The *ata* CHRONICLE

In this issue:

ATA Candidates Announced

Opportunities at the 2012 London Games

A Multilingual Glossary of Legal and Court-Related Terms

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16

20

36

Contents | August 2007

Columns and Departments

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We Want You!

The ATA Chronicle enthusiastically encourages members and non-members to submit articles of interest to the fields of translation and interpretation. For *Submission Guidelines*, log onto www.atanet.org/chronicle. *The ATA Chronicle* is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.

Advertising
Directory

Our Authors | August 2007

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Naomi J. Sutcliffe de Moraes is an ATA-certified (Portuguese→English) freelance translator based in São Paulo, Brazil, where she recently completed a Ph.D. in linguistics at the University of São Paulo. Originally from the U.S., her B.S. in mechanical engineering and her M.S. in physics are from the University of California, Los Angeles. She specializes in engineering, legal, and medical translations. Contact: nmoraes@justrightcommunications.com.

Graciela G. White was born and raised in Buenos Aires, Argentina, and earned her bachelor's degree in legal translation from the Universidad Nacional de Buenos Aires. She worked as a senior technical translator/vendor coordinator for IBM Argentina and also performed software verification testing. After relocating to the U.S., she worked as a freelance translator in the fields of law, software localization, telecommunications, and electrical engineering. She is currently a globalization project manager with IBM. She is a certified project management professional. Contact: whiteg@us.ibm.com.

American Translators Association

48ᵗʰ Annual Conference

San Francisco, California
October 31–November 3, 2007

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Check out www.atanet.org/conf/2007 for complete details.

From the President | Marian S. Greenfield

President@atanet.org

Two Developments

I am happy to announce two significant bits of news from my last ATA Board meeting as president. The first is the approval of the release of a Request for Proposals (RFP) to author the corporate history of ATA, to be published in time for our 50th anniversary celebration in 2009. To quote from the RFP, "The American Translators Association (ATA) will celebrate its 50th anniversary in 2009. The Association would like to commemorate this event with a publication that appropriately documents its history and accomplishments." The RFP is on ATA's website at www.atanet.org/history. The RFP has been sent to various providers who have already expressed interest in the project, as well as to other potential providers. Proposals must be submitted by September 30.

Continuing with ATA's quality crusade (I know some folks think the word should only be used by the politicians who hijacked it, but I refuse to cede a perfectly good word to politicians), the Board voted to increase compensation for graders to bring it closer to market levels. This is intended to compensate graders as professionals, and will enable ATA's Certification Program to attract much-needed personnel. This increase, the computerization of the exam (we hope to have the first computerized sitting in San Francisco in November), and our research into requirements for the accreditation of ATA's Certification Program and adjustments made to conform to best practices will entail considerable additional cost. These costs will be reflected in the exam fee as of January 1, 2008, when it will rise to $300. The cost of practice tests will also rise slightly.

I expect the cost of the exam to go higher in the future as more of the true costs for the exam are shifted to exam takers (in other words, as subsidies are reduced) and as other improvements to the exam process are implemented. To put the cost of our exam in perspective, I thought you might be interested in the

I hope to see many of you at ATA's Court Interpreting Seminar in San Juan, Puerto Rico, on September 8.

cost of the certification exam offered by some sister organizations. Australia's National Accreditation Authority for Translators & Interpreters (www.naati.com.au) charges AUD 243–424 ($208–$363), while Britain's Chartered Institute of Linguists (www.iol.org.uk) charges GBP 310–460 ($631–$937).

Here is wishing you a very pleasant end-of-summer. I hope to see many of you at ATA's Court Interpreting Seminar in San Juan, Puerto Rico, on September 8. See www.atanet.org/pd/court for details.

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September 29–30, 2007

Atlanta Association of Interpreters and Translators 1st Annual Conference

"Language and Terminology"
Atlanta, Georgia

Topics will include:

Terminology Management
Sue Ellen Wright (Kent State University)

Plain Language
Aracely Rosales (Rosales Communications)

Literary Translation
Graciela Lucero-Hammer (Salem College)

Challenges of Legal Translation
Luc Delporte
(independent translator and lawyer)

Interpreting for the Media
Cesar Cardoza (CNN interpreter)

Conference Interpreting
Steven Mines
(conference interpreter)

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Angela Londoño-McConnell
(licensed psychologist)

For more information and registration, please visit www.aait.org.

From the Executive Director | Walter Bacak, CAE

Walter@atanet.org

Highlights from the July Board Meeting

The ATA Board of Directors

met for its summer meeting, July 21 – 22 in San Diego, California. This was the last Board meeting chaired by ATA President Marian S. Greenfield. ATA President-elect Jiri Stejskal takes office November 2 at ATA's Annual Conference in San Francisco.

Here are some highlights from the meeting:

Single Candidate Officer Elections: In my June 2007 column, I mistakenly reported that the Board, at its May 2007 meeting, had approved a motion that the Nominating Committee charge be revised to include language to the effect that it is generally preferable to have uncontested elections for officers—president-elect, secretary, and treasurer. The Board did *not* approve the proposal, but referred it back to the proposer.

At the July meeting, the Board rejected a revised proposal to include language explaining why it is generally preferable (but not mandatory) to have uncontested elections for officers. For more information, please see Nominating Committee Chair Tuomas Kostiainen's article, "The ATA Nominating Committee: A Peek Behind the Curtains," on page 12 of this issue.

Budget: The Board approved the July 1, 2007 – June 30, 2008 budget. The fiscal year budget includes $2.8 million in revenues and a slightly lower amount in expenses. The Board approved the "working budget" at the May meeting with the understanding that the final fiscal year budget would be approved in July, thus allowing for more complete year-to-date figures and the chance to make any necessary revisions in the final budget.

ATA Certification Accreditation: The Board approved a proposal to continue to research the feasibility of obtaining American National Standards Institute (ANSI) accreditation for ATA's Certification Program. The purpose of this motion was for the Board to renew its commitment to researching ANSI accreditation. While expenses to date related to pursuing ANSI accreditation have not been substantial, much volunteer and staff time has been spent on the effort. The consensus was that regardless of whether the program ultimately seeks and/or achieves accreditation, the ATA Certification Program has already greatly benefited and will continue to benefit from the effort, for example, by implementing enhanced grading practices and procedures, among other changes.

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An ATA Arabic Division?

If you are interested in establishing an Arabic Division within ATA, please send a message to arabic_translation_ata-subscribe@yahoogroups.com and get in on the discussion! Group home page: http://groups.yahoo.com/group/arabic_translation_ata.

We will also be holding an informational meeting at ATA's 48th Annual Conference in San Francisco on Thursday, November 1, from 5:30 – 6:30 p.m.

If you have any questions, please contact:
Patrick J. D'Silva
patrick@pjdarabictranslation.com

Public Relations: The Board approved the pro bono project to be conducted in conjunction with ATA's 48th Annual Conference in San Francisco, California, October 31 – November 3. The recipient will be announced at the conference. In addition, the Board approved a motion to pursue the issuance of a U.S. postage stamp honoring translation and interpreting. From what I have read, the issuance of a commemorative stamp by the U.S. Postal Service takes several years to come to fruition. The proposal also called for the research of any stamps honoring translation and interpreting that may have been issued in other countries. If you are aware of any, please let me know.

Grader Compensation Increase: The Board approved offering increased compensation to ATA certification exam graders effective January 1, 2008. The belief here is that increased compensation will help attract and retain good graders in an effort to further professionalize the program. The increased expenses will be offset by an increase in the fees for the exam and the practice test.

2012 ATA Annual Conference: The Board approved San Diego as the host site for the 2012 ATA Annual Con-fer-ence pending final negotiations by Experient. Experient, the largest meetings management company in the U.S., has assisted us with hotel selection and contract negotiations for a decade. (Experient was formerly called Conferon.) ATA last met in San Diego in 1992.

The minutes of the meeting will be posted in the Members Only section of ATA's website (www.atanet.org/membersonly). Past meeting minutes are also posted on the site. The next Board meeting is set for November 3 – 4 in San Francisco, California. As always, the meeting is open to all members. *ata*

Candidates Announced
ATA Election • 2007 Annual Conference • San Francisco, California

ATA will hold its regularly scheduled election at the upcoming 2007 ATA Annual Conference in San Francisco, California, to elect a president-elect, secretary, treasurer, and three directors. The candidates' statements will be published in the September issue of *The ATA Chronicle*.

Further nominations, supported by acceptance statements in writing by each additional nominee and a written petition signed by no less than 35 voting members, must be received by the Nominating Committee within 30 days of publication by ATA's Board of Directors of the names of nominees proposed by the Nominating Committee. Acceptance statements and petitions may be faxed to the chair of the Nominating Committee, Tuomas Kostiainen, in care of ATA Headquarters at (703) 683-6122.

Candidate statements and photos of the candidates will appear in the September issue of *The ATA Chronicle*. Official proxies will be mailed to all eligible voters prior to the conference. Votes may be cast: 1) in person at the conference; 2) by proxy given to a voting member attending the conference; or 3) by proxy sent to ATA Headquarters by the date indicated in the instructions enclosed with the proxies. The candidates proposed by the Nominating Committee are:

President-elect
Nicholas Hartmann

Secretary
Virginia Perez-Santalla

Treasurer
Peter Krawutschke

Director (three positions, three-year terms)
Alan Melby
Michael Metzger
S. Alexandra Russell-Bitting
Caitilin Walsh
Ted Wozniak

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As a benefit of ATA membership, members can join any or all of ATA's 15 divisions. Divisions—or professional-interest groups—play an important role in the Association. By providing specialty-specific information and networking, divisions allow members to focus on meeting the practical needs of their business. To join a division online, simply login using your ATA User Name and Password in the Members Only section of ATA's website (www.atanet.org/membersonly). To learn more, visit the links here.

Chinese Language Division
www.ata-divisions.org/CLD

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Japanese Language Division
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Language Technology Division
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Literary Division
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Medical Division
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Portuguese Language Division
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Slavic Languages Division
www.ata-divisions.org/SLD

Spanish Language Division
www.ata-divisions.org/SPD

Translation Company Division
www.ata-divisions.org/TCD

Letters to the Editor

Domestic Violence and Children

Jennifer J. Polzin's excellent article, "Interpreting in Domestic Violence Service Settings," in the June issue focuses on interpreting for battered women, who obviously make up a large percentage of such cases. She rightly stresses the need for the interpreter to remain neutral and to be "accurate and complete," even clinical, in relaying questions to the victim.

But another and rather different situation prevails when interpreting for a child victim, as I found when I was called upon to interpret for an adorable, giggly five-year-old whose mother was filing a complaint on the child's behalf against his father. The child had not been in the U.S. for long, and so his videotaped "testimony," which would form the basis for the complaint, had to be taken in his own language.

Being detached and uninvolved would have only scared the child. So, following the lead of the detective conducting the interview, I adopted a different role entirely. I spoke to the boy as I had to my own children at that age, kidded around a bit, and the information flowed. In such cases, an interpreter would be well advised to take cues from other professionals who deal daily with domestic violence cases. We can all learn from each other.

Eve Hecht
Elizabeth, New Jersey

Hebrew Translations

In the May Humor and Translation column ("It Ain't Necessarily So," page 51), Mark Herman states: "...no one today can read the Bible except in a translation of one sort or another. Even native speakers of modern… Hebrew require partial translations because the modern languages are not the same as the ancient ones." I would regard this statement as an oft-repeated misconception.

For example, sometimes I am asked by a client to provide a translation not into Hebrew (that is to say, a "biblical, ancient, dead language"), but into Ivrit (which the client regards as a totally different language). This spurious distinction reveals a basic misunderstanding of the development of Hebrew—and even of its name. Ivrit is simply the name of the Hebrew language in Hebrew, just as Deutsch is the name of the German language in German. There is, and has always been, one Hebrew only. It simply evolved, as languages do.

Although the vocabulary of Hebrew has expanded enormously over the past 120 years, its basic grammar has not changed to nearly such an extent. And the vast majority of the vocabulary found in the Bible has either exact or very close equivalents in modern Hebrew.

Virtually all the neologisms we have today derive from (mostly three-letter) roots that can be found in biblical Hebrew. A massive book can be filled with examples; indeed, any Hebrew dictionary is such a book. Let's look at just three: *maxSev* (computer), from the root *xSv* (to think, calculate); *maqren* (radiator), from the root *qrn* (ray, radiate, glow); and *tizmoret* (orchestra), from the root *zmr* (sing, make music).

In truth, any literate speaker of modern Hebrew can read most books in the Bible with considerably less difficulty than a modern English speaker can read William Chaucer. And most of the problems that are encountered have to do with the fact that some of these books are simply hard stuff: highly stylized poetry, abstruse prophecy, or ones that are not even written in Hebrew at all, but in Aramaic. The histories, however, are rather straightforward. There are many obscure words in the Bible, to be sure (some of which occur only once), and in all probability we will never know their precise or even approximate meaning. Their translation will remain guesswork forevermore, especially if they were used to label cultural artifacts lost in the mists of human antiquity. But these words make up only a small percentage.

As to the example given by Herman (Genesis 11: 1-9): *m-qdm* (which was misspelled in the column as *m-qrm*) is a non-issue. If we ignore the possible signification of the root *qdm* as "earlier in time" (not impossible, but unlikely in this context) and accept that it should be interpreted geographically, then it simply means east (as in Qidmat Eden = East of Eden). The prefix "m" is the preposition "from," and it cannot be anything else. It is not Luther's quite mistaken "to(wards)," and it is not the Good News Bible's "wandering about." I do not know, and can only speculate, why so many translators find this construction difficult, because there is nothing difficult about it. Therefore, we should reserve the brow-furrowing for genuine conundrums.

John Kinory
Bicester, Oxon, England

The ATA Nominating Committee: A Peek Behind the Curtains

By Tuomas Kostiainen

Actually, I do not think there are any curtains here, but I liked the title and believe there are still a lot of members who do not know why or how these eight excellent names ended up on the slate of candidates for ATA office. (See page 9 for the slate of candidates.) The purpose of this article is to explain exactly that, and also to encourage you to be a part of the process next year.

What does the Nominating Committee Nominate?

The main job of the committee is to nominate candidates for each elective position of ATA's Board of Directors—in other words, create the slate of candidates for the annual election. The job description is defined in ATA's bylaws and further detailed in the charge that the committee receives from ATA's president each year. This year's charge said: "According to current thinking on association management, the committee should strive to propose one candidate for each officer position (president-elect, secretary, and treasurer) and two candidates for each director position (for a total of six candidates for director)." Sounds pretty straightforward.

Who Nominates the Nominating Committee?

The Nominating Committee consists of five members, and is appointed by ATA's Board of Directors upon the recommendation of the president. This year's committee members are Nora Favorov, Jean Leblon, Odile Legeay, Connie Prener, and myself. Traditionally, a new committee has been appointed for each annual election. However, the current Board has emphasized the need for more year-to-year stability and continuity in the committee, and that the committee should work to develop and maintain a list of possible candidates for the future (the leadership pool). This would make it possible for the committee to have a more comprehensive picture of the skills and expertise among the membership, and to be on the lookout for suitable candidates throughout the year. This, in turn, would make the work of the committee easier and much more efficient, and allow it to develop longer-term plans.

How Does the Committee Work?

We all have our own reasons for voting a certain way or wanting to see a certain person as a candidate. However, the committee members have to be able to look beyond their personal preferences and concentrate on the common good, as well as the big picture, when selecting candidates. The goal is to have a slate of candidates as diverse as possible, and candidates that every voting ATA member can feel excited about, or are at least comfortable with.

