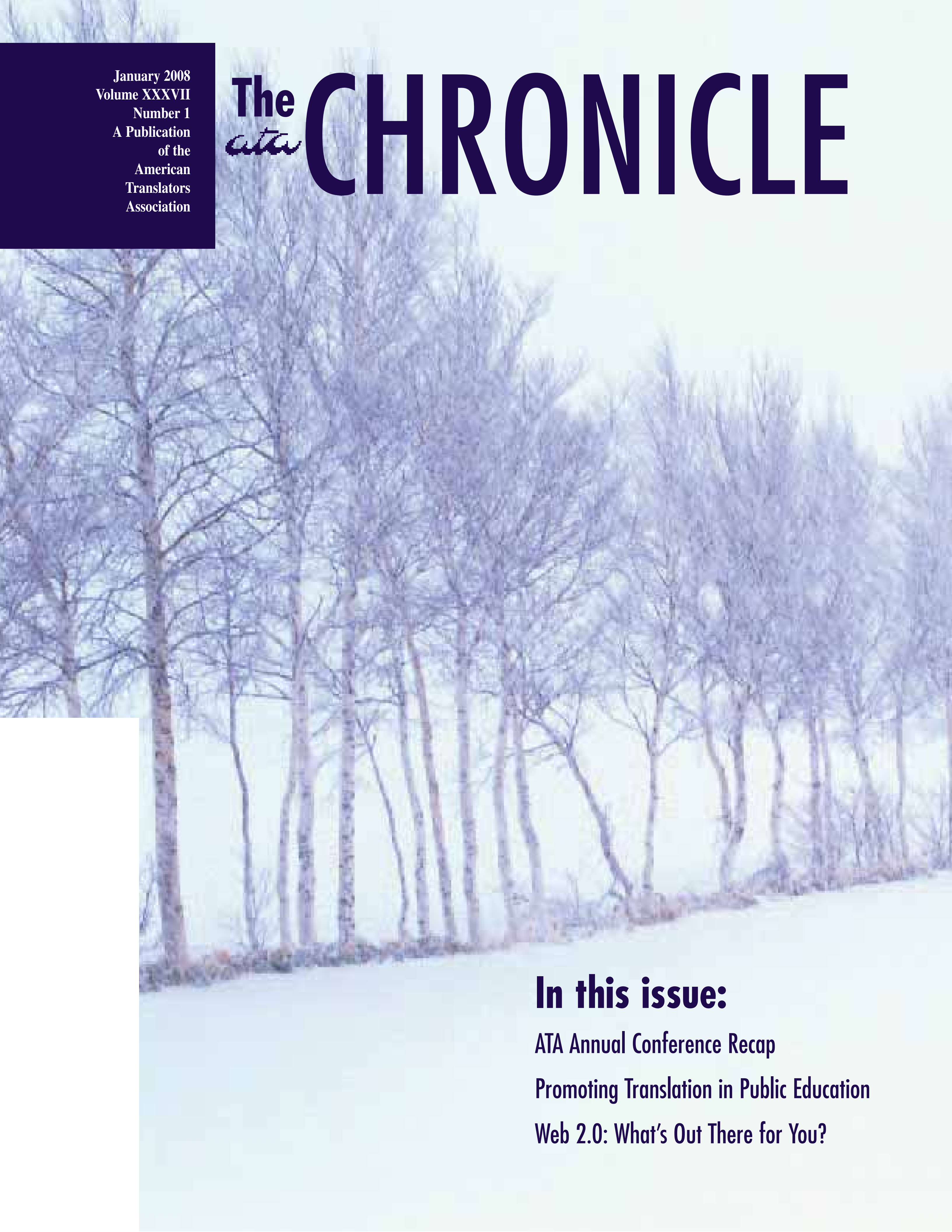
January 2008
Volume XXXVII
Number 1
A Publication
of the
American
Translators
Association

The ata CHRONICLE



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ATA Annual Conference Recap

Promoting Translation in Public Education

Web 2.0: What's Out There for You?

Join an ATA Division Today!

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.

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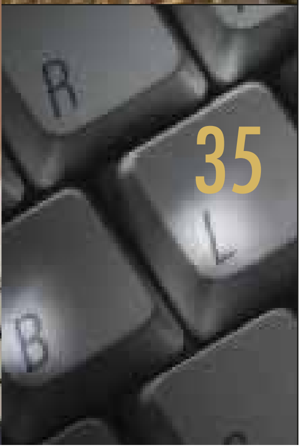

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The ATA Chronicle enthusiastically encourages members and non-members to submit articles of interest. For ***Submission Guidelines***, log onto www.atanet.org/chronicle. ***The ATA Chronicle*** is published 11 times per year, with a combined November/December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

