td>Goletta a 5 alberi</td>
<td>Five-masted schooner</td>
<td></td>
</tr>
<tr>
<td>Nave a 5 alberi</td>
<td>Five-masted square rigger</td>
<td></td>
</tr>
<tr>
<td>Nave a 5 alberi a Palo</td>
<td>Five-masted bark</td>
<td></td>
</tr>
<tr>
<td>Goletta a 6 alberi</td>
<td>Six-masted schooner</td>
<td></td>
</tr>
</tbody>
</table>

**Total terms found/Completeness of coverage (%)**

- 27 total rigging variations
- 8 terms found (30%)

**Note:**
- Incorrectly listed as “schooner”

---

**Information and Contacts**

**Jacopo Madaro Moro** has worked as a freelance translator and interpreter since 1982, specializing in technical and scientific subjects for the U.S., Italian, and Japanese markets. He chaired ATA’s Dictionary Review Committee from 1989 to 1993, has contributed over 20 dictionary reviews and articles, and translated several books in a variety of fields, from biomechanics to World War I. Contact: jmadaromoro@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.

---

**ATA Mentoring Program**

Each year, ATA’s Mentoring Program matches 30 mentees and mentors for a one-year mentorship period (April 15 to March 31). Mentees are selected through a competitive application process. ATA membership is required. Enrollment for the 2015 mentoring class is now open. Applications for both mentees and mentors will be accepted through March 7, 2015. Interested? Don’t wait! This will be your only opportunity to enroll in 2015. Look for the application form and additional details by visiting www.atanet.org/careers/mentoring.php.
## New Certified Members

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

### English into Chinese
- Jiayin V. W. Furnish  
  Indianapolis, IN
- Liming Pals  
  Meservey, IA
- Ying Peng  
  Villa Park, IL

### English into Italian
- Silvia Manganelli  
  Montesilvano, Italy

### English into Japanese
- Masako Shoji Essick  
  Troy, OH

### German into English
- Annett S. Brown  
  Dallas, TX

### Spanish into English
- Holly Behl  
  Grand Prairie, TX

## Upcoming Exams

### ATA Certification Exam Information

<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Date</th>
<th>Registration Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>San Diego</td>
<td>March 21, 2015</td>
<td>March 6, 2015</td>
</tr>
<tr>
<td>Kansas</td>
<td>Overland Park</td>
<td>March 29, 2015</td>
<td>March 13, 2015</td>
</tr>
<tr>
<td>Michigan</td>
<td>Grand Rapids</td>
<td>May 16, 2015</td>
<td>May 1, 2015</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>Philadelphia</td>
<td>April 26, 2015</td>
<td>April 10, 2015</td>
</tr>
<tr>
<td>Washington</td>
<td>Seattle</td>
<td>May 2, 2015</td>
<td>April 17, 2015</td>
</tr>
<tr>
<td>Croatia</td>
<td>Zagreb</td>
<td>April 30, 2015</td>
<td>April 16, 2015</td>
</tr>
</tbody>
</table>

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.
Imagine the Translation Inquirer’s surprise when he walked into a hospital waiting room, and there, among the magazines to be read by patients waiting to be seen, was Routledge’s Translation Review, a copy from 2013 that featured the Catalan language. It was very interesting! Who would have thought when it was left behind that a professional translator would pick it up?

New Queries

(English>Dutch 2-15.1) “Hearing Conservation” proved difficult in the phrase “Noise Management & Hearing Conservation.” The translator posing the query had various proposals for rendering the latter, but found none of them truly satisfactory. Can anyone help?

(English>Serbian 2-15.2) Who can provide the Serbian for the word “disclaimer” in a copyright document?

(English>Swedish 2-15.3) A Swedish equivalent is needed for “strut-card dispenser.” These cards are usually printed in full-color with images and promotional text and then mounted onto cardboard with a strut (a support) in the back so they can be placed upright. The card is used as an eye-catching display where merchandise is sold.

(French>English 2-15.4) Retournement de la base effort construction appeared in a document dealing with a company’s consolidated accounts. This query has been partially solved, in that “effort construction” is an employer’s mandatory contribution to housing. Can anyone provide the English?