Candidates can be nominated either by ATA's Nominating Committee or through a petition by members (endorsed by at least 35 voting members). (See page 9 for the details.) In addition, members can propose names through the Call for Nominations for the committee to consider when compiling its list of candidates. These methods ensure that members have a say in the nominating process and that it is not only the committee that decides who can run. It really surprised me that we did not receive any nomination proposals through the Call for Nominations and very few suggestions from the chapter presidents we contacted. I try to think positively, and interpret this to mean that after seeing the names of the committee members, you were so sure we would do an excellent job ➡

that you did not see any reason to send in your suggestions. Thank you. However, the committee would very much appreciate additional suggestions next year no matter how good we are. When you do submit your nomination, do it as early as possible so that the committee will have sufficient time to consider it fully.

The committee starts its work by examining the composition of the current Board and looks for backgrounds and expertise that would be particularly useful to the new Board. Then we start looking for candidates who could fill those needs and are representative of the membership at large. One of the main objectives is diversity among the candidates. It is actually quite easy to start listing the various factors that need to be diverse, such as language, geographical location, type of professional involvement (such as translator, interpreter, company owner, etc.), gender, background, experience, etc. It is also just as easy to start listing the desired qualifications for candidates, including the following: a proven track record; active participation and an interest in ATA, its divisions and chapters (or other local groups); experience in other nonprofit organizations; ability to cooperate and work as a team player; and reliability. But it is quite another thing to put this all together and find a combination of candidates with the perfect mix of these backgrounds and qualifications. Even if you are able to create a "dream team" on paper, you must then face the next problem: availability. Many good candidates are already very busy with other ATA, chapter, or non-ATA volunteer tasks— not to mention their jobs and families.

Why Only One Officer Candidate?

You might wonder why there is only one candidate for each of the officer positions, but two for each of the director positions. (Please note that instead of the full slate of six director candidates, there are only five because of a late withdrawal.) As mentioned in the committee's charge, this concept is in line with the current thinking on association management. One reason for this trend is that it is increasingly difficult to find candidates for the time-consuming officer positions: president-elect, secretary, and treasurer. Neither does it make sense to "force" the Nominating Committee to find a second candidate if it has already found one strong one. The preference is to have two strong candidates, but the Board did not want to make it mandatory. At the May Board meeting, the consensus was to instruct the Nominating Committee that if it has two strong candidates for an officer position, it may put forth both of them. In the future, ATA will still have contested elections. Candidates may petition to be added to the slate and, in fact, petitioned candidates have won. Furthermore, ATA has had single candidates for officer positions in the past; this year's charge to the Nominating Committee to allow single candidates just established the policy.

What is Your Part in This?

This is easy and does not require much effort. First, vote in the election. If you cannot come to the Annual Meeting of All Voting Members at ATA's Annual Conference, please send your proxy to ATA or to a colleague who will attend the meeting and vote for you according to your proxy instructions. (A proxy and instructions will be mailed to all active and corresponding members in late September.) Second, start thinking about who would be a good candidate and bring those names to our attention. You can do that officially through the Call for Nominations next spring, or by contacting any of the committee members. Feel free to approach us at ATA's Annual Conference in San Francisco if you have a name in mind or would be interested in running yourself.

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ATA's Power-Packed Energy Conference

By Jackie Reuss

Accustomed to compact European cities, I never did find Houston's downtown during my visit to Texas this past May to attend ATA's Energy Conference. I could definitely see that Houston was a boomtown, and, judging by the large turnout of attendees from the metropolitan area, a very busy place for translators and interpreters as well. I guess the local attractions will have to wait until my next visit, though, since the Energy Conference, oil rig tour, and Offshore Technology Conference did not leave time for tourism.

Offshore Technology Conference

My first stop, thanks to complimentary one-day passes offered to ATA attendees by Rowan Companies, Inc. (a major international offshore and land drilling contractor), was the Offshore Technology Conference, which attracted a record 67,000 visitors this year. Choosing from a broad technical program, I heard industry leaders speak on projects ranging from floating production storage and off-loading (shipping and oil industry) in West Africa and Norwegian Sea exploration to integrated asset management in the giant offshore Mumbai High field. Afterward, I toured the exhibitor booths quickly and collected a surprising number of contacts in addition to the usual documentation.

Bob Palmer Oil Rig Tour

Special thanks to ATA's own Elizabeth Langley for arranging the oil rig tour provided by Rowan Companies, Inc. The tour proved to be an irresistible attraction that, unfortunately, conflicted with Cheryl Hutchinson's session on nuclear reactors and Steven Marzuola's talk on oilfield operations and technology. We were bused 90 miles to the *Bob Palmer*, a Gorilla-class jack-up rig. Donning hard hats and safety glasses, we followed Offshore Installations Manager Gary Farris up the gangway to the rig floor. The mammoth derrick, draw works, cranes, and drill pipes provided a full measure of this enhanced Super Gorilla designed to operate in 550 feet of water in the Gulf of Mexico (400 feet in extreme weather). Steering us clear of the welders, Gary guided us below deck through offices and meeting rooms, by sleeping quarters for up to 120, and into the engine, pump, and cement rooms. A picture is worth a

> One of the major difficulties for a specialized translator, and a recurring theme of the conference, is to ferret out accurate terminology.

thousand words, but nothing compares with hands-on experience! Fully charged by the day's experience, we eagerly boarded the buses back to the main event.

Research Techniques and Primary Resources for Technical Translators
Aaron Ruby

After opening remarks by ATA President Marian S. Greenfield, the Energy Conference officially began with Aaron Ruby's review of research techniques and resources for technical translators, or, as he put it, "translator-

researchers." Aaron explained that domain-specific resources are essential, but to meet client needs, we often have to deploy search skills outside our specialties. Aaron cited an array of resources in oil, gas, and related fields, from non-specialized dictionaries to primary texts and standardized terminology. To troll the digital media's virtually infinite potential, Google (the translator's best friend) can be fine-tuned by country- or language-specific searches and image or combination queries (e.g., [term]+[glossary] or [define:]+[term]). Aaron underlined the benefits of *Wikipedia*, which is sometimes dubious, but an excellent resource for technical information and illustrations, as well as file indexing and automatic backup.

Environmental Aspects of Energy Production and Consumption
Patricia Bobeck

Geologist Patricia Bobeck's session on the environmental aspects of energy production and consumption gave an even-handed overview of the primary polluters (coal, lignite, uranium, oil, and natural gas) and related activities, such as mining; power generation and distribution; petroleum production; refining, storage; and distribution; and nuclear waste disposal. Looking only briefly at renewable energy and such relatively non-polluting technologies as "clean-burn" coal, "waste-to-energy," or landfill methane, she examined in detail various techniques to contain pollutants, remove impurities, and promote degradation. She retraced the mechanisms resulting in air, soil, and groundwater pollution, and global climate change. The upside of this grim picture, at least for us, is that new energy policies and technologies promise lots of translation work!

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The crew prepares to board the *Bob Palmer* (Photo courtesy of Jackie Reuss)

Unit Operations: The Heart of the Chemical Plant
Roger Martin

With Roger Martin we journeyed to the center of the chemical plant. An engineer and undeniably good communicator, he described the processes used across different industries and the "unit operations" or basic steps involved. Along the "oil route" we explored distillation, its tops and bottoms, the bain marie (also known as a double boiler), moonshining and the two-stage still, as well as assorted trays, towers, and exchangers. From there we moved on to catalytic reforming and extraction of aromatics, which are named for their sweet smell, but are of major industrial interest. Once separated into intermediate chemicals, aromatics are used to manufacture products as varied as explosives, paints, or resins, and even plastic sandals and shower curtains.

A Primer on Oil and Gas Law Terms in French and English
Steven Mines

I left Roger Martin's session as he was guiding attendees along the "corn route" and joined a language-specific (French and English) session on oil and gas law terms. Steven Mines put us through an ordeal akin to torture. Like dripping water on our foreheads, he trickled excruciating driblets of safety guideline and training jargon on our brains, which he directed us to translate. With our defenses down, he knocked us out with a *Loi sur les baux portant sur du gaz naturel et du pétrole,*

the nuances of which, amazingly, several participants apparently grasped. In dire need of consolation, we staggered off to the Welcome Reception.

Oil and Gas: A Portuguese Potpourri
J. Henry Phillips and Thelma Sabim

From the next day's menu, I chose a "Portuguese Potpourri," one of the language-specific sessions. From J. Henry Phillips, we learned that many upstream oil and gas terms commonly used in English in countries like Brazil, Mozambique, or Angola are best left untranslated. After helping us recognize some of them, he turned to

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This was an exceptionally rich (but exhausting) conference. Its 30 sessions offered more than enough choice.

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the "stumpers." For these difficult-to-translate terms, he recommended PETEX, a website on training courses for the oil and gas industry from the University of Texas (www.utexas.edu/ce/petex), and a number of dictionaries and CDs related to petroleum, geophysics, and exploration.

After Hank, Thelma Sabim led us downstream through refining, transportation, and trading from a Brazilian perspective. As she discussed the various products—essentially fuels and lubricants—and related services from gas stations to convenience stores and fleet credit cards, she referred us to relevant online glossaries and the monolingual dictionary of the Agência Nacional do Petróleo (Brazil's national petroleum agency).

Offshore Oil and Gas Platforms
Aaron Ruby

Aaron Ruby's session on offshore oil and gas platforms abounded with images, diagrams, explanations, and definitions of different components and how they are fabricated, transported, and positioned. He focused on terminology used in several Latin American countries as well as idioms and slang specific to PEMEX projects in the Gulf of Mexico. Illustrated by Spanish translations, the content was nonetheless accessible to beginning and experienced oil and gas translators whatever their working languages.

Online Documentation as a Terminology Source in the Energy Sector
Igor Vesler

One of the major difficulties for a specialized translator, and a recurring theme of the conference, is to ferret out accurate terminology. Igor Vesler, revisiting this issue in his session on online documentation, explained why traditional specialized dictionaries and glossaries are increasingly inadequate.

Links of Interest

Agência Nacional do Petróleo
www.anp.gov.br

Energy Glossary (French)
www.centreinfo-energie.com/glossary.asp

Offshore Minerals
Management Glossary
www.mms.gov/glossary/index.htm

Offshore Technology Conference
www.otcnet.org/2007

Oil & Gas Glossary
www.osha.gov/SLTC/etools/oilandgas/glossary_of_terms/glossary_of_terms_a.html

Petroleum & Natural Gas Glossary
(English, Russian, Italian,
French, German)
www.pngis.net/glossary

Petrochemical Terms,
Ipiranga (Brazil)
www.ipq.com.br/index.php?secao=glossario

Rowan Companies, Inc.
www.rowancompanies.com

Schlumberger Oil Field Glossary
www.glossary.oilfield.slb.com

Well Logging Glossary
www.spwla.org

For one, terms are almost always out of context, while full-text search engines index billions of pages full of terms in their context. To separate the reliable wheat from the doubtful chaff, he advised translators to retrieve matching document types and to start with the most authoritative documents, particularly in the oil and gas and nuclear power industries, such as international treaties and conventions, domestic laws and regulations, international standards, and international terminological databases. Igor also emphasized the value of personal contacts, such as experts, project personnel, or specialists in charge of documentation management.

Outline of the Upstream Oil and Gas Industry
John Rock

Since I was not sitting for an ATA certification exam, my adventure ended with John Rock's presentation devoted to surveying and mapping technologies, drilling engineering,

and well logging. He described the primary exploration tool, magnetometer, and seismic surveys, and their processing and interpretation. A Ph.D. in physical oceanography, his explanations on multiplexing/demultiplexing ("very simple, but [computer] time-consuming") would have left many on the wayside without his excellent graphics. We also investigated less conceptual aspects, such as drilling muds and fishing techniques.

With Energy to Spare

All in all, this was an exceptionally rich (but exhausting) conference. Its 30 sessions offered more than enough choice, although I did regret the cancelled sessions on renewable energy. The two bonuses framing the conference were unique, and I strongly recommend that translators working in oil and gas visit next year's Offshore Technology Conference, entitled "Waves of Change."

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Opportunities for Linguists at the 2012 Olympic and Paralympic Games

By Jane Collis

London and the U.K. will

play host to athletes and spectators from more than 220 countries for the Olympic and Paralympic Games in 2012. London will literally be "welcoming the world," with all its richness of languages and cultures, thus mirroring the "superdiversity" it enjoys as the U.K.'s capital city.

The success of London's Olympic bid was strengthened by the capital's projection of itself as a global city that is able to reach out and connect with the world through the vibrant cultural and linguistic resources within its population. The London bid team's decision to include 30 young Londoners speaking 28 first languages among the delegation that travelled to Singapore for the International Olympic Committee's host city election in July 2005 gave a strong message to the world about how the U.K. will connect with people across the globe through the 2012 Games. London 2012 Chair Sebastian Coe said, "London is the most cosmopolitan city in the world, constantly renewing itself, and is now home to 200 ethnic communities who speak a total of 300 languages. We want to involve all of these people and communities in delivering our Games."

Language Service Opportunities

Language skills and services will be vital not only in ensuring a quality experience for athletes, visitors, and the Olympic family during the events, but in creating a legacy for communities and employers in the years after the Games.

Five years away from 2012, detailed planning for the role of linguists in supporting and delivering the Olympic experience is not yet underway. Linguists must already recognize, however, that the Games offer a once-in-a-lifetime chance to promote the value of language and cultural skills, especially when London and all of the U.K. will be the focus of unprecedented international attention before, during, and after the Games. This will provide professional language service providers with a great opportunity to make the case for the importance of their profession.

Migration patterns have transformed London into an exceptionally multicultural city that is one of the most diverse in the world. The stereotypical view of a population of English-speaking monolinguals is misleading and outdated not just in London, but in the U.K. as a whole. Communities, agencies, and employers understand ➡

> Language skills and services will be vital not only in ensuring a quality experience for athletes, visitors, and the Olympic family during the events, but in creating a legacy for our communities and employers in the years after the Games.

the value of the language skills available in the population. In a recent survey, 94% of London businesses acknowledged that language skills are "very important to the London economy."[1] Delivering the vision of successful Games enhanced by effective multilingual communications will require meticulous and timely planning across a complex array of settings and interfaces. However, there are precedents for language strategies established at previous Games that serve as a foundation on which to build a language service structure.

Peaking in Time for the Games: Opportunities for Language Professionals

Planning for language services will need to be implemented in a wide range of activities over the coming years, culminating in the highly visible peak during the summer of 2012.

In the run-up to the Games, the reworking and translation of a range of official documentation will need to be undertaken, including updating existing sports glossaries and preparing new lexicons,[2] rule books, and official guides. Official communication with the International Olympic Committee, athletes, organizing committees, and officially accredited press representatives will require translation and interpreting expertise of the highest standards. At

the Games, that expertise will be needed during press conferences and when providing services for live updates, ceremonies, official accreditation, medical facilities, drug testing, security, transportation, procedures and disputes, and when providing information to the public.

Another early challenge organizers face is deciding which languages to prioritize in the delivery of services. The Olympic Movement has French and English as its two official languages, which are also featured in the Olympic Charter as "working languages" along with Arabic, German, Russian, and Spanish.

In the recent past, Games organizing committees have gone beyond the minimum requirement of two official languages, extending the range to include those of the host country (for example, English, French, and Greek for the 2004 Athens Games). There has also been a trend to support other "working languages" in order to provide assistance on a case-by-case basis and to meet the needs of the anticipated mix of the press and visitors. In London's case, the languages spoken in its own communities will also merit consideration.