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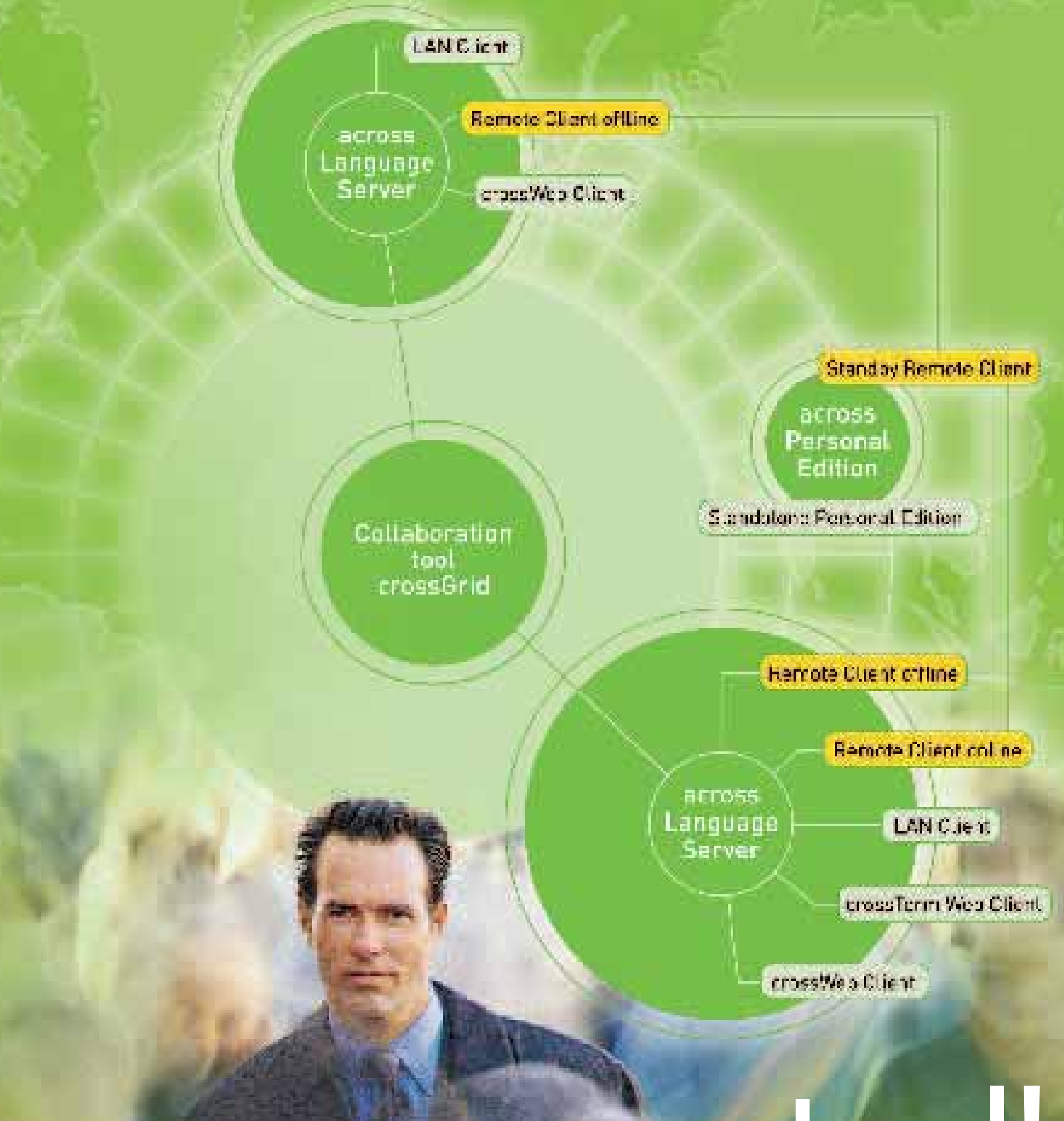
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Our Authors | January 2008

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Ronnie Apter, a professor of English at Central Michigan University, is a published poet and translator of poetry, and the author of *Digging for the Treasure: Translation After Pound* (1984), the *Bilingual Edition* (Book and CD) *of the Love Songs of Bernart de Ventadorn in Occitan and English: Sugar and Salt* (1999), and the chapter on Ezra Pound in *Translation—Theory and Practice: A Historical Reader* (2006). In collaboration with Mark Herman, she has written English translations of 21 operas, operettas, and choral works, many of which have been performed throughout the U.S., Canada, and England. Contact: apter_rsa@cmsinter.net.

Yves M. Avérous is the vice-president of the Northern California Translators Association (NCTA), and is in charge of the association's publications. A French native, he has been a professional translator for over 20 years. His major focus is software localization. He created his first blog in 2004, and has been using Rich Site Summary feeds since 2005. He developed the sites http://translorial.com (to house the archives of *Translorial*, the NCTA newsletter); http://ata.insf.net (a Wiki site for attendees to ATA's 2007 Annual Conference in San Francisco); and http://transmug.com (a Mac user group blog for translators). Contact: yves@averous.com.