(Italian>English 2-15.5) Controstampato appeared in a document about composite material. Here is the context: I punti di giunzione non vengono incollati ma controstampati dando garanzia di una tenuta elevatissima. Le nostre scale P sono interamente costruite in materiale composito e vetroresina senza nessuna parte metallica. What is this?

(Norwegian>English 2-15.6) Samlekartong proved difficult in this sentence about moving goods about in commerce: Varer leveres til lager eller detaljhandel i samlekartonger, altå ikke som individuelle pakker. Who can help?

(Polish>Italian [English] 2-15.7) What is a zasięg? The term comes from the world of mechanical engineering. Here is some context: Budynek główny w części socjalnej wyposażono w hydranty wewnętrzne z wężami półsztywnymi o zasięgu 33 m.

(Spanish>Dutch [English] 2-15.8) Where ostenta would naturally be expected, a colleague instead found osea in this sentence, and therefore was somewhat at a loss. Here is the context: Y es que el que tengan poca capacidad económica o el hecho de que osea trabajos estresantes donde apenas gozan de tiempo para comer les lleva a optar por esta opción rápida y barata. Is there a Dutch or English solution to this?

(Spanish>German [English] 2-15.9) In a context-poor document, the text for this query derives from an intermediate balance sheet of a company. It speaks of imputación de subvenciones de inmovilizado no financiero y otras, a concept that made little sense to the colleague posing the query.

Replies to Old Queries

(Bulgarian>English 10-14.1) (непрофилирана подготовка): Kathleen Davis believes this may refer to non-specialized training (i.e., educational courses that do not follow a specialty profile). One would have to view the entire transcript to see which courses were “profiled” (geared toward a specialized application).

(Polish>Italian 10-14.7) (Materiał operacyjny zgodny): Kathleen Davis suggests “surgical materials correctly accounted for.” This implies that a count of the material used in the operating room after the procedure ended was identical to the number before the operation began. In other words, nothing was left inside the patient.

(Russian>English 10-14.9) (инфильтративно-очаговые...
This, states Kathleen Davis, refers to “focal infiltrate changes” in the lungs. These changes are localized rather than diffuse (i.e., widespread throughout one or both lungs) and visible on a chest x-ray. Such changes appear as foreign substances distributed in the pulmonary interstices.

(English>French 11-14.1) (doorstempellijsten): Leonid Gornik says these are “punch lists.” A punch list is a list of tasks that need to be completed to satisfy the terms of a construction contract (in this case, welding jobs). Such lists may be included in the contract itself, but more commonly, they are generated in the final phases of construction, as people walk around the site and note any issues and deficiencies that need to be resolved. The term “punch list” is a reference to the fact that people used to punch a hole in the paper next to tasks that had been completed.

(English>French 11-14.2) (qualifiying floating charge): Leonid Gornik believes that the best solution for this is charge flottante admissible, meaning some sort of security (e.g., against borrowing by a company).

(Russian>English 11-14.4) (восстановление энергопотребления): In Leonid Gornik’s opinion, it is okay to render this as “energy consumption.” However, “recovery” here seems out of place. The original text probably implied that the energy consumption was back to a desirable level (a low one).

(German>French 11-14.6) (Der Harz zeigt sich im besten Wetter): Hermann Schibli believes that the phrase sich im besten Wetter zeigen is best translated without any reference to weather, and means something like “The Harz Mountains show themselves from their best side” or “in their best light.” Therese Iknoian prefers “The Harz is at its best in nice weather” or “The Harz shines in good weather.” The exact tweaking of this would depend on the context. Wayles Browne would go with “In especially good weather one can see the Harz Mountains.” The particular context indicates that the view of the mountains is best from a location an hour’s drive to the west.

(English>Russian 9-14.6) A correction is needed: “palette’s delight” should be “palate’s delight,” as submitted by Maria Graciela Otoya Diehn in her initial response to this query. The problem word was Gaumenfreuden. We regret this typo.