The following examples of language initiatives at previous Games give an indication of the scale of opportunities available for language professionals.

- At the 1992 Barcelona Games, 15 other languages were used in addition to the four official ones (Catalan, Spanish, English, and French).

- At the 1988 Seoul Games, 5,890 personnel with language skills were designated for duty assignments.

- At the 1996 Atlanta Games, 32 editions of the *Olympic Village* newspaper were translated into French.

- At the 2000 Sydney Games, the multilingual switchboard operated in over 50 languages, and over 1,400 volunteer interpreters worked inside the venues.

Translating into Action in London

London is home to professional associations of linguists and practitioners with international membership, links, and standing. The networks and expertise of the following organizations will be invaluable in meeting the challenges discussed above:

- **Association of Translation Companies** (www.atc.org.uk);
- **Chartered Institute of Linguists** (www.iol.org.uk);
- **Institute of Translation and Interpreting** (www.iti.org.uk); and
- **International Association of Conference Interpreters** (www.aiic.net), through its contact point Conference Interpreters U.K. (www.conferenceinterpreters.co.uk).

These organizations are well established, and the Games provide them with an incentive to simplify and promote access to their services for the benefit of a wide range of organizations beyond those directly involved with the planning of the Games—in key areas such as public services, transport, ➡

and tourism. In addition to the organizations just listed, the Regional Language Network (RLN) London is poised to help this vision of language access become a reality. RLN London works to create greater opportunities for London's businesses and people through improved access to language skills. It is funded by the London Development Agency and is part of the Regional Language Network program, which is supported by CILT, the National Centre for Languages, operating in the nine English regions and three home nations. RLN London works in close association with partners to promote the benefits of foreign languages and cultural skills for London's businesses, communities, and individuals.

Public Services

The Games do not exist in a vacuum. Thousands of organizations and businesses will be involved in ensuring that the event runs smoothly and in supporting the visiting and resident public. With security and safety a high priority, the interface between Games organizers and public and emergency services will be of paramount importance, and multilingual support is an integral part of their planning. The police, health, emergency services, and local authorities in London and across the U.K. have a long track record of providing language support services to non-English speakers, and these services will be a high priority around the Games.

Transportation

Languages will also have their role in ensuring that hundreds of thousands of spectators are able to make their way to the venues. Alongside the construction programs already underway at Olympic Park, London's transportation infrastructure is being transformed with the creation of a new high-speed rail link to the main Games venues. The challenge of moving vast numbers of people visiting for the first time—many with little knowledge of English—presents opportunities for linguists to work in partnership to create signs, maps, and other graphic or audible methods to convey site locations and directions to travellers, and to deliver these in an accessible way that employs a range of technology-based solutions. Transportation for London already offers a multilingual journey planner and a range of other information in world and community languages on its website. Multilingual touch screens, helpdesks, and information podcasts could all help to provide information in different situations.

London already welcomes more than 11 million international visitors every year, many flying in via Heathrow, one of the five airports serving the city. BAA Heathrow, the airport operator, is piloting a customer-focused language training program for companies based at the airport. The initiative builds upon a survey (Heathrow Talking to the World[3]) that RLN London conducted across a range of key frontline work streams at the airport.

Tourism

The Games are expected to deliver a £2-billion boost to Britain's international visitor economy. Games-related and Games-motivated tourism will mean over half a million extra visitors in London alone in 2012, but a "halo effect" of global media coverage means that most of the growth will be achieved in the four years following the Games. Therefore, there is a need to build up the U.K.'s capacity to communicate with people in their own languages and to upgrade the quality of services tourists receive so that the country can genuinely "welcome the world" for the long term. The U.K. will be encouraging the delivery of foreign language and cultural training for tourism information staff and for those in the hospitality and other service sectors. Language skills and cultural understanding for those in frontline roles have the power to build closer, more responsive customer relationships and to transform attitudes.

Signs again are positive that London will enjoy enhanced support for these changes, which will, in turn, lead to business for professional linguists. The Department for Culture, Media, and Sport has conducted a survey entitled "Welcome Legacy: Tourism for the 2012 Games." The February 2007 interim summary of responses made several references to the importance of languages for marketing purposes to enhance the U.K.'s

> ## Delivering the vision of successful Games strengthened by effective multilingual communications will require meticulous and timely planning across a complex array of settings and interfaces.

"welcome," and to opportunities to harness linguistic diversity in the hospitality and tourism sector. The survey also mentioned the possibility of a visitor attraction focused on the languages of London.

"Education, Education, Education"

Those were the words of former Prime Minister Tony Blair over 10 years ago in his campaign for office. While in office, Blair demonstrated his own skills in French when presenting to the International Olympic Committee in Singapore for the London bid, and when congratulating new French President Nicolas Sarkozy[4] on his appointment. The Games have the potential to give a fresh impetus for language learning in all sectors. The recent review on the Department for Children, Schools and Families' language policy[5] by Lord Dearing highlights the importance of the Games in motivating language learners in the nation's schools. Greater opportunities for international

links, for innovative projects combining sports and languages, for developing "ambassadors" with language skills, and for increasing the focus on vocational language programs could reap rewards for language learners and teachers in schools and colleges.

Regional Language Network London

If you would like to learn more about RLN London's work as it gears up for the 2012 Games, visit www.rln-london.com/olympics and subscribe to the quarterly online newsletter at www.rln-london.com/newsletter.

In higher education, a £4.5-million program called "Routes into Languages" will encourage participation in language learning and raise the profile of university language departments across the U.K.. Institutions are also becoming involved in early research on providing language support for the Games. A £40,000 award was recently made to the University of Westminster to investigate languages

In the run-up to the Games, the reworking and translation of a range of official documentation will need to be undertaken, including updating existing sports glossaries and preparing new lexicons, rule books, and "official guides."

and international events. This project aims to make a connection between the formal support services at the Games—provided by professional bodies of translators and interpreters—and the work being done in the general community, including both London's residents and international visitors.

Creating a Legacy for Businesses and Communities

Agencies are already placing emphasis on languages in their plans to create momentum for, and to benefit from, the Games. For 2012, the London Development Agency (LDA) and the Learning and Skills Council London Employment and Skills Taskforce has created an action plan to maximize the employment and skills benefits of the Games. Languages and cultural skills are prominent as a feature of training for volunteers and those in paid employment involved in the Games, and RLN London is funded as part of this plan. A new customer service gold standard for key sectors such as hospitality, tourism, and passenger transport, with languages and cultural skills as a key element, is to be developed.

The Confederation of British Industry (CBI) has launched an Olympics business prospectus in conjunction with other leading business organizations. The prospectus champions the formation of a business club for 2012, and proposes five distinct business-led initiatives aimed at securing huge long-term benefits for London's economic competitiveness, including the development of language skills.

There is recent best practice in providing language services during other major sporting events. For example, Germany was praised

help with everything from car parking to media work.

RLN London's funding from the LDA means that it can start—in a small

skills of professionals, nurture the linguists of the future, and generate enthusiasm for language learning at all levels. And with five years to go, there is a good chance this can happen.

The Games have enormous potential to showcase the skills of professionals, nurture the linguists of the future, and generate enthusiasm for language learning at all levels.

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during the 2006 World Cup for the welcome it gave foreign fans by expressly recruiting volunteers with language skills. There is great potential for the 2012 Games Volunteer Program to harness the language skills of London's communities to make visitors feel at home. Up to 70,000 volunteers may be needed to

way—to create a legacy for the U.K's businesses and communities. RLN London hopes to bring many others on board along the way in order to benefit anyone working with languages in London, and to share the work and progress with networks across the U.K. and further afield. The Games have enormous potential to showcase the

Notes

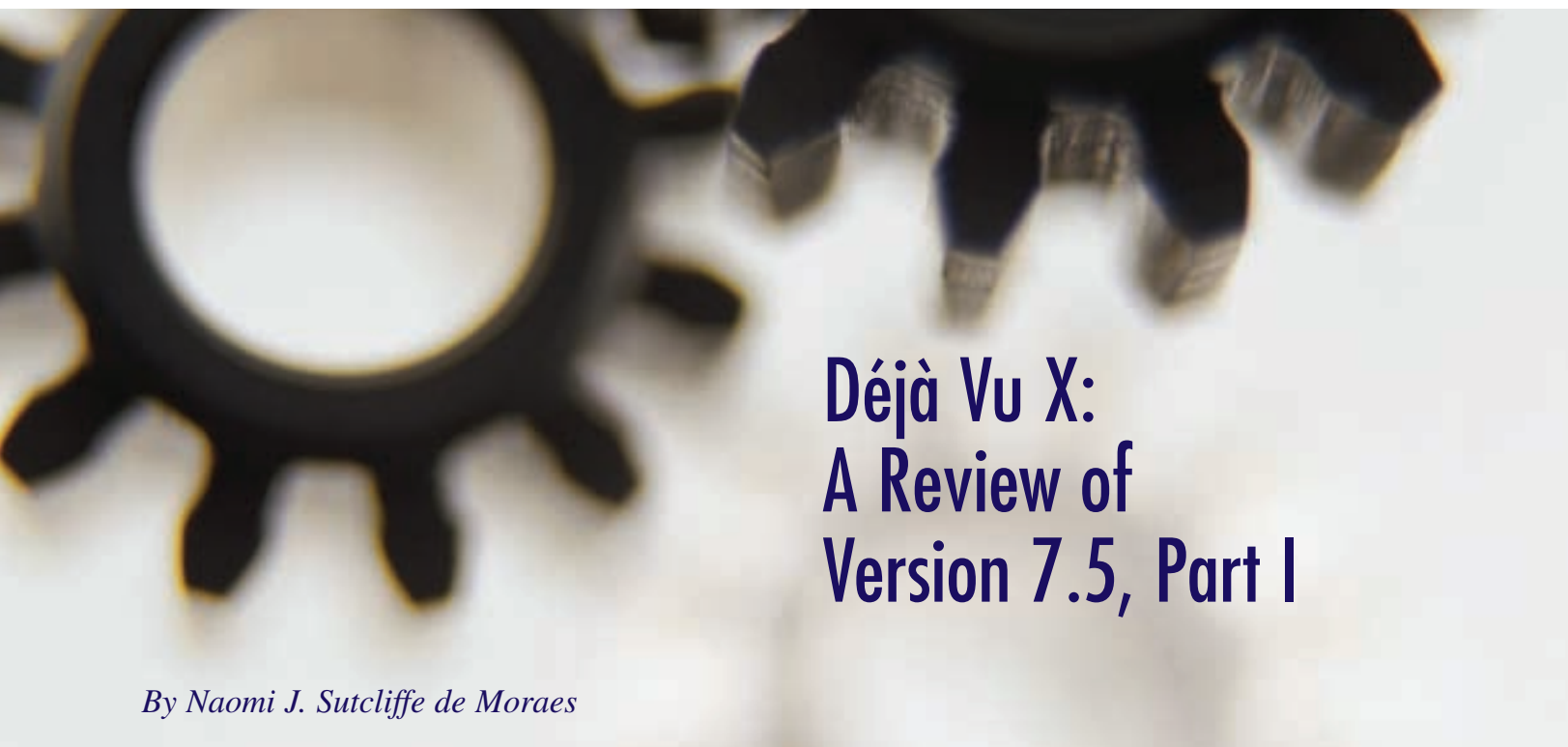1. CBI Survey (January 2007), www.rln-london.com/pdf/press release_cbilondonsurvey.pdf.

2. At the time of this writing, it has been suggested that skateboarding may be introduced as a new discipline for the 2012 Games.

3. The report can be downloaded from www.rln-london.com/pdf/talking totheworld.pdf.

4. www.youtube.com/v/P6Cu9187tCY.

5. www.teachernet.gov.uk/docbank/ index.cfm?id=11124.

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Déjà Vu X:
A Review of
Version 7.5, Part I

By Naomi J. Sutcliffe de Moraes

The purpose of this review

is to describe what Déjà Vu X (DVX) offers translators who do not currently use a translation environment tool. Translators who use a different tool, but who might be interested in switching, may find the details mentioned here just as useful as downloading a trial copy (since you would then be obliged to read the 600+ page manual).

I have been using DVX for five years, so I have quite a lot to say. When evaluating any tool, I ask the following questions:

- How easy is it to get started?
- Is the translating/editing environment easy to use?
- Can I use the tool even when I will work with others who do not have it?
- Is the terminology database well-integrated with the translating environment?
- Is the translation memory database well-integrated with the translating environment?
- What file formats and other tools can it work with?
- What quality control features does it offer?
- Is it stable (will it crash or, worse yet, cause my PC to crash)?

One advantage of Déjà Vu X is that it is one program, rather than a collection of smaller programs, and that one program is relatively intuitive.

How easy is it to get started?

One advantage of DVX is that it is one program, rather than a collection of smaller programs, and that one program is relatively intuitive. For example, to translate a file, you must first open the program and then create a new project. This opens a wizard (an interactive help utility) that asks you to identify the file(s) to be translated, the languages in question, etc. The file is then imported and you can begin translating immediately. The translation environment looks like a spreadsheet, with one column containing the source text and the other column containing the translation. New users will want to start with the *Getting Started Guide* (62 pages). The full manual is 622 pages long, and I can usually find what I am looking for in it, so I start looking there first. But again, I like manuals—I used to write them for a living—so perhaps this would be too much information for most users. The online help appears to contain the same information. The software interface is available in English, French, Spanish, and Dutch, but manuals are available only in English and Dutch.

Is the translating/editing environment easy to use?