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Thank you for your past support
and for renewing for 2008.

From the President

Jiri Stejskal
president@atanet.org

Who We Are, Who We Are Not

Last month you read about the changes in our administration and about ATA's core objectives. Let us now review who we are as an organization and what we stand for. ATA is a not-for-profit membership corporation, organized and existing under the laws of the State of New York, where it was established in 1959. The 501(c)(6) tax exempt status was granted by the Internal Revenue Service in 1963. One of the main characteristics of a 501(c)(6) organization is that it must be an association of persons having some common business interest, and its purpose must be to promote this common business interest. This ties in nicely with ATA's core objectives as described in our bylaws.

In 1991, ATA Headquarters moved from New York to Virginia, which is its current location and the place where we file taxes, namely Form 990, a tax return for organizations exempt from income tax. Today, we have 11 paid staff members at ATA Headquarters, headed by Executive Director Walter Bacak. The ATA Board, consisting of 13 volunteer members (9 directors and 4 officers), sets the policies and makes strategic decisions about the future of the Association, while the staff focuses on management and administration.

We are by far the largest association in the U.S. serving the needs of translators and interpreters. We are an American organization with an international orientation, with members in 80 countries. Our primary goal is to promote the profession and our common business interests. Membership in the Association should be viewed as an opportunity to participate in the promotion of the profession and of our interests, rather than as a purchase of certain services and benefits provided in exchange for membership dues (ask yourself what $145 would buy you elsewhere—half an hour of an attorney's time?). Your membership means that you are a part of a large community of translators and interpreters that creates synergies and opportunities for you to participate actively in the shaping of our industry, and to develop your skills as a translator or an interpreter.

> Membership in the Association should be viewed as an opportunity to participate in the promotion of the profession and of our interests, rather than as a purchase of certain services and benefits provided in exchange for membership dues.

Speaking of skills, let's also look at who we are not. We are not an association of professional translators and interpreters. Paying membership dues does not make anyone a professional. This is a conundrum that ATA's Public Relations Committee is facing when addressing the media, because while we want to present ATA as the "go to" place, we cannot claim that all ATA members are professionals. Our Association welcomes students and new entrants to the profession who benefit from the experience of those who are professionals. If you consider yourself a professional, show it by getting and maintaining certification or pursue active membership status through the active membership review process if no certification is currently offered for your language combination(s), and help others to become professionals.

We are not a political organization. While 501(c)(6) organizations may engage in limited political activities that inform, educate, and promote their interests, ATA should not take a political stance and must remain nonpartisan. It is often not possible to stay out of politics when humanitarian issues involving our profession are concerned. In such instances we need to ask ourselves how such issues relate to the core objectives of the Association and whether they concern our common business interests, and act accordingly. Neither ATA's Board nor individual members are immune to errors of judgment, and ultimately it is up to the voting members to determine through their collective wisdom whether a given action, resolution, or position is appropriate.

Without a doubt, ATA is an important organization that contributes to our profession in a great variety of ways as a major player in the U.S. and around the world. Be an active member so that you can exercise your voting power and make your own contribution to our profession.

From the Treasurer | Peter Krawutschke

peter.krawutschke@wmich.edu

Treasurer's Report from ATA's 48th Annual Conference

Before I present my report, allow me to express my appreciation to all of you who once again entrusted me with our association's finances by re-electing me for a second term as your treasurer.

As I am writing this, a representative of the CPA firm of LarsonAllen is at ATA Headquarters in Virginia initiating this year's audit of our books. New auditing guidelines and standards for associations bring the cost for this audit to over $12,000 plus expenses. I will report to you on this audit as soon as it is completed.

The 2006-2007 budget would have shown a loss had it not been for the excellent performance of our investments. The 2007-2008 budget projects a surplus of only $8,435. This is a small amount considering an operating budget of $2,789,978. Since I anticipate a reduction in our investment income, the 2007–2008 budget will demand considerable attention by Headquarters staff, the Board, and the treasurer in order to control expenditures.