Thanks to all who contributed. I hope 2015 is treating you well!
Humor and Translation
Mark Herman

Linguists hypothesize that, about 5,000 or 6,000 years ago in present-day Turkey, a people lived who spoke a highly inflected language now called Proto-Indo-European. Today, some three billion people are native speakers of Indo-European languages, that is, languages derived from Proto-Indo-European, the morphemes of which differentiated in all sorts of ways to give rise to modern vocabularies. And the etymological connections can be surprising. The following are taken from the appendix of the American Heritage Dictionary of the English Language.

“Albho-,” means “white,” and, as expected, gave rise to “albino” and “albumen.” However, the root also produced “auburn,” “album,” “elf,” “Oberon,” and “Alberich.”

And “bacteria” and “imbecile” are related (look it up!).

“Bel-” means strong, which somehow got transmuted to “large” in Slavic, giving rise to the Russian большой and большевик. But in English, the root is present in negated form, as in “debilitate.”

“Dwo-,” meaning “two,” gave rise to “two,” “twelve,” “twice,” “twenty,” “twig,” “duet,” and “between,” but also “biscuit.” “Beef” and “cow” are related, not only semantically, but also etymologically. Other relatives are “butter,” “bucolic,” and “bugle.” “Kaito-” means “forest,” giving rise to “savage land” (“heath”) and “savage people” (“heathens”). “Kâ-” means “like” and “desire,” giving rise to “caress,” “cherish,” and “charity,” but also “Kamasutra” and “whore.”

To say that someone’s singing sounds like a chicken may not be as big an insult as usually thought. “Hen” come from “kan-,” which means “to sing.” The root also gave rise to “chant,” “cantata,” “accent,” and “charm,” among other words, but not “sing” itself, which comes from a different root.


Turning to words of special interest to readers of this column, consider “translate.” Most know that it derives from roots meaning “across” (“trans-”) and to “bring” or “bear” or “carry” (“-late”). Several Indo-European roots are at work here. First, there is “tere-,” which, in addition to the prefix “trans-,” gave rise to “thorough,” “through,” “transient,” “trench,” “trunk,” and even, somehow, “thril” and “nostri.” Two Indo-European roots meant “carry”; “bher-” and “tele-.” The first gave rise to “transfer,” the second to “translate.” Both are included in the irregular Latin verb “transferre,” the past participle of which is “translatus.” The root “tele-” also means “to lift, support, weigh,” leading to words meaning to lift someone up (“extol”), words referring to money, which at one time was measured by weight (“toll” and “talent”), and a word indicating a “paying back” (“retaliate”).

“Language” comes from the root “dnghû-.” “Computer” comes from “peu-,” meaning to “cut” (“amputate”), “strike,” or “stamp,” extended to mean “to settle an account,” and further extended to mean “compute.”

Finally, interpreters do not usually know that they are in some pretty unsavory company. The root is “per-,” meaning to “distribute,” “hand over,” and “sell.” This led to such perfectly respectable words as “price,” “precious,” and “praise.” And also to “pornography.”

Submit items for future columns via e-mail to mnh18@columbia.edu. Discussions of the translation of humor and examples thereof are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant.
Market leading software for translation professionals

SDL Language Solutions offer a unique language technology platform

From translation memory productivity tools for the individual translator to project management software for translator teams, from translation management solutions to cloud-based machine translation for enterprises and LSPs. You are not just investing in a market-leading translation productivity tool when you buy SDL Trados Studio, you are investing in a CAT tool that integrates with the full SDL language technology platform including the new innovative Language Cloud.

Find out more:
www.translationzone.com
or www.sdl.com

Meet the new Customer Experience Team!

Our team of dedicated experts are on hand to answer your questions and help you with SDL Trados Studio. Chat with the team on bit.ly/SDLChat and discover how easy it is to get started.

SDL Language Cloud

Language Cloud machine translation is a great way for translators to leverage secure, high-quality machine translation for their post-editing needs. Accessible directly from within the Studio 2014 interface.

Take advantage of the 30-day free trial or choose a package that suits your needs.

www.languagecloud.sdl.com/translators

Follow us on twitter @sdltrados, YouTube "SDL Trados" or LinkedIn ”SDL Trados Group”.