Figure 1 on page 26 shows the basic DVX working environment (in this case, the translation has already been done). Figure 2 shows a close-up of two source and target cells. DVX uses codes inside braces to indicate formatting, and you must insert the codes (using the shortcut Ctrl+D for the next code) to match. The codes are in numerical order, beginning at the start of the document, and do not indicate what underlying formatting is represented. They could stand for bold, italic, a tab, a symbol, etc. In some cases, you will need to look at the source in the original format (MS Word, etc.) to see what the ➡
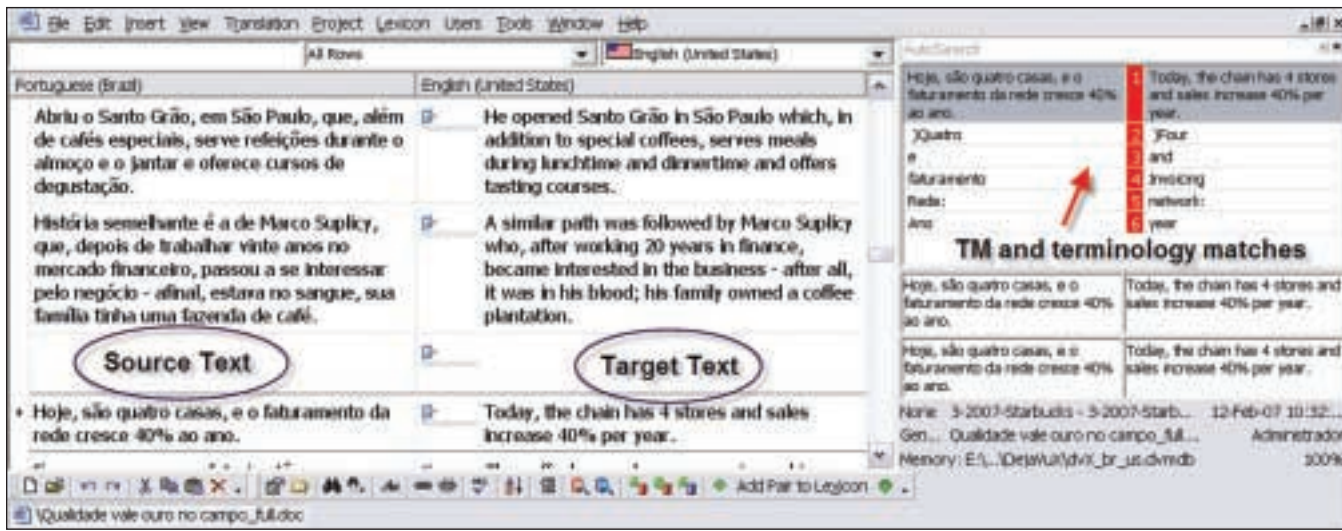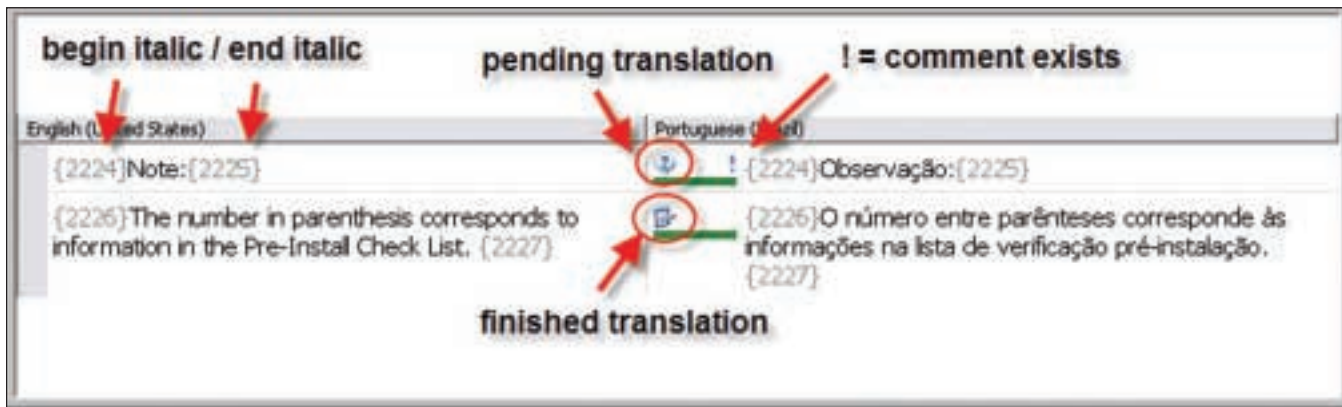
Figure 1: DVX working environment

Figure 2: Close-up of source and target cells

codes stand for. DVX does provide an option to see the context, but I have never found it to be helpful for MS Office documents due to their encoding. This option does *not* open the original document in its native program.

A drawback to this numerical code method is when you have a word in the source text that is bolded for some reason, and the target text requires two words (like a verb with a helping verb) that need to be separated (one next to the subject, the other at the end of the sentence). There is no way to do this in

DVX. You can only use each code once. Fortunately, this does not happen often for my language combinations. Another disadvantage is that you cannot change the formatting from bold to italics. You can remove formatting altogether by placing the begin and end formatting codes next to each other, in effect applying them to nothing.

DVX uses symbols to indicate the translation status of a segment. The symbols for a pending translation and for a finished translation are shown in Figure 2. Unfortunately, they are both

light blue, which makes them a bit hard to differentiate. However, you can choose to see only pending segments on the screen (or only empty target segments, etc.), so this is not too serious a problem. You can add comments to a segment, and these comments can be seen by reviewers at a later stage in the translation process. Comments are marked with an exclamation mark as shown in Figure 2.

To move from one cell to the next (and send the segment translation to the database), you must use the key

combination Ctrl+Down Arrow. Unfortunately, this key combination cannot be changed. You must take your right hand out of position to press the Down Arrow key. The Enter key does not move the cursor. The Down Arrow key will move the cursor, but the segment is not marked as translated, nor is it sent to the database.

A nice feature of DVX is that you can join segments. Most programs split segments every time a period appears. Many abbreviations end in periods, and some environment programs chop up the segments, but in DVX you can teach it which abbreviations are most common in your language so it will treat them correctly.

In DVX you can click on the first segment of a pair, and then click on a button to join it with the next. This is especially useful when the original author includes line breaks in unfortunate places. You can also separate segments when a period goes missing, or when a sentence is very long.

Another favorite feature in DVX is the search and replace window, shown in Figure 3. It works just like the search and replace window in most programs, but you can search either the source or the target text. I did not realize how useful this was until I tried tools that do not have this feature. Very frustrating!

An advantage of DVX is that you can edit the source text in the left column cells. I often scan pages and run them through optical character recognition software with the expected resulting errors (*m* is read as *rn,* accents are left out, etc.). The corrected source text is then stored in the translation memory, which is reversible.

DVX has an AutoText feature similar to that of MS Word, with one extra step. First, you must define an abbreviation and the full text in the AutoText window. Then, every time you wish to insert that text you must type the abbreviation followed by Ctrl+Shift+F3. Fortunately, you can change this ridiculously long key combination. An AutoCorrect feature also works like the AutoCorrect feature in MS Word.

Almost anything can be done in DVX with keyboard shortcuts, but I wish they had chosen better key combinations. So many shortcuts require complicated combinations, and the F keys are programmed to do things I rarely need. Fortunately, the shortcut F5 copies source to target, including codes. This is probably the func- ➡

A nice feature of Déjà Vu X is that you can join segments.

Figure 3: Search and replace window

Figure 4: Context (right-click) window

🔍	Scan...	Ctrl+S
	Scan with Wildcards...	Ctrl+Shift+S
	Add Pair to Lexicon	F10
📘	Add Pair to Terminology Database...	F11
	Add Pair to Terminology Database (No Prompt)	Shift+F11
📕	Add Pair to Translation Memory	F12
✂	Cut	Ctrl+X
📋	Copy	Ctrl+C
📋	Paste	Ctrl+V
	Delete Codes	Ctrl+Space
	Delete Codes and Text	Ctrl+Space
	Copy All Codes	Alt+F8
	Copy Next Code	F8
	Reset Sentence Status	Ctrl+Shift+U
🔵	Pending	Ctrl+Shift+P
	Finished	
🚫	Do Not Send	Ctrl+Shift+D
🔒	Locked	Ctrl+Shift+K
∞	Join Sentences	Ctrl+J
	Clear All Translations	
	Clear All Fuzzy Match Translations	
	Clear All Assembled Translations	
	Accept All Multiple Matches	
	Filter on Selection	
	Unfilter	
	See in Context	F6
	Display Code	Shift+F6
	Add Comment	Ctrl+M
	Delete All Comments	
	Delete Terminology Warning	
	Delete All Terminology Warnings	
🔖	Toggle Bookmark	Ctrl+F2
	Add to Spelling Dictionary	
	Add Selection to AutoText...	
	Add Selection to AutoCorrect...	

Déjà Vu X: A Review of Version 7.5, Part I
Continued

tion I use most, and a tool without it would be useless to me. Still, a button for this function would also be nice.

I rarely remember all the special keyboard shortcuts for all the different tools I use, so I have created extra buttons for the options I use most (this works like MS Word button customization). DVX also has an extensive context-sensitive menu (called up with the right mouse button), shown in Figure 4. Just about anything I might need is on this menu.

Can I use the tool even when I will work with others who do not have it?

One disadvantage of environment tools that use a proprietary intermediate file format (the file format the program itself uses) is that only people with the tool will be able to edit your work. I often work with a separate editor for publication-quality work or medical texts, and this has been a problem for me, depending on the tool. DVX has two solutions.

• DVX Workgroup (the most expensive version) can create "satellite" files, which can be modified by any of the other DVX versions. I will not discuss this further, since the Workgroup version is not intended for freelance translators. If you do work with an agency that prefers DVX, just be aware of the fact that you can download and install DVX Editor (the free version) to modify a satellite project file. This free version cannot import files on its own.

• The second option can be used by DVX Professional and DVX Workgroup owners. DVX has a special feature called external view. After a translation is done, it can be exported to a special table
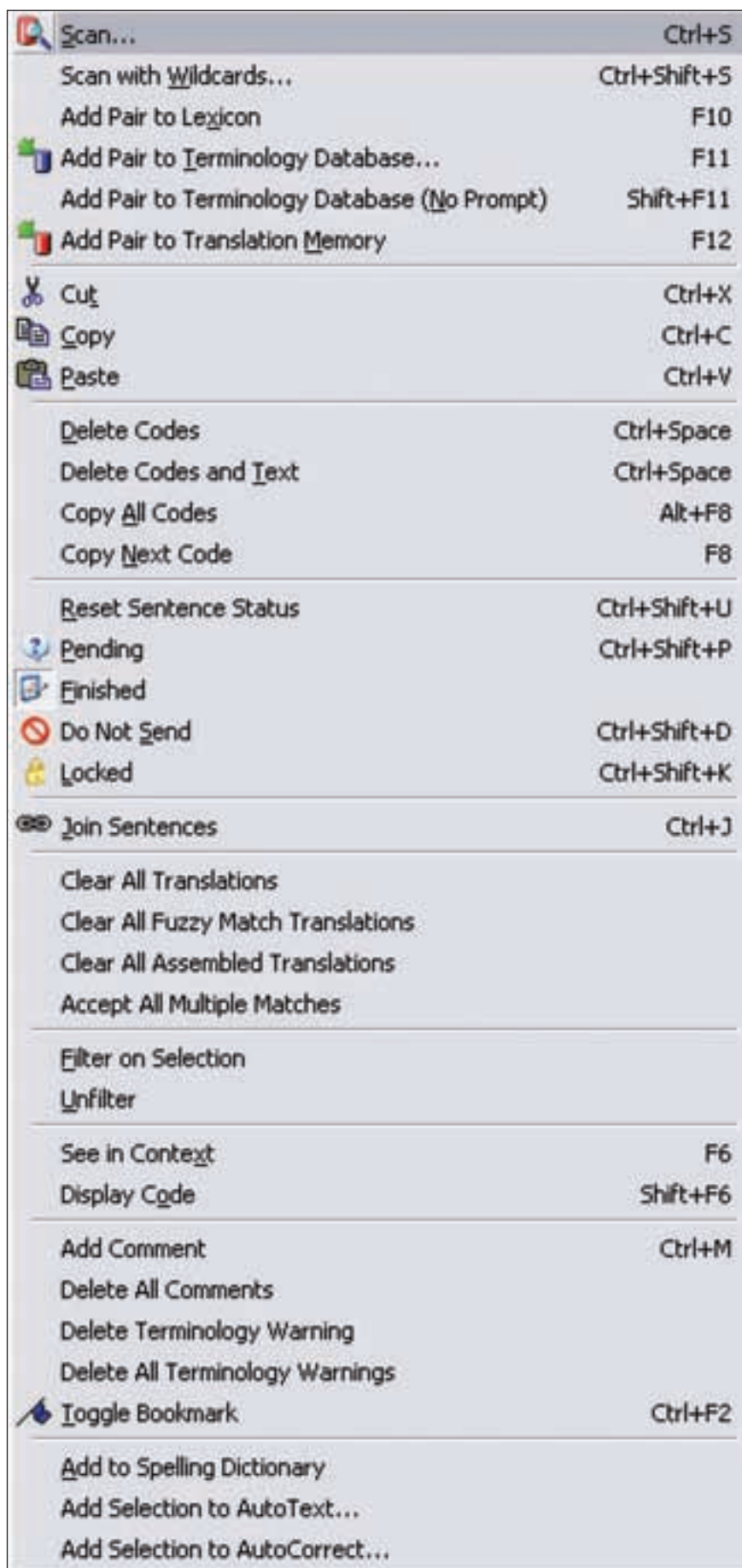
The Déjà Vu X site even provides four pages of instructions for proofreaders who have never worked with an external view file.

in RTF or HTML format, with one column for source text, another for target text, and another for comments. The target text can be edited outside of the tool and then imported back into it. A special screen allows you to see the changes made to the translation, and you can accept or reject each new segment. The DVX site even provides four pages of instructions for proofreaders who have never worked with an external view file (see the documentation section).

Note: If you work with another DVX user, simply send that person your project file. It is self-contained and can be modified with the Standard, Professional, and Workgroup versions.

Stay Tuned for Part II

Next month, I will discuss more advanced features in DVX, and how it takes advantage of the integrated terminology databases and translation memory databases.

References:
Atril
www.atril.com

Version reviewed:
Déjà Vu X Professional
Version 7.5.302

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UN General Assembly Proclaims 2008 the International Year of Languages

The 61st General Assembly of the United Nations (UN) has proclaimed 2008 the International Year of Languages, thereby recognizing that genuine multilingualism promotes, protects, and preserves the diversity of languages and global understanding.

The Assembly emphasized the importance of the equality of the organization's six official languages: Arabic, Chinese, English, French, Russian, and Spanish. In that regard, the Assembly requested that the Secretary-General ensure that all UN language service providers be treated equally and have equally favorable working conditions and resources. The Assembly also requested that the Secretary-General complete the task of publishing important older UN documents on the organization's website in all six official languages.

Further, the Assembly emphasized the importance of making appropriate use of the organization's official languages in all the activities of the UN's Department of Public Information, with the aim of eliminating the disparity between the use of English and the use of the five other official languages.

ATA's Membership Directory

You'll find the most up-to-date contact information for your ATA colleagues online, day or night! Search by name, location, even by e-mail address—just click www.atanet.org/membersonly.

Why Professional Project Management in Your Translation Company?

By Kenneth A. McKethan and Graciela White

Team building refers to

promoting a homogeneous working environment to ensure that a project runs smoothly. Since the project manager is the glue that holds the project together, his or her mission is to make sure that the team is kept properly informed and motivated, and that team members are on good terms with one another in order to achieve high quality and timely results. This is no easy task. This article will touch upon the many details the project manager needs to consider in the organization and development of a dynamic team.

The Project Manager as a Team Builder

So how does a project manager of a translation agency assemble a team of qualified individuals? For starters, the project manager needs to take into account the fact that team members may not be working face-to-face in one physical environment. Nowadays, one of the most common team configurations for activities performed in a translation agency is the virtual environment. This reality poses quite a unique challenge to the project manager: to build a team of invisible freelance participants whose platter is already loaded with other assignments and priorities.[1]

Even without face-to-face contact,

Risk assessment is another vital aspect of project management that should not be taken lightly.

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and despite cultural differences, it is important for team members to feel as if they belong to the group and that their contributions are making a difference. The key, then, is for the project manager to establish an identity[2] for team members and to reinforce a sense of community participation throughout the life of the project. It is this sense of community, in combination with the high professionalism of the team members, that will bring them closer together and drive the project forward. In this respect, experienced translators and project managers have an advantage in that they are already working in the same field, utilize the same industry jargon, and have been brought together to accomplish a common goal.

Interpersonal skills are likewise important to team development. As the third edition of *A Guide to the Project Management Body of Knowledge* states: "By understanding the sentiments of the team members, anticipating their actions, acknowledging their concerns, and following up on their issues, the team can greatly reduce problems and increase cooperation. Skills such as empathy, influence, creativity, and group facilitation are valuable assets when managing the project team."[3]

Practically speaking, the project manager must understand the goal of the project, clearly communicate it to team members, and make sure that everybody is on the same page in terms of the constraints of quality, time, cost, scope, and customer satisfaction. This common understanding can be facilitated through an initial kickoff meeting. It can then be maintained by holding periodic status meetings, keeping minutes of the discussions, and always being attentive to any signs of trouble that could derail the project. To this end, the project manager should keep the team motivated and informed of the accomplishment of milestones. Even an occasional acknowledgement of some outstanding achievement will suffice.