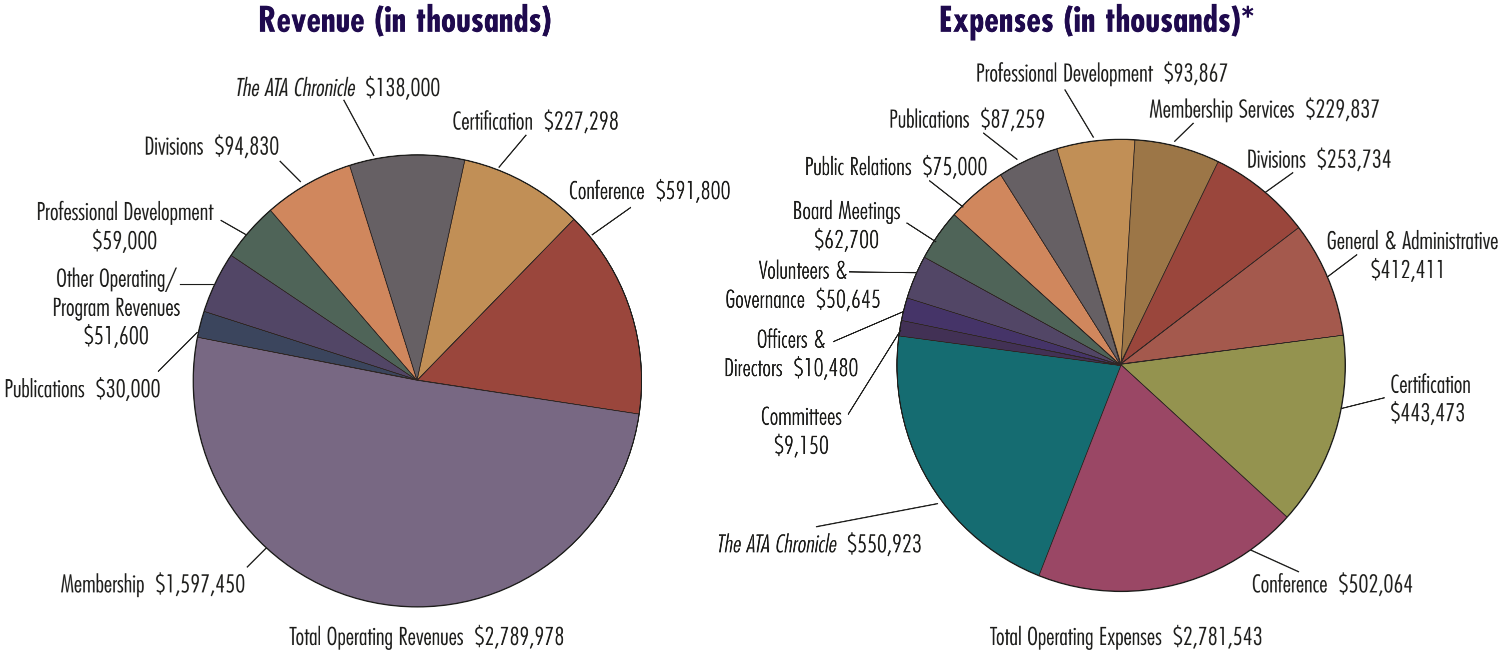
The charts below give specific information in reference to a number of income and expense categories. For this 2007–2008 budget summary, we have included overhead expenses as they pertain to certain program services. The Board and I would appreciate your opinion in reference to two budgetary questions:

1. How much should *The ATA Chronicle* be worth to you and to ATA? You will notice that it will cost us $412,923 in the 2007–2008 budget (i.e., approximately $40 per member).
2. How much of the certification program costs should be distributed over the membership at large? At the present time, each one of the over 10,400 ATA members pays approximately $21 for the program.

In my report last year, I posed the same questions and received only a few comments. Please get involved in this discussion by sending your comments and suggestions to ATA Headquarters. Please assist me to do my job of guiding our resources as effectively as possible.

As I did last year, I wish to thank our staff (Executive Director Walter Bacak and Accounting Manager Kirk Lawson) for their sound financial management of our resources.

Budget Summary FY 2007-08



Revenue (in thousands)

Expenses (in thousands)*

*Overhead was redistributed across program services.

From the Executive Director

Walter Bacak, CAE
Walter@atanet.org

Why You Should Renew Your ATA Membership

As we welcome the New Year, I encourage you to please renew your membership in the American Translators Association if you have not already done so. ATA is closing out a big year, with record conference attendance (1,825) and with a record 10,438 members. 2008 should be just as promising and here is why.

But first, what is important to you in deciding to renew? The results from past ATA membership surveys have shown that the top reasons for being an ATA member are for the networking opportunities, the fact that ATA is a key source for information on translation and interpreting, and for professional development. This compares with an article I recently read reviewing *The Decision to Join,* published by the American Society of Association Executives.

The findings from this publication show that the reason individuals join (renew their membership) has to do with their level of involvement in the organization. For example, those who do not serve in any volunteer roles—which are the vast majority of members—join for the knowledge and information that the association provides. Whereas, those members who serve in volunteer positions within the same organization maintain their membership for the networking opportunities.

For the non-volunteers, professional development was the second highest reason for joining and networking opportunities was third. For the volunteers, informational resources placed second and professional development third.

For those for whom ATA is a key source for information on translation and interpreting, here is why you should renew. Looking beyond the content of our award-winning magazine, *The ATA Chronicle,* and the information-packed website, ATA has recently released two noteworthy publications: *The Patent Translator's Handbook* and the *Fourth Edition of the Translation and Interpreting Compensation Study.*

The Patent Translator's Handbook features contributions from some of the most esteemed patent translators in the business. The *Compensation Study* is based on one of the broadest, if not the broadest, survey of translators and interpreters. (Be sure to check out the February issue of *The ATA Chronicle* for an executive summary of the results.) For more information on these two publications, please go to www.atanet.org/publications/index.php.

As I touched on last month, you will also be receiving a new e-newsletter from ATA featuring summaries of translation- and interpreting-related articles from the general media as well as specialized publications. Watch your e-mail box for more on this new benefit.

For those who look to ATA for networking opportunities, here is why you should renew. The networking highlight for the year is ATA's Annual Conference, which will be in easily accessible Orlando, Florida, November 5-8, 2008. To enhance your networking further, plan to give a presentation. Other avenues for networking are attending the ATA professional development seminars, participating on the various division lists, writing articles for *The ATA Chronicle*, and volunteering.

And, tying the two areas together is professional development. In 2008, ATA will be offering six professional development seminars in addition to the Annual Conference. (Watch *The ATA Chronicle* for more developments.) *The ATA Chronicle* also offers many practical professional development articles and columns, such as Business Smarts. To ease the access to the information, many of the seminar handouts are published separately after the seminar if you are unable to attend, and many of the sessions from ATA's Annual Conference are available on DVD-ROM. Check out ATA's website for more information on all the benefits of ATA membership.

Thanks for being a member in 2007. As you can see, a lot is planned for 2008, so please be a part of ATA and renew your membership today.

Introducing ATAgrams

ATA's Governance and Communications Committee, in an effort to enhance communications among members and transparency of the organization, developed the concept of one-page documents to explain various aspects of the Association. These one-pagers will be published in *The ATA Chronicle* and online as they are created. The first ATAgram was distributed at the 2007 Annual Conference (see page 10).

At a Glance

Governance

The American Translators Association is a not-for-profit membership organization with the primary goals of encouraging the professional development of translators and interpreters and promoting the translation and interpreting professions. It is governed by its Bylaws, which define the scope and nature of its activities, and an elected Board of Directors, which conducts the business of the group. ATA is incorporated as a 501(c)(6) association in the State of New York.

Board of Directors and Officers

The elected Board of nine directors and four officers is responsible for managing the Association and guiding its development. Each director serves a three-year term; each officer a two-year term. Board members are unsalaried and receive no compensation for their services.

Policies and Procedures

The Board is also responsible for defining policies and procedures to ensure that ATA governance is ethical, transparent, and in accordance with the laws of the State of New York and the United States of America.

Committees

The Bylaws establish a number of Standing Committees to oversee and administer many of ATA's activities and programs. Ad Hoc Committees are appointed, as needed, to address specific, current issues that affect the organization as a whole or individual members as a group. As a volunteer-driven organization, member participation at the committee level is the strength behind many of the Association's activities.

Voting Members

Elections for the ATA Board of Directors are conducted annually. Voting members may cast their ballots by mail, by proxy, or in person at the Annual Meeting of All Voting Members. The ATA Bylaws can also be amended by a two-thirds majority of voting members.

Headquarters Staff

The ATA Staff are management professionals who provide administrative and organizational support for everything ATA does, and ensure continuity through changes in volunteer leadership.

How ATA Works

Participate in the life of your Association!

Listen	to your colleagues—at the conference, in *The ATA Chronicle*, on mailing lists and in Division newsletters. Be informed about your languages, specialties, profession, and Association.
Talk	to other members and to the Board: the Directors and Officers volunteer their time and energy to help make ATA better for everyone, and they need to hear from you.
Vote	for the Directors and Officers you think will make ATA what you want it to be.
Share	your knowledge and expertise with other members by writing an article for an ATA publication or giving a conference presentation.
Help	build your profession and your Association by serving on a Committee and participating in Division and Chapter activities.
Learn	from your fellow members and from the experience you gain as an active participant in ATA and in your profession.
Grow	as a translator and interpreter, as a member of a vital and demanding profession, and as a human being.

More services, more benefits, more reasons to be an ATA member.