Doing so will reinforce each member's sense of belonging and will generate a sense of ownership for the project's ultimate success, which is essential to any group effort. By providing a sense of direction and support, the project manager can expect commitment in return.

Risk Assessment

Risk assessment is another vital aspect of project management that should not be taken lightly. A risk is defined as an uncertain event or condition that, if it occurs, has a positive or negative effect on a project's objectives. Not all risks represent threats to the project. In fact, some risks may

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The project manager is the glue that holds the project together.

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bring windfall opportunities that should be pursued in the interest of project goals. Therefore, risk management processes must be implemented. The intent here is to increase the probability and impact of *positive* events, and to decrease the probability and impact of those events that might prove *adverse* to the project.[4] Be sure to keep in mind that any risk must be contained and controlled.

On a side note, be aware that while the current discussion only applies to known risks, the project manager also needs to be aware of unknown risks. "Unknown risks cannot be managed proactively, and a prudent response by the project team can be to allocate general contingency funds against such risks, as well as against any known risks for which it may not be cost-

effective or possible to develop a proactive response."[5] In fact, unknown risks are mainly a concern of upper management and are often excluded from the project budget. Such risks usually involve changes to the project's scope that require the allocation of a management reserve; therefore, this responsibility is usually beyond the realm of the project manager.

As a first step to implementing an effective risk assessment plan, the translation company should detail how it will deal with risks for its projects. This will serve as the basis for any discussion of risks with vendors as well as clients. Given the different reactions to risk—risk averse, risk seeking, and risk neutral—it is important to know the translation company's position on risk in order to set the tone for future action.

Next, risks should be identified and assessed in terms of their probability of occurrence and their impact on the project. By performing quantitative and/or qualitative analyses of the risk, the project manager will be able to rank the pool of risks and determine which ones will receive serious focus. Even trivial and obvious risks should undergo the process. For instance, the client needs 20,000 new words translated a week before the expected return date. What is the probability of that happening? What is the impact on the project schedule? Will the schedule be broken? What about the resources? What is the impact to team

morale? These are some of the questions that the project manager should share with the team and, together, come up with an action plan.

Armed with a clear understanding of the risks in question, a risk response plan can then be drafted to detail the appropriate strategies. If it becomes necessary to deal with negative risks—those that pose a threat to the business—responses will be in place to avoid, transfer, or mitigate the risk. On the other hand, the reaction to positive risks—those that represent an opportunity to the business—may be to exploit, share, or enhance them. In all cases, it is vital to have a plan beforehand in order to react without delay should the risk materialize.

Finally, it is important to monitor risks periodically to determine their status. This is an ongoing process throughout the life of the project. The assumption should be that some risks may very well go away, while new ones may surface.

Conflict Resolution

The *Merriam-Webster Online Dictionary* (www.m-w.com) defines conflict as: "2a: competitive or opposing action of incompatibles; antagonistic state or action (as of divergent ideas, interests, or persons); 2b: mental struggle resulting from incompatible or opposing needs, drives, wishes, or external or internal demands."

By this definition, conflict is an issue that can affect all facets of life, either positively or negatively. Accordingly, conflict can also be a major factor in project management. However, too much conflict can disrupt the normal flow of the project. While some level of conflict is actually necessary for the successful functioning of a team, it must be managed in order to maintain positive working relationships and improve productivity. ➡

Can conflict be avoided altogether? According to Rita Mulcahy, a worldwide authority on project management, "Conflict is unavoidable because of the nature of the projects trying to address the needs and requirements of many stakeholders, the limited power of the project manager, and the necessity of obtaining resources from functional managers."[6]

It is commonly assumed that personality is the main source of conflict in a project: the project manager cannot see eye to eye with the client; there are disagreements on the cost and scope of the project; or the project manager is having trouble resolving differences among the team's large pool of freelancers. However, this is not the case. In fact, the seven categories of conflict,

others. This technique is considered an "I win, you lose" scenario, and it is mainly used when quick decisions need to be made.

Smoothing: Emphasis is placed on the agreements rather than on the disagreements. Although the issue is not really resolved, this technique is helpful when the health of the relationship is more important than being right or having the last word on the matter.

Compromising: The parties try to find solutions that may please everybody involved. This is certainly not the best approach because each party feels like it has given up something dear.

parties with opposing interests hold conversations to settle a dispute. As stated in *The Gale Encyclopedia of Childhood and Adolescence:* "Research on games theory and the decision-making process suggest that the face-to-face conversation involved in direct negotiation may actually influence people to act in the interest of the group (including the opposing party), or some other interest beyond immediate self-interest."[8]

In the specific case of translation teams, where face-to-face interaction is rare, project managers should be extra cautious with how they respond to conflict and make sure that all parties involved have had the opportunity to voice their concerns.

Communication Management

One of the most underrated, even neglected, aspects of project management is communication management. There can be several reasons for this shortfall, including:

The key to success lies in finding the team's identity and communicating it to the members.

listed in order of frequency are: schedules, project priorities, resources, technical opinion, administrative procedures, cost, and personality.[7]

If conflict is here to stay, responses to it must be constructive. People address conflict in different ways, including:

Withdrawal or avoidance: The issue is basically ignored, or more positively, left until such a time as cooler minds can prevail. This is considered a "lose-lose" situation because no results are achieved and the discussion is essentially postponed.

Forcing: One party pushes for his or her own view at the expense of

Confronting: The parties move right along to solve the problem. This method is considered the preferred approach in project management, and should not be confused with being confrontational. In other words, by facing the problem head-on, all the parties are open to finding a solution—they examine the issue with open minds and really strive for the best outcome. Notice that being confrontational is a completely different approach that involves a belligerent or aggressive attitude.

All of these approaches to conflict resolution employ some form of negotiation as the primary method of communication. In the negotiation process,

- Underestimating the importance and impact of communication management;
- Ignorance of the reality that communication must be *managed*;
- Underestimating the amount of effort this duty entails;
- Failing to address the issue of communication because of the press of "real" project management work, such as crunching budgets and schedules, preparing reports, and attending meetings;
- Failing to allocate needed resources, bandwidth, scheduling;
- Assuming that everyone is already in agreement; and
- Reluctance to impose on people's time.

As a result, much needless pain can be experienced by project managers and their teams.

What can be done to improve this picture? First, recognize that communication is the main pillar of any project—it does not just happen. Communication is real work that must be planned, organized, consistently executed, and managed. It takes considerable effort to communicate the requisite volume of information without overloading the recipients. It can also take a disproportionate amount of communication effort to drive a single issue to closure. Failure to plan carefully and to execute project communication consistently guarantees that some vital pieces of information will fall through the cracks.

It is clear, then, that achieving the correct balance requires considerable effort on the part of the project manager, much of which lies in information processing. Such processing is not unlike the source text crunching performed by translators to produce the target language output. There is no mistake about it—this is hard work! It takes a lot of time and energy to process reams of information, decide what should be communicated and to whom, what should definitely not be communicated, and what bears repeating, as well as the mode of communication to be used (e.g., a private conference room, an Instant Message chat line) and the frequency of such communication.

Secondly, one should never assume that everyone is on the same page. This is especially true in today's global virtual team environment. The communication picture is complicated by such factors as different cultural assumptions, different job needs and expectations, as well as time zone differences, not to mention the pace of the project. The problem of information overload is well known! Basically, the project manager cannot afford to take anything for granted.

The above points to the need for a communication plan. This plan must be discussed during the project's initial planning stages and then again when the project team has been assembled. Promulgating the communication plan in this way sets expectations as to what information should be expected, its channels, and defines who will communicate with whom, as well as what, when, and how. The plan should also specify that all team members have the necessary access to the mode of communication to be used, as well as to any archived materials.

The project manager must not only create the communication plan and present it to the team, but must also ensure that team members comply with the details of the plan. The project manager also needs to process the incoming information, such as regular status reports, and make sure that it is duly stored and disseminated through the most consistent, efficient, and timely means possible. This is in the project manager's own self-interest in order to maintain proper workload management. For instance, should the project manager allow a variety of status reporting formats, which will only complicate the job of reprocessing information for dissemination? Why not promote agreement on a common reporting format along with meaningful deadlines that would simplify the task of summarizing information in subsequent communications? For example, does it make sense to cut and paste the same information into yet a different format? Such considerations must be addressed in the communication plan.

Expectation Management

Even less appreciated than communication management is expectation management. As with conflict, differing expectations within any project team are normal and inevitable. Stakeholders invariably come to the table with differing needs, priorities, and backgrounds. For instance, the customer might not understand that their software product cannot be simply "translated" without first being internationalized.

The unpalatable truth is that not everyone will get everything they want, when they want it. If the customer's software must first undergo costly internationalization or reengineering to accommodate "translation," then it is unlikely that the project's initial schedule or budget will remain unchanged.

Any differences of opinion regarding what is expected must first be identified in order to set expectations. Such differences also need to be communicated during early project planning. But the job does not stop there. As with risk and communication, team expectations must then be *managed* throughout the entire project. Does the customer understand the level of support they will have to commit to the internationalization/localization effort, for example, to provide timely responses to transla- ➡

> ## The team must develop a sense of community to bring it closer together and to fuel the project.

tors' queries? Are the product development teams and other subject matter experts in agreement with these expectations?

As with communication in general, nothing can be taken for granted. This means that the project manager is much more than a planner and executer of the project: he or she must also wear the hats of coach, public relations specialist, and diplomat!

Obviously, then, this aspect of the project manager's role is a very proactive one. It is much more difficult to adjust expectations after the project is underway when everyone is already laboring under the illusion that their own needs are paramount to everyone else's. Unless clearly communicated otherwise, most stakeholders will simply assume that their needs are understood and that they will be met in full. Late-breaking redirection of expectations is usually met with resistance, and can actually undermine stakeholder confidence in project management. ("Why are you telling me this only now?") This, in turn, means that the project manager must also be assertive. One must reaffirm that not everyone will get everything they want, not even the customer.

Donning the diplomat's hat, the project manager will have to bring tact and negotiating finesse to bear in order to achieve the best possible compromise and to keep everyone on board. Since our expectations tend to color our perception of reality, it is critically important that they be *set* and *managed* for the project from the very outset.

Lessons Learned

In addition to the product deliverable itself, another valuable output of any project is to compile a list of lessons learned. At a high level, these should document:

- What went right?
- What went wrong?
- What could be improved?

The project manager could also ask: what have I personally learned from this project?

Sadly, the lessons learned exercise tends to get lost in the shuffle at the end of the project. The result is the loss of much invaluable information and experience. The reasons for this lapse commonly include the following:

- Project fatigue or general burnout;
- Tacit reluctance to reopen old wounds;
- Fear of recrimination;
- Rush to close the project;
- Dissimilarity to the next project;
- Press of overlapping projects that likely had to be neglected during the final stages of the previous project; and
- General lack of appreciation of the value of lessons learned.

Since these realities are very unlikely to ever go away, what practical steps can be implemented to capture valuable project information? One approach is to set up a draft document (entitled Lessons Learned) in a project database where stakeholders can quickly and easily "dump" feedback at any point during the project. This helps ensure that no valuable thoughts are lost along the way.

As a further step, meaningful structuring of the lessons learned

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The project manager must understand the goal of the project, clearly communicate it to team members, and make sure that everybody is on the same page in terms of the constraints of quality, time, cost, scope, and customer satisfaction.

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brainstorming document will minimize the amount of effort needed to organize, edit, and formalize the document at the close of the project. Reducing the overall effort in this manner goes a long way toward ensuring that the lessons learned from that particular project will actually be captured!

The task of finalizing the lessons learned document need not be drudgery. One proven technique is for the team, at least the core team, to retreat to an offsite location away from the usual interruptions where they can brainstorm and focus on what is in the document. The above-mentioned database serves as a starting point for the discussions. A "scribe" should be appointed to track additional feedback. Also, since the nature of the globally dispersed virtual team rarely allows for full stakeholder attendance, input from absentees can be solicited in advance for consideration by the core team.

> ## A sense of belonging, in combination with the high professionalism of the team members, generates a sense of ownership, which is a key ingredient to any project's success.

This approach ensures that the core team does actually review and discuss the lessons learned together, which is something they may not have had an opportunity to do until this point. The task of final compilation, editing, and dissemination of the lessons learned document normally falls to the project manager. In any case, by now most of the work has already been done.

Finally, in order to ensure that it happens at all, the lessons learned phase must be planned from the outset. As part of initial project planning, it must be added to the schedule as a milestone. This type of lessons learned document should also be planned as a project deliverable. In this way, it is not dismissed as optional during the rush to close the project. Compiling a list of the lessons learned from each project and disseminating it to team members should be regarded as a valuable asset for all concerned, individually and collectively. Failure to capture a good set of lessons learned is a loss for everyone concerned.

So, once completed, it is easy to see how this document could be filed and forgotten. How can this be prevented? How can lessons learned best be applied? Opportunities for application include having the document serve as:

- A basis for a formal project closure meeting of stakeholders. This rein-

forces the lessons to everyone involved while they are still relatively fresh.
- A basis for formal project kickoff meetings for future projects. Many of the lessons learned from one project can usually be applied to another.
- A measurement of success on future projects.
- A database archiving and linking method for easy reference for future project planning documents.

In addition to minimizing the pain of the next project, a list of lessons learned can go a long way to supporting the continuing education of customers, teams, and management. After all, it is hard to quibble over a well-organized set of empirical lessons gathered from a variety of stakeholders.

Closing Thoughts

Effective project management skills can improve the success of the operations in any agency. Project management involves a combination of team building, conflict resolution, communication management, risk assessment, and expectations management. In addition, a project manager needs to be able to communicate effectively and motivate team members toward the desired goal. The job also requires the ability to teach people to examine the individual factors that lead to a successful project, and to learn from past mis-

takes and triumphs. We hope you will implement some of the techniques we discussed here when planning your next project.

Notes

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3. *A Guide to the Project Management Body of Knowledge, Third Edition* (Project Management Institute, Inc., 2004), 213.

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5. Project Management Institute, Inc., 240.

6. Mulcahy, Rita. *PMP® Exam Prep— A Course in a Book* (RMC Publications, Inc., 2002), 199.

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> ### November 24–26, 2007
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> FIT Regional Centre Latin America
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> www.omt.org.mx/general.htm

Online Multilingual Glossary of Legal and Court-Related Terms

By Silvana Carr

The first Canadian online

Multilingual Glossary of Legal and Court-Related Terms, launched in November 2006 by Vancouver Community College (VCC) in British Columbia, provides free public access to 5,000 criminal law terms and their definitions in Plain Language (English), along with equivalents in Chinese (Traditional and Simplified characters), Farsi/Persian, Punjabi, Russian, Spanish, and Vietnamese. Based on Canadian law and initially developed to provide Canadians with an easy-to-understand reference to legal terminology, the glossary has received international recognition for its usefulness in countries with English-based common law legal systems.[1]

Filling a Void

In 1999, members of the local legal community in British Columbia—among them the Law Courts Education Society of British Columbia and VCC's Certificate Program in Court Interpreting—voiced concern over a lack of consistency in the comprehension and use of legal terminology among unaccredited court interpreters working in the provincial courts. This problem was seen as being particularly significant in areas outside metropolitan

> ## The glossary has received international recognition for its usefulness in countries with English-based common law legal systems.

Vancouver, where there were (and still are) very few accredited interpreters working in the provincial courts.