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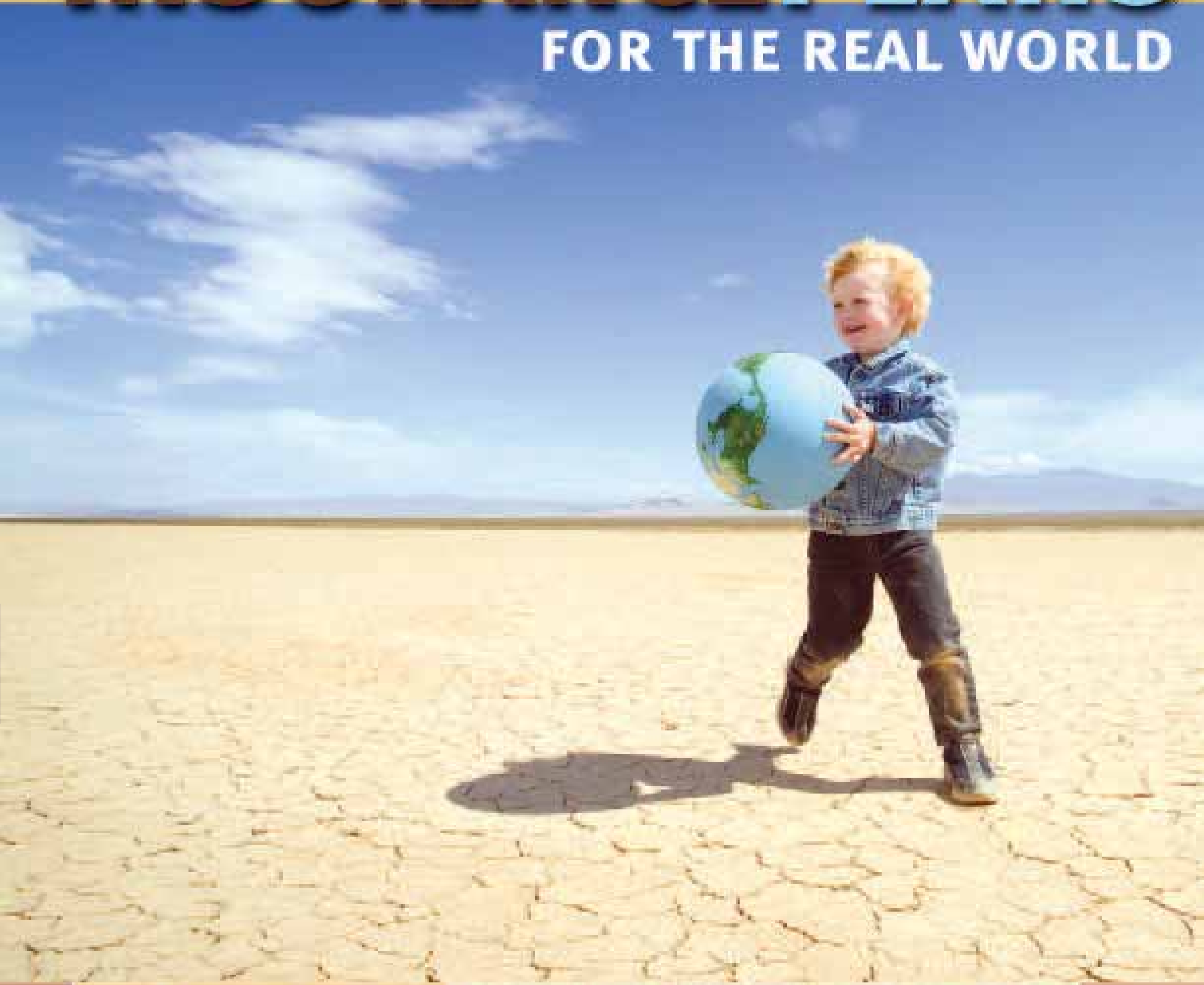