At the time this issue was being raised, VCC had already expressed an interest in creating for its interpreting students a consistent terminology tool in the form of a multilingual glossary based specifically on the Canadian legal system. After discussing how best to go about meeting the needs of VCC students while assisting unaccredited and untrained interpreters to comprehend Canadian legal terminology better, VCC and the Law Courts Education Society of British Columbia resolved to develop a multilingual glossary that would include definitions in Plain English. To facilitate access, it was also decided to present the glossary in a web-based format and open it to the public at no charge.

After initial needs assessments in

the community, it was obvious to those involved that this combined initiative would fulfill needs beyond court interpreting. The glossary would also benefit:

- Translators;
- Workers at social service agencies;
- Legal personnel working with limited-English-proficient clients;
- Immigrants going to court who need assistance in understanding the criminal court process; and
- Members of the general public who are untrained in legal matters.

VCC took on the project and obtained funding from the Law Foundation of British Columbia. VCC is grateful to the Foundation for its generous support and its understanding of the complexity and challenges of the project, which ultimately took six years to

Figure 1—The homepage of the *Multilingual Glossary of Legal and Court-Related Terms*

Part I: English Entry
- The term in English;
- Its part of speech;
- Its definition in Plain English;
- An example of how the term is used in context; and
- Related terms (synonyms and antonyms), if any.

Part II: Entry in the Other Language
- The equivalent term in another language;
- Its definition in the other language; and
- Related terms, if any.

Users may search by:

- Full phrase; or
- Individual words from the phrase; or
- Base word (e.g., "revoke" versus "revoked"; "appeal court" versus "appeal courts").

If searching for just the English term, the entry page will show only Part I of the entry. If searching for the equivalent of the English term in one of the six other languages covered in the glossary, the entry page will show both Parts I and II for each term (see Figure 2 on page 38).

So far, the response from users has highlighted the feature that differentiates this glossary from other free online glossaries that give translations of legal terms. Many other glossaries do not supply context or explain the meaning of the translations they provide. The online *Multilingual Glossary of Legal and Court-Related Terms* generates a Plain English definition for each term and provides an example of how it is used, thus making it possible for the lay reader to understand its meaning. ➡

complete. The results can be seen at www.legalglossary.ca (see Figure 1).

Content

A team of interpreters, legal terminologists, and judges have selected the terms they consider to be the most pertinent and frequently used in criminal court. The selection team has noted that not all the 5,000 terms can be classified as legal terms, but has determined that they are court-related and therefore relevant to the project. The court-related terms fall into the following categories:

- Police jargon;
- Scientific terms;
- Technical terms;
- Narcotics; and
- Street slang.

Since all terms are used in court and legal proceedings, their inclusion benefits not only interpreters and translators, but all those participating in court or legal processes (e.g., laypersons unfamiliar with legal terms, non-English speakers).

How to Search

The glossary is user-friendly and simple to navigate. Each entry appears on its own page and is easy to read. Every entry includes the following elements:

Glossary Development

The glossary project was designed by lexicographer Roda Roberts, the director of the Canadian Bilingual Dictionary Project, and is based on the collaborative efforts of over 30 professionals with expertise in the Canadian legal system, legal terminology, translation, and web design. The project has required the ongoing multi-directional participation of all involved in order to move the glossary through the different stages of development.

From the beginning, a comprehensive quality assurance path was established and rigorously followed in the creation of the terminological entries. Following the selection of the 5,000 terms, lawyers and Plain Language specialists created the definitions in Plain English. The definitions were reviewed for legal accuracy and to ensure that they could be understood by laypersons. Once approved, the terminological entries were sent to qualified terminologists and translators who created equiv-

alents in each of the six foreign languages. Peer bilingual terminologists reviewed each entry for accuracy and ease of comprehension in each language. The entries were finally reviewed for legal accuracy by bilingual lawyers and certified legal translators with experience in both the Canadian legal system and the legal systems of the countries where the six languages are spoken. There were, in total, 10 stages of completion necessary for final term approval (see Figure 3 on page 39).

The entire project, which was overseen by a steering committee of representatives from the legal and multicultural community, has drawn upon an amazing body of knowledge and expertise, and has received unwavering support and assistance from all stakeholders.

Limitations

The field of law is vast, and the online *Multilingual Glossary of Legal and Court-Related Terms* was never intended to be all-inclusive. This glossary is limited in scope, both in the number of terms (5,000) and in the area of law (criminal) it covers.

It is important to clarify that the glossary does not cover the laws of the countries in which the six languages are spoken. Its purpose is to explain Canadian legal terminology and to provide foreign language equivalents for concepts related to Canadian law. As mentioned above, however, the glossary is useful in any country that bases its legal system on English common law.

Due to copyright issues, the glossary does not include formal definitions from legal dictionaries or contexts from legal documents. The only definitions included are Plain Language definitions created specifically for this glossary. The Plain English definitions cover only the

Figure 2—Typical search results on the entry page

legal meaning of the terms in criminal law. A term may have other meanings that are not covered in this specialized glossary, but these can be found in a regular legal dictionary.

At the time of this writing, improvements are under development. For example, all pages of the glossary will soon be made accessible to Google so that it can index the entire site for browsing.

Future Developments

The response to the online *Multilingual Glossary of Legal and Court-Related Terms* has been overwhelming, and has come not only from North America, but from other countries, including India and Iran. Feedback from an online survey includes requests to add other languages and to expand the scope to other areas of the law. The Law Foundation of British Columbia recently awarded VCC two generous grants to permit it to expand the glossary with terminology from family and immigration law, as well as to develop the entries into another language. A needs assessment will determine the choice of language.

One of the most frequent comments from the survey has been to point out that the glossary ➡

Figure 3—Stages of final glossary term approval
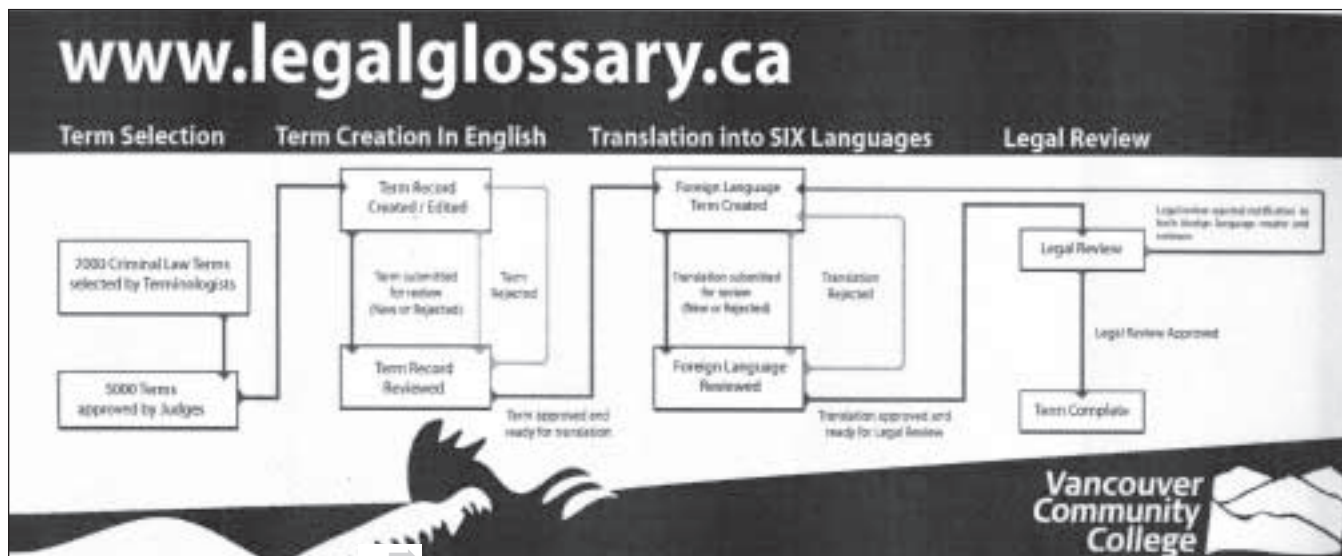
does not contain the other official language of Canada. The decision not to include French is based on two facts. In Canada, court documents are printed in French and English. To help address the issue, the Association des Juristes d'Expression Française has come forward to offer their collaboration, and the addition of French to the glossary is now in the planning stages.

Where to Go from Here

The online *Multilingual Glossary of Legal and Court-Related Terms* is a work in progress. Please visit www.legalglossary.ca and take a minute to fill out the online survey on the homepage. Input and feedback from working interpreters and translators will be very much appreciated.

Note

1. See *The Self-Help Law ExPress* (Harvard Law School), Blogs.law. harvard.edu/shlep/2007/01/08/law glossaries-a-to-z.

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Court Interpreting Seminar

InterContinental San Juan   Carolina, Puerto Rico   September 8, 2007

This full-day seminar is targeted at interpreters, currently working in the courtroom, who are seeking advanced-level continuing education. Gain insight from successful interpreters in the legal field—a full-time staff interpreter for the U.S. District Courts in Puerto Rico and a Certified Federal Interpreter.

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Dear Business Smarts:

A few weeks ago, I delivered an English translation of a German company newsletter to an agency customer. It was a demanding source text, and I felt I had done a very good job of producing an idiomatic and persuasive translation. But just yesterday the agency sent my text back for review after it had been "edited" by someone at the client's office in Germany. It was a disaster: the "editor" was obviously not a native English speaker and had ruined my translation with misspellings, inappropriate capitalization, and awkward syntax. Is there anything I can do? Or should I just grit my teeth and let the end-user make a mess of what is now their text?

Frustrated in North Carolina

Dear Frustrated:

Regrettably often, nonnative speakers of a target language (especially, it seems, those in positions of corporate authority) overestimate their expertise and believe they can improve on a text produced by an experienced professional translator. There are several things you can do in this situation.

First, decide whether you want to spend more time on the issue and think about possible consequences. If the text now belongs entirely to the customer, further corrections may be beyond your control. The risk you run, however, is that some day the same text will come to light with your name still attached to it, with consequent damage to your reputation as an expert trans-

lator. Bear in mind also that the agency sent the "edited" text back to you, which implies some expectation of feedback on your part.

For both reasons, it is better not to let the matter lie. First, to verify why the translation was returned to you, find out whether the German client has sent any comments about your work. Is the client complaining about the quality you delivered? Then, using the "compare" function in Word, find out exactly which changes were introduced to your translation and analyze those changes with as much emotional detachment as you can muster. Send the "edited" text back to your project manager with your corrections and comments, pointing out specifically (and courteously) exactly where and how the "editor" has damaged the effectiveness of the translation. Remember that although you will thereby be upholding and enhancing your professionalism, you are also doing the client a favor by keeping them from being associated with a piece of bad English. It is precisely that aspect—preserving the client's reputation and prestige—that you should emphasize in all your correspondence. You can also point out that a poor translation at any stage of the process puts the agency's reputation at risk as well. To enhance objectivity, you might also suggest sending both your original translation and the edited text to a competent and neutral third party for evaluation.

If the client nevertheless insists on using the "edited" text, you should

still take action. You can first make sure the agency understands, and conveys to the end user, that having done your best to rescue your translation (and both the agency's and the client's reputation) from mangling by an unqualified editor, you take no further responsibility for the target text. You can also inform the agency that because you feel an ethical obligation to provide the best possible work in every circumstance, you would prefer not to accept future assignments for this particular end-user if the same interference with your work will occur. For your own protection, keep printed copies of all this correspondence in a folder.

Although it may be upsetting to see your work disfigured or altered, it is of crucial importance to keep your communication professional and balanced. The fact that you have taken the time to write a detailed response, and are doing so out of concern for the client's reputation, will leave a lasting positive impression.

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Comments?

ATA members can discuss business issues online at the following Yahoo! group: **http://finance.groups.yahoo.com/ group/ata_business_practices.** You will need to register with Yahoo! (at no charge) if you have not already done so, and provide your full name and ATA member number in order to join the group.

The information in this column was compiled by members of ATA's Business Practices Education Committee for the benefit of ATA members. This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Send your questions about the business of translation and interpretation to The ATA Chronicle—BPEC Q&A; 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Fax: (703) 683-6122; E-mail: businesspractices@atanet.org. Questions must be accompanied by a complete name and address, but will be published anonymously or pseudonymously upon request.

The Onionskin | Chris Durban

chrisdurban@noos.fr

Chew (Hard), Then Swallow

What do the Café de los

Austrias, a mid-range eatery in Madrid, and the premium Hyatt Regency Hotel in San Francisco have in common?

International clients and a yen to communicate with them, which we applaud. Unfortunately, both are clueless when it comes to buying translations, as seen in a set of silly bilingual menus sent in by eagle-eyed readers.

A closer look at how each establishment concocted the flawed entries on its menu is a tantalizing reminder of the language traps awaiting the unwary buyer or producer of foreign-language texts.

In Madrid, the Café de los Austrias serves a variety of broad beans (*habas*), referred to on the menu by the diminutive form *habitas* in Spanish. Alas, the verb *habitar* (to live or reside) can also be conjugated as *habitas*, meaning "you live." The computer program that did the translation was unable to tell the difference, and there were no native speakers on hand to correct the mistake. Result: "You live with egg and jamon."

At the Hyatt, where the U.S. Marketing Research Association (MRA) celebrated its 50th anniversary on June 6, one thousand diners found would-be chic French/English menus on their tables at this gala event. To hype the victuals on the plates as French cuisine, organizers cooked up "French" renderings that, for any native French speaker, sound a whole lot better in plain English. Example: Seared Breast of Chicken appears in French as withered mammary gland (*sein desseche de poulet*) minus the accents. Unlike the Café de los Austrias, the MRA's aim appears to be

(*Newsweek*): Broken Spanish: a sign on the border fence along the beach at Tijuana is awash with errors

pretentiousness, full stop. To our knowledge, there were no French speakers in the room. The English is printed below the silly French, thus masquerading as a translation of what was clearly produced after the fact by a computer or a simple dictionary look-up, with no proofreading at all.

Contacted by the Onionskin, the Hyatt insisted that the offending text was prepared by its client, the MRA, which describes itself as the leading and largest U.S. association of the

opinion and market research profession—a group where "researchers learn of new opportunities, markets, and potential obstacles to future success."

In an increasingly global market, one such obstacle might well be failing to mind your language manners, so we have sent them a copy of the *Translation: Getting It Right* booklet. Rumor has it that a Spanish version of this lively client education brochure is in the final stages, so Café de los Austrias will be hearing from us soon, too. ➡

The Onionskin is a client education column launched by the *ITI Bulletin* (a publication of the U.K.'s Institute of Translation and Interpreting) in 1996. Comments and leads for future columns are very welcome; please include full contact details. Contact: chrisdurban@noos.fr.

Murky Waters

Readers of *Newsweek* magazine, too, have written in to flag a flawed sign in the photo of a dilapidated U.S.-Mexico border fence along the beach at Tijuana (see page 43).

The accompanying article describes perceived dangers of terrorist infiltration of the U.S. (June 11, 2007).

Once again, language mistakes help identify where the translation process skidded off the tracks, here through errors in transcription as much as translation. Thus "pilegro" should read *peligro*, "bato" should be *bajo*, and "del auga" should be *del agua*. Only *fierros* is a real word, but it would be back-translated as "irons" or "things made of iron," we are told. Five words wrong out of five is a dismal performance indeed, although illegal immigrants probably get the picture.

Yet even if each word were corrected, says translator Veronica Albin, the message would still violate Spanish stylistics. A correct version would read *Peligro / Objetos sumergidos en el agua.* Ramshackle fence, ramshackle language.

Here is a tip for translation buyers: make sure your bilingual buddy is literate before asking him or her to scribble down a foreign-language equivalent of your essential message. Failing which, hire a professional translator.

War Zone Interpreters— Some Relief in Sight

On Friday, June 15, 2007, U.S. President George W. Bush signed legislation temporarily increasing the number of Iraqi and Afghan nationals who may be admitted to the U.S. as special immigrants after having worked as translators and interpreters with the U.S. Armed Forces or under Chief of Mission authority. For fiscal years 2007 and 2008, the previous limit of 50 visas for eligible interpreters and their family members will be raised to 500. U.S. lawmakers hope that the increase will help clear a nine-year backlog of applications.

This new bipartisan legislation was passed overwhelmingly in both the House of Representatives and the Senate. It exempts the new visas from existing limits, and makes successful applicants eligible for refugee assistance that they would not otherwise receive.

This is an important first step toward providing safe haven to interpreters who have risked their own lives and the lives of their families to help American personnel in Iraq and Afghanistan, say observers, though it does not come anywhere near meeting the real number of visas needed for Iraqi and Afghan linguists and their family members. That number is estimated to be in the thousands.

As press reports make tragically clear, Iraqi interpreters aiding U.S. communication efforts have been shot, beheaded, and burned alive for simply doing their jobs. Interpreters are actively targeted precisely because of their vital role in security and diplomacy, and yet they are often the last to be provided with body armor and have no safe place to live with their families, even in the face of repeated death threats. The same tragedy is playing out in Afghanistan.

U.S. military personnel are among the most passionate advocates for the threatened linguists. "They see things on the streets we don't see and understand things we can't begin to comprehend. I can't tell you how many American lives interpreters have saved. We truly have an obligation to them," Shelaine Tuytschaevers, an Army Reserve sergeant who served in Iraq, told the *Des Moines Register*.

As President Bush was signing the U.S. bill into law, military officials in Denmark were sounding the alarm as well. Over 400 Danish military personnel are currently deployed in Iraq, most of them training Iraqi soldiers and providing protection to civilians involved in reconstruction, but all will return home in early August. Whether their 21 interpreters will be with them is an open question.

Two members of the team have already been assassinated, leading Danish commanding officers to appeal for visas to be issued immediately for the others. After initial encouragement, the Danish prime minister backtracked under pressure from the conservative Folkeparti, which is adamant that no exceptions be made to the country's increasingly restrictive immigration policy. Allowing war-zone interpreters in would open the floodgates to a wave of (unwelcome) immigration, they insist. Yet a compromise may be shaping up. A taskforce has been appointed and "it is working towards a solution," says the Danish Ministry of Defense. This will probably be on a case-by-case basis.

With thanks to Veronica Albin, Gabe Bokor, Carmelo Cancio, Caroline Gotler, and Alvaro Villegas.

Start Planning Now | **ATA's 48th Annual Conference** | **October 31–November 3, 2007 San Francisco, California**

GeekSpeak | Jost Zetzsche

jzetzsche@internationalwriters.com

On the Way to Out-Geeking Yourself

There are a lot of complaints that speech recognition—the ability to dictate to your computer—is geeky technology, but I think the very opposite is true. How geeky is it to hack on a keyboard to make your computer understand what you are trying to say? Think about it. It makes so much more sense to be able to speak to your computer, dictate text, and navigate through programs. And the only geeky part about it is that we are not used to it and that it works—kind of.

Although I like speech recognition, I am not a "purist." I use it only when I think I need to speed things up a little, when I have a text that is well suited, or when my fingers just do not work the way I want them to (which, unfortunately, happens more often than I care to admit). But even when I use speech recognition, I do not unplug my keyboard or simply *refuse* to use it. Some things are just more practical to do on the keyboard, and this is particularly true if you need to switch between languages, which, obviously, is quite common for translators. The program I use—Dragon NaturallySpeaking, available at www.nuance.com—supports at least the native language and English in the Dutch, German, Spanish, Italian, French, and Japanese editions; however, unloading one language and reloading the other takes at least a couple of minutes.

So, which texts are well suited—or better, which texts are *not* well suited for speech recognition? The answer to this depends partly on your particular translation subject. For me, speech recognition does not work with text containing a lot of proper names and/or loan words. This does not mean that you cannot teach the program to recognize the proper names and loan words, but it is one of those judgment things. If you want to use speech recognition (or anything else for that matter) to become more effective, you had better make sure that you truly are increasing productivity. If you have to spend an hour to train the software to recognize a bunch of new terms before translating for an hour and a half on a job that would have otherwise taken you only two hours, that seems like wasted time to me. Plus, while I enjoy translating, I can think of better things to do than training speech recognition software. On the other hand, if I can expect that these proper names and loan words will occur in future projects, I may just as well spend the time to train the software.

My first rule for success when working with speech recognition software will probably have the "purists" shaking their heads in agony. After having used speech recognition for some time, I know some of the weak spots of my speech engine (or my pronunciation). Rather than using the "correct" function again and again, I prefer to type those problem terms even while dictating the rest.

My next rule is to take some time to get used to not "thinking with your fingers." Instead, try to preformulate longer segments and then speak them coherently for better results.

This goes right along with the next kind of texts that are not well suited for speech recognition—those with a lot of formatting. It is hard to speak formatting commands naturally. Depending on what kind of translation environment tool you are working with and how formatting is handled by the tool, it may be easier to use the keyboard shortcuts for those functions that you are used to. If there is really a LOT of formatting, it may be easier to just type the whole thing.

Now, technically, there is no formatting function or other fancy maneuver that your speech recognition cannot do. That is, if you have the right version. When it comes to Dragon NaturallySpeaking, the Preferred version comes with all the basic formatting in environments like MS Word or its own editor, DragonPad. When you use a translation environment tool that makes you work in an interface other than Word, you will have a hard time doing everything with voice commands unless you have the Professional edition, in which you can easily write macros with virtually unlimited possibilities. The problem is that while the Preferred version has a relatively modest price tag, the Professional version does not. Once you have the Professional version, you can either stay there and pay premium prices for upgrades because you are interested in the slightly better recognition that typically comes with each new version, or you can go the cheap route, downgrading at some point but then losing all your macros. That is the problem that I am stuck with in Dragon, so I am not running the latest version (9.5 with Vista compatibility).

And while we are talking about Vista, many of you have probably heard that one of the new features of Vista is internal voice recognition. I am sure that many of you have also seen the hilarious video on the official MS demonstration of the new feature gone bad: www.youtube.com/watch?v=2Y_Jp6PxsSQ. Well, I tested it for the first time this week and I was

The GeekSpeak column has two goals: to inform the community about technological advances and at the same time encourage the use and appreciation of technology among translation professionals. Jost also publishes a free technical newsletter for translators (www.internationalwriters.com/toolkit).

The Colorado Translators

Association (CTA) was established in 1985 as a nonprofit professional organization for Colorado-based translators and interpreters that provides assistance to its members and to corporations and individuals seeking translation and interpreting services. The association currently has close to 100 members in Colorado.

Benefits and Activities

In addition to regularly scheduled meetings, CTA offers the following:

Online Searchable Membership Directory: CTA's online directory provides professional profiles and contact information for all corporate and individual members. Members can also update their information online by logging onto the Members Only section.

Newsletter: Members receive the *CTA News,* the association's quarterly newsletter. For submission guidelines, please e-mail newsletter@cta-web.org.

Professional Development Seminars and Networking Events: Past topics for CTA seminars include "Translation Techniques," "Organizing Your Home

Quick Facts

- Acronym: CTA
- Established: 1985
- Website: www.cta-web.org

- Contact:
  Colorado Translators Association
  941 Cedwick Street
  Lafayette, CO 80026
  Tel: (720) 890-7934
  E-mail: info@cta-web.org

Office," and "Marketing Roundtable for Freelancers." In addition, CTA participates in events involving the Colorado international business community, such as World Trade Day. As part of its commitment to professional development, CTA has also sponsored ATA certification exams. See CTA's online calendar of events for more information (www.cta-web.org/activities.php).

Online Discussion List: CTA allows members to stay connected on a daily basis. Members are automatically signed up to receive e-mail. In addition to being able to discuss topics pertinent to the profession, participants receive event reminders and information on job opportunities.

Website: In addition to membership information, CTA's website (www.cta-web.org) contains among its many features: association news and event listings; the online membership directory; a resource page (including a general guide on how to select a translator or interpreter and a frequently-asked-questions section); and the *CTA News* archives in PDF format.

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ATA chapters, affiliates, and local groups serve translators and interpreters in specific geographic areas. They provide industry information, networking opportunities, and support services to members at the local level and act as liaisons with the national association. This column is designed to serve as a quick resource highlighting the valuable contributions these organizations are making to the Association and the profession as a whole.

GeekSpeak

rather impressed. Unfortunately, my Vista PC is in English only, since I have not made the jump to shell out another $140 to upgrade to the Vista Ultimate edition, which would give me access to the localized versions of Vista. Since I am not a native English speaker, there is always a slight loss in recognition (the same is true for Dragon), but I dictated the first paragraph of this article ("There are a lot of complaints that speech recognition…") with both Vista and with Dragon on an XP computer and had pretty similar results. Dragon introduced two small errors and Vista had four (ironically, it did not like the word "geeky"). Though this test certainly was not very scientific, I was impressed with how accurate Vista's speech recognition was after hearing so many negative things about it. The individual user training is optional in both programs and does not take more than 10 minutes.

So, unless you are an awesome typist and refuse to change that geeky habit of exclusively using your fingers to enter text, speech recognition is a great alternative way to "type," even before carpal tunnel syndrome hits.

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Member News

- **Isabel Framer** was recently elected chair of the board of directors of the National Association of Judiciary Interpreters and Translators.

- In June, **Lionbridge Technologies, Inc.** sponsored the new Localization Certification Program at California State University (CSU), Chico. Now in its second year, the Localization Certification Program aims to provide students interested in the localization and language profession with intensive, hands-on training designed to give them readily marketable skills upon graduation. Lionbridge also awarded its annual program scholarship to three students for their achievements, coursework, and interests in the areas of localization and global business. To learn more about the Localization Certification Program at CSU, Chico, visit www.csuchico.edu/localize.

- **Marla Schulman** was recently elected president of the Association of Language Companies. She will serve a one-year term expiring in May 2008. Marla is also the president of **Schreiber Translations**.

ATA Certification Exam Information

Upcoming Exams

Arizona
Phoenix
September 30, 2007
Registration Deadline:
September 14, 2007

California
San Francisco
November 3, 2007
Registration Deadline:
October 19, 2007

Colorado
Denver
September 22, 2007
Registration Deadline:
September 7, 2007

Massachusetts
Somerville
September 30, 2007
Registration Deadline:
September 14, 2007

Minnesota
Minneapolis
September 29, 2007
Registration Deadline:
September 14, 2007

Texas
Austin
September 29, 2007
Registration Deadline:
September 14, 2007

Utah
Salt Lake City
September 29, 2007
Registration Deadline:
September 14, 2007

Wisconsin
Milwaukee
September 29, 2007
Registration Deadline:
September 14, 2007

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 (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.

New Certified Members

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

English into Croatian
Catherine R. Taylor-Skarica
Pacifica, CA

English into German
Grit Stilec McGee
Sunnyvale, CA

English into Polish
Marta A. van der Hoeven
Midlothian, VA

English into Russian
Valery Berestetsky
Bellevue, WA

English into Spanish
Carlos M. Andres
Turlock, CA

Active Membership Review

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

Active
Maiyim Baron
Yamagata, Japan

Becky Blackley
Elkins, WV

Upcoming Events

September 29-30, 2007
Atlanta Association of Interpreters and Translators
1st Annual Conference
"Language and Terminology"
Atlanta, Georgia
www.aait.org

October 5-7, 2007
International Medical Interpreters Association
International Conference on Medical Interpreting
"Pioneering Healthy Alliances"
Boston, Massachusetts
www.mmia.org/conferences/default.asp

October 5-7, 2007
California Federation of Interpreters
5th Annual Conference
San Francisco, California
http://cfinews.org

October 11-13, 2007
American Medical Writers Association
67th Annual Conference
"A Legacy of Leadership"
Atlanta, Georgia
www.amwa.org

October 31–November 3, 2007
American Translators Association
48th Annual Conference
San Francisco, California
www.atanet.org

November 7–11, 2007
American Literary Translators Association
30th Anniversary Conference
"Celebrating the Past, Imagining the Future"
Richardson, Texas
www.literarytranslators.org

November 15-18, 2007
American Council on the Teaching of Foreign Languages
41st Annual Convention & Exposition
"Bridging Cultures Through Languages"
San Antonio, Texas
www.actfl.org

November 24–26, 2007
Organización Mexicana de Traductores
Capítulo Occidente
11th International Translation & Interpretation Congress
"San Jerónimo 2007"
Guadalajara, Mexico
www.omt.org.mx/general.htm

November 24–26, 2007
FIT Regional Centre Latin America
2nd Meeting of the FIT Regional Centre Latin America
Guadalajara, Mexico
www.omt.org.mx/general.htm

December 27–30, 2007
Modern Language Association
123rd Annual Convention
Chicago, Illinois
www.mla.org/convention

March 7-8, 2008
Institute of Germanic and Romance Studies
Nordic Translation Conference
London, England
www.awaywithwords.se/nordic.htm

May 13-17, 2008
The Association of Language Companies
2008 Annual Conference
San Francisco, California
www.alcus.org

August 4–7, 2008
International Federation of Translators
18th FIT World Congress
Shanghai, China
www.fit-ift.org

Dictionary Review

Compiled by

Boris Silversteyn

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German Business Dictionary (English↔German)

Editors:
Morry Sofer (General editor)
Kerstin Roland (German editor)

Publisher:
Schreiber Publishing
www.schreiberpublishing.com

Publication date:
2005

ISBN:
0-88400-310-8

Number of Pages:
425

Price:
$24.95 (paperback)

Reviewed by:
Bruni Johnson

This is a concise and very handy little dictionary of American and German business terms for the Internet Age, with entries in the areas of banking, accounting, insurance, real estate, import-export, taxes, business law, computers, and more.

This dictionary is quite useful as a quick reference, and particularly useful when interpreting at depositions or business meetings and/or doing document review at law firms and companies, when time is always of the essence. The dictionary provides a quick reminder of a number of common terms. This dictionary is not for someone looking for in-depth/lengthy explanations.

The editors very appropriately state in their introduction: "One, however, should bear in mind that both German and American English are highly dynamic languages, and both are in a constant state of growth and change. As a result, not every business term is cast in stone, and one should check terms against actual usage in any particular area of business. The seemingly boundless availability of business documents on the Internet these days is one excellent source for checking business terms, and the editors encourage the dictionary users to make ample use of it at all times."

The above quote is also the first commandment of the translation community, and has been discussed at length on the online list of ATA's German Language Division. The reviewer, however, feels very strongly that one should not forget to consult literature available for the various faculties, such as trade and business magazines, journals, and publications. Not everything found on the Internet is 100% reliable.

The reviewer feels the terminology in this dictionary has been researched fairly diligently, and that the editors' claim that the dictionary provides the most common business terms for the U.S. appears to be quite appropriate.