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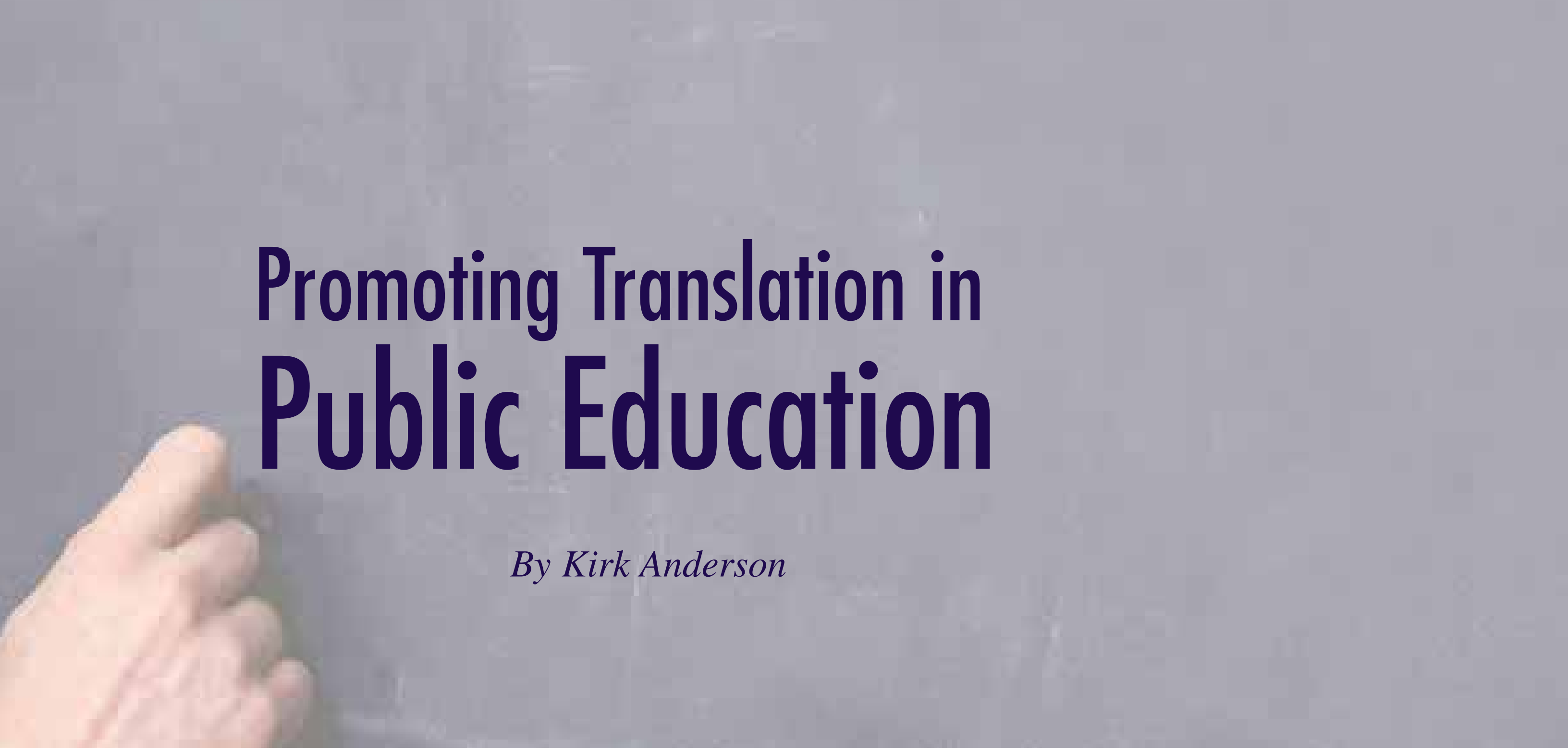

Promoting Translation in Public Education

By Kirk Anderson

ATA's pro bono project, which is undertaken in conjunction with ATA's Annual Conference, highlights the critical role that translators and interpreters play in our society, and often gives volunteers an opportunity to make a difference. In 2007, ATA's pro bono project ventured into new territory. For the first time, ATA partnered with its local chapter, in this case the Northern California Translators Association (NCTA), to develop and implement a pro bono project that combines several innovations:

The Center for the Art of Translation (CAT) was the recipient of ATA's first Award for Outstanding Achievement in Promoting Translation in Public Education. CAT founder Olivia Sears accepted the award on behalf of the Center.

- Never before has a pro bono beneficiary been an organization specifically devoted to translation, in this case the San Francisco-based Center for the Art of Translation (CAT);
- Never before has ATA had the opportunity to combine its school outreach work with its pro bono project;
- Never before has the pro bono project been grounds for the presentation of an award: CAT was the recipient of ATA's first Award for Outstanding Achievement in Promoting Translation in Public Education; and
- Never before has the pro bono project kept on giving: this one will continue through the rest of the 2007-2008 school year.

So what is all the fuss about? Founded by ATA member Olivia Sears, CAT's many activities include the publication of the respected literary annual *Two Lines: A Journal of Translation*—now in its 14th year of publication—which features English translations from dozens of languages, in genres extending far beyond traditional literature. On

ATA member Tony Beckwith, along with Inés Swaney (not shown), talked to students about the profession as part of the San Francisco-based Center for the Art of Translation's Poetry Inside Out program, which brings literary translators into Bay Area elementary and middle school classrooms to teach the art of translation.
Photo courtesy of Olivia Sears, Center for the Art of Translation

November 1, CAT launched its most recent series: *New World/New Words: Recent Writing from Latin America.*

One of CAT's most innovative initiatives is its Poetry Inside Out (PIO) program, which brings literary translators into Bay Area elementary and middle school classrooms to teach the art of translation. Through a series of activities, culminating in anthologies of student work and public poetry recitals, the PIO program seeks to demonstrate the benefits of bilingualism, encourage language learning, and promote reading and translation skills. Although the current program works predominantly with bilingual Latino children, a pilot program in Chinese is being developed.

On October 31, 2007, two intrepid ATA volunteers, Inés Swaney and Tony Beckwith, visited a PIO classroom in San Francisco. We had been forewarned to recruit engaging, charismatic presenters because the kids were capable of "eating unwary visitors alive." The visit was a resounding success. The kids listened in rapt attention to Inés and Tony's anecdotes about their experience as professional translators and interpreters, and—I think this says it all—the session ended with the kids asking for Inés and Tony's autographs. Tony and Inés walked away inspired by the students and confident that they had planted some seeds that may one day bear fruit in the form of the next generation of our colleagues.