I must admit, however, I did find entries I never heard of, nor do I agree with some of them. In any event, the dictionary still provides good coverage, such as the following:

comfort letter
Bericht *m* über begrenzte Abschlussprüfung *f;*
Verwaltungsschreiben *n;*
Patronatserklärung *f;*
Prüfungsbericht *m* (für Börsenzulassungsstelle f)

truth in lending act
Gesetz zur wahrheitsgemäßen Kreditkostenangabe (US-Konsumentenkreditgesetz)

arm's length transaction
Geschäft wie mit Außenstehenden, Transaktion zwischen rechtlich selbständigen Geschäftspartnern

Rückzahlungsrendite
yield-to-maturity (YTM)

Overall Evaluation

For the price and handiness of this dictionary, it contains a fairly good selection of terminology. I would not recommend it for in-depth studies, and the more advanced and experienced translators might prefer other, more exhaustive resources. But I can honestly say that it has served me well on several occasions to find the proper terminology to jog my memory under time constraints.

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Bruni Johnson has translation and interpreting degrees from Germany and a U.S. associate's degree in law. She has been translating and interpreting on a freelance basis for 30 years. Contact: brunijohnson@sbcglobal.net.

The Translation Inquirer | John Decker

jdecker@uplink.net

Typically, we use quite conventional criteria to compare the way languages sound. We say that one language reminds us of another because both have nasal sounds, or share consonant clusters or singsong patterns. Captain John Smith, the Virginia explorer of 17th-century fame, was a man of the world who must have been aware of the general acoustic differences between the more common European languages. Imagine his shock in 1608 upon exploring the northern Chesapeake Bay and encountering the Susquehannock tribe, whose members are very tall and related, both ethnically and linguistically, to the Hurons. Smith found the voices of the males to be deep. The sound was produced from a different part of the larynx than Europeans are used to, much farther down in the throat, so that, to Smith and his men, the males in the tribe sounded as if they were speaking from inside a deep hollow place. It was ultraguttural, to coin a word. Currently, some imagination is needed to conjure up what such a sound was like, and it is a pity that this has been a Language of No Diffusion Whatever for close to 250 years now.

Sadly, we can only guess at the sounds they made that so awed John Smith.

Abbreviations
used with this column

Da–Danish	G–German
E–English	I–Italian
[E]–English acceptable as an answer; the original query did not involve English	Po–Polish
	Pt–Portuguese
	R–Russian
	Ro–Romanian
	Sp–Spanish
F–French	Sw–Swedish

New Queries

(Da-E 8-07/1) In dealing with anticartel legislation, a ProZ user stumbled over *vedtagelse af en bøde for en domstol*, and provided the following to aid in unraveling it: *Hvis ansøgeren har søgt om strafnedsættelse, vil sagen herefter kunne afsluttes med et bødeforlæg eller en **vedtagelse af en bøde for en domstol**.* Now, what is it?

(E-F 8-07/2) Ugh! If a reef is being restored to a more pristine state, then what is to be made of *cascading benefits to down-current areas?* Use the context sentence to help with this one: *One key area for research is to find out whether localized restoration at scales of hectares can **cascade benefits to down-current areas** at scales of tens of hectares or square kilometers…this relates to the wider issue of the minimum size needed for marine protected areas to be expected.* Probably half the difficulty is in the breezy, trendy verb *to cascade.*

(E-Pt 8-07/3) As relates to computers, what would be good Portuguese for *thick network pipe?* Obviously working by analogy, whoever came up with this computer term used it in this sentence: *You'll need to have a **thick** enough **network pipe** to transport the images without negatively impacting operations.*

(E-Ro 8-07/4) *Septal motion* proved difficult for this ProZer trying to produce a Romanian text. A definition was provided: *Paradoxical **septal motion** is considered to be a characteristic feature of total anomalous pulmonary venous drainage, reflecting the right ventricular volume overload in this condition. Patients with additional pulmonary venous obstruction have reduced pulmonary blood flow, and would be expected to show normal **septal motion**.* Is that enough context?

(G-E 8-07/5) In the world of technical requirements and speaker characteristics, what would *Sinusbelastbarkeit* be? Other characteristics include *Musikbelastbarkeit*, *Impedanz*, and *Übertragungsbereich*. A ProZ member wants to know.

(G-R [E] 8-07/6) In a context of perhaps cathedral architecture, a ProZ user stumbled over *Hallenchor* as a reference to a section of a building. The sentence fragment providing the context reads: *Langhaus und dem weit höheren, spätgotischen **Hallenchor**.* The term is probably not unique to the building being described, so give it a try if you can, either in English or Russian.

(I-F [E] 8-07/7) The eight words in bold in the following sentence in an engineering text caused a ProZer to seek help: *CAPOTE PARASOLE **con visiera a scomparsa e finestrella in rete** per una perfetta aerazione.* What is to be made of this phrase, either in French (the language that was originally requested), or in English?

(Po-E 8-07/8) What, asks a ProZer, can we do with the medical term *doły nadobojczykowe* with a context explanation of *termin był częścia poprzedniego mojego pytania, wiec podaje tutaj osobno?*

(Pt-E 8-07/9) In a marketing context, a ProZer stumbled over the abbreviation "D.M." in the following: *Também realizam corte e frisos em metacrílico, chapa de latão, P.V.C., e D.M., entre outros.* What is it?

52   The ATA Chronicle ■ August 2007

(Sp-E 8-07/10) What is a *canal de arrastre*? A ProZ user found it in this sentence: *Las análisis con los modelos reducidos en el **canal de arrastre** serán conducidas para estudiar, sobretodo, los apéndices, en especial los fenómenos de interferencia.* What kind of channel is it?

(Sw-E 8-07/11) Maybe some literary creativity is called for in this ProZ query, where the meaning is known, but an optimal English equivalent is not, for *föredettingar*, in the sentence: *Putin försöker vinna stöd hos "**föredettingarna**," personer i ledande befattningar under sovjetregimen*. How can this be rendered?

Replies to Old Queries

(E-G 6-07/1) (*clear working days):* Clayton Causey says these might refer to days in which one's schedule is cleared of other obligations in order to dedicate the entire day to one particular task.

(E-Sp 6-07/5) (*construction of religious identity*): There are, says Clayton Causey, two direct options in academic Spanish for this: *la interpretación de la identidad religiosa*, or *la explicación de la identidad religiosa*. Perhaps, he says, the author might allow for *la demarcación de la identidad religiosa*. Leonor Giudici likes *la elaboración (creación) de una identidad religiosa*.

(G-E 3-07/5) (*Wer allerdings zu den Sitzriesen zählt*): Stephanie Martin was discussing this with her husband, and his suggestion was that *tall in the saddle* was a worthy English equivalent. Quite apropos, indeed! See page 49 of the March 2007 issue for the full context sentence to see if you agree.

(G-E 5-07/6) (*Beanspruchungen*): In the past, John Kinory has used *physical stresses, impacts*, and *shocks* for this.

(G-E 6-07/7) (*OwiG*): Eric Wilson saw this query, went to Google, set his preference for German entries, and punched the acronym in. What came up was *Gesetz über Ordnungswidrigkeiten*. Randall Condra and Peter Christensen agree. Ted Wozniak defines it as the *Administrative Offenses Act.* Another suggestion by Barbara Müller-Grant is *Law Against Infringement of Police and Administrative Regulations. Ordnungswidrigkeit* by itself means *breach of an administrative rule, administrative offense,* or *regulatory offense.* John Kinory defines it simply as *misdemeanor,* which is an offense that merits a fine only.

(I-Sp [E] 6-07/9) (*lubrorefrigerante*): Might this refer, asks Clayton Causey, to a chemical that functions primarily as a refrigerant, but also has a lubricating component? If so, *refrigerante lubricante* would be accurate, and one might consider the possibility that a Spanish portmanteau word such as *lubrirefrigerante* could convey the same idea.

(Po-E 6-07/10) (*przewodnienie w jamah opłuchnych*): John Burek suggests *water oversaturation in the lung cavities* for this.

(Pt-E 3-07/9) (*elubrações*): Thais Simoes says it means to *meditate or ponder* about a subject. Her dictionary defines it as *meditação grave, cogitação profunda, trabalho paciente e prolongado*. Maceio 96 uses *let the cat out of the bag* for this.

(Pt-E 5-07/12) (*se entregou*): Alexandra de Vries and Haroldo and Charlotte Silva render it as *to give yourself away*.

(Sp-E 6-07/12) (*c.s.p.*): Mercedes Guhl explains that this is an abbreviation for *club social privado*, an institution cre-ated to allow social life to continue in Bogotá beyond the city-mandated curfew of 1:00 a.m., which was passed by the city fathers in 1995. Card-carrying members of a *c.s.p.* can stay as long as the party continues, if they have paid their dues. Perhaps such places are not as badly needed in 2007 as they were formerly, since a new ordinance has pushed the legal closing time back to 3:00 a.m. again.

(Sp-E 6-07/13) (*Soca y Fusión*): Lots of ATA members knew the answer to this one: Heather Oland, Clayton Causey, Peter Christensen, Leonor Giudici, and John Kinory, who helpfully breaks down *soca* to be an abbreviation of *soul* and *calypso,* a style that evolved in Trinidad. *Webster's New Universal Unabridged Dictionary* defines the former as *a style of Caribbean dance music derived from calypso and American soul music and having a pounding beat,* and the latter as *popular music that is a blend of two styles, especially a combining of jazz with either rock, classical music, or such ethnic elements as Brazilian or Japanese music.* For the dictionary definitions we have Heather Oland to thank.

Obviously, there will be no summer slump this time. Thanks to all!

Humor and Translation | Mark Herman

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Destroying *The Magic Flute*

A couple of years ago, the Metropolitan Opera in New York premiered a new production of Mozart's comic opera *Die Zauberflöte/The Magic Flute,* directed with spectacular visual effects by Julie Taymor. Taymor is known for her previous fine work on Stravinsky's opera *Oedipus Rex* and on the movie *Frida*. She is also acclaimed for the stage version of Disney's *The Lion King*.

The Met's production exists in two versions: the complete opera in the original German performed at the Opera House, and an abridged 100-minute "family friendly" English version that is performed at the Opera House and shown in movie theaters and on television. Both versions have received many effusively favorable reviews. I recently saw the televised English version. Despite the critical acclaim, I believe the production is so bad that it effectively destroys the opera.

That *The Magic Flute* is a cornerstone of the operatic repertory bothers some critics because, they say, the libretto by Emanuel Schikaneder is ridiculous. Why is Tamino in the country of the Queen of the Night? How can he fall in love with her daughter Pamina just by looking at her portrait? Why does he switch his allegiance from the Queen to her archenemy Sarastro so easily? Is Papageno a man? A bird? Half and half? And Papageno's bells seem to be as important as Tamino's flute—why does the title mention only the flute?

Furthermore, there is racism—a point is made of the villain Monostatos being black. There is also sexism—at times, Sarastro and his followers seem to hate the Queen simply because she is a woman.

And *The Magic Flute* is such an ill-made play! It ends not with one, but with three separate climactic finales: Tamino and Pamina survive their trials, Papageno gets his Papagena, and the Queen of the Night and her minions are cursorily defeated.

Because of all this, some conventional wisdom states that only the glorious music and the cute costumes and scenery are worth paying attention to; the plot and characters are of no importance. In this view, it is not only acceptable, but desirable to simplify the plot and omit anything, frequently in the sung lyrics and always in the spoken dialogue, that contributes to character development.

This is precisely what J. D. McClatchy's English translation does. However, one of the reasons that *The Magic Flute* works on the stage is that, despite some surface absurdities, it is *not* nonsensical; its ambiguities and contradictions have deep psychological resonance. In fact, one of the points of the opera is that the co-existence of complementary opposites is necessary for there to be healthy individuals and a healthy social order. Among the opposites highlighted are light and darkness, spiritual and physical love, reason and intuition, and male and female. And these opposites

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are embodied in characters, presented through both words and music, whom the audience genuinely cares about. But no one can care about the flattened characters marching through the flattened plot in McClatchy's translation, a version which, ironically, actually makes far less sense than the original opera.

McClatchy's translation is also technically incompetent, including words that are mis-accented when sung and using the word "now" over and over and over and over again as a metrical filler.

Contempt for the original libretto in the Metropolitan Opera production is signaled at the very beginning: librettist Shikaneder's name is omitted from the opening televised credits. Perhaps because the production was designed to be "family friendly," racism and sexism are excluded. But not exactly. Monostatos is no longer black, and there is no reference to his being black, but the Queen's three ladies, her evil henchwomen, are covered in black hoods behind their inhuman white masks, and so appear to be black. And while there is no sexism, there is sex, more than in the original! For example, in Act II, when Monostatos is thwarted in his attempt to either kill or rape Pamina, he says as he exits, "Jetzt such' ich die Mutter auf, weil die Tochter mir nicht beschieden ist. [Now I will seek out the mother, since the daughter has not acquiesced to me.]" This statement is ambiguous, but it is obvious from subsequent events that Monostatos is not seeking the mother to win her personally, but to obtain her help in winning the daughter. McClatchy simplifies the line to the much more explicit, "If I can't have the daughter, I'll go try the mother." But when Monostatos and the Queen next appear, they are plotting, among other things, to give Pamina to Monostatos as expected.

I do not believe it coincidental that many of the favorable reviewers of the Met's production consider the opera to be meaningless, and expatiate at some length over this notion. I fear that when the hoopla, mainly over Taymor's spectacular costumes, puppets, and scenery, has died down, the critics will not recognize that McClatchy's translation is incompetent, but will use it to buttress their opinion that a good English translation of an opera is impossible.

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Herman is a librettist and translator. Submit items for future columns via e-mail to hermanapter@cmsinter.net or via snail mail to Mark Herman, 1409 E. Gaylord St., Mt. Pleasant, MI 48858-3626. 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.

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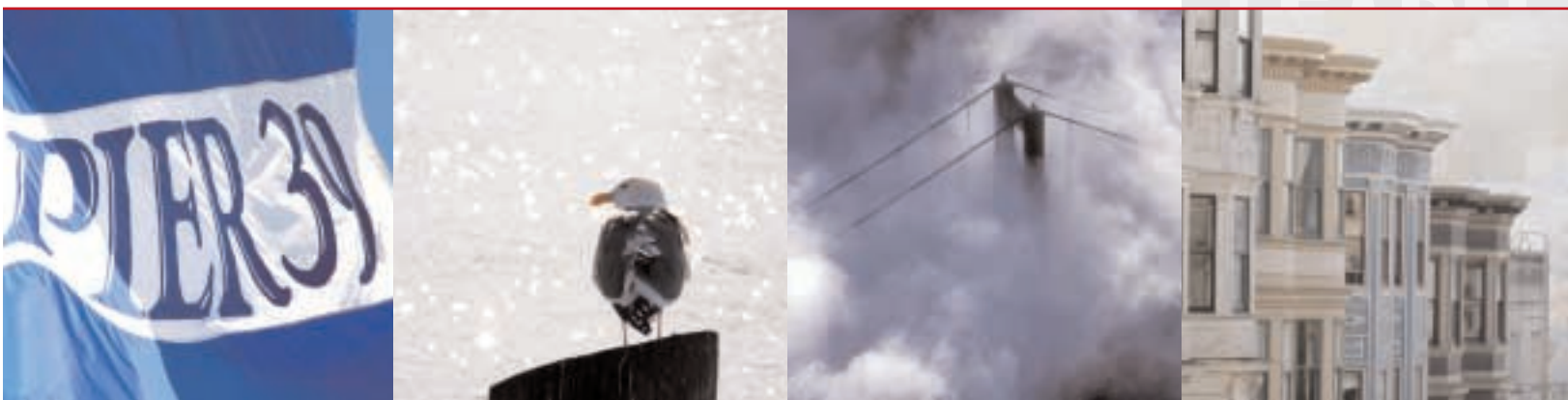
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