For the first time, ATA's pro bono project will extend beyond the conference. Over the rest of the school ➡

year, members of ATA's local chapter, the Northern California Translators Association (NCTA), will visit other PIO classrooms to discuss our professions with the students. CAT is also considering bringing professional translators and interpreters into the classrooms as a permanent component of their program. (If you are a Bay Area translator or interpreter interested in getting involved, please contact NCTA for more information.) Inés and Tony would also be pleased to talk to anyone interested in learning more about their experience in the classroom.

As mentioned earlier, ATA presented CAT with the first ATA Award for Outstanding Achievement in Promoting Translation in Public Education. The PIO program echoes ATA's primary purpose: to promote the recognition of the translation and interpreting professions. By recognizing and supporting such a program, ATA not only encourages the expansion and replication of their efforts and similar efforts to raise awareness of translation and interpreting, but also plays an active role in the cascading impact such efforts will have on future generations of language professionals and their clients.

On behalf of ATA, I would like to thank CAT and their PIO program for the great work they are doing; the NCTA in general, and Tuomas Kostiainen, Yves Avérous, Naomi Baer, Alison Dent, and Jacki Noh in particular for their support of this project; the ATA Board and Headquarters staff for their assistance in making this project a reality; and especially Inés Swaney and Tony Beckwith, for going where no translators have gone before.

Get Involved!

If you are interested in offering your services for a pro bono project in conjunction with ATA's 49th Annual Conference in Orlando, Florida (November 5-8, 2008), please contact ATA Executive Director Walter Bacak at walter@atanet.org or 703-683-6100 (ext. 3006).

Suggested links for more information:

Center for the Art of Translation
www.catranslation.org

American Translators Association
www.atanet.org/pressroom/pro_bono_project_next.php

Northern California Translators Association
www.ncta.org

Poetry Inside Out
www.catranslation.org/education.html

Two Lines: A Journal of Translation
www.catranslation.org/Translation/issues.html

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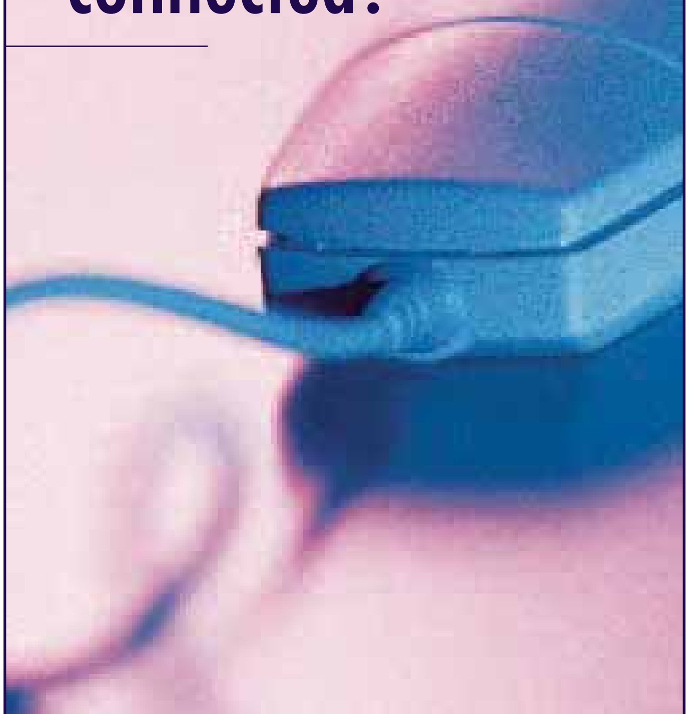

Many of ATA's announcements and special offers are now sent to members by e-mail. E-mail you will receive from ATA includes:

- Information about seminars, conferences, and regional group meetings
- Association and division news updates
- Membership renewal reminders
- Notices of certification exams, division newsletters

Don't miss out! Keep your ATA contact information current. You can make updates online at www.atanet.org/MembersOnly, or you can send your information to mis@atanet.org with your ATA membership number in the subject line.

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American Translators Association

48th Annual Conference

2007 Honors and Awards Recipients

San Francisco, California | October 31–November 3, 2007

American Foundation for Translation and Interpretation

JTG Scholarship in Scientific and Technical Translation or Interpretation

The $2,500 JTG Scholarship in Scientific and Technical Translation or Interpretation was awarded to Cheryl McKay, a student in the Translation Studies MA program at Kent State University. Ms. McKay, who specializes in Spanish→English translation, plans to enter the fields of marketing, communication, and business development after graduation.

Other applications for this award were received from New York University, the University of Minnesota, Brigham Young University, Western Oregon University, the University of North Carolina-Charlotte, Hobart and William Smith College, and Rutgers University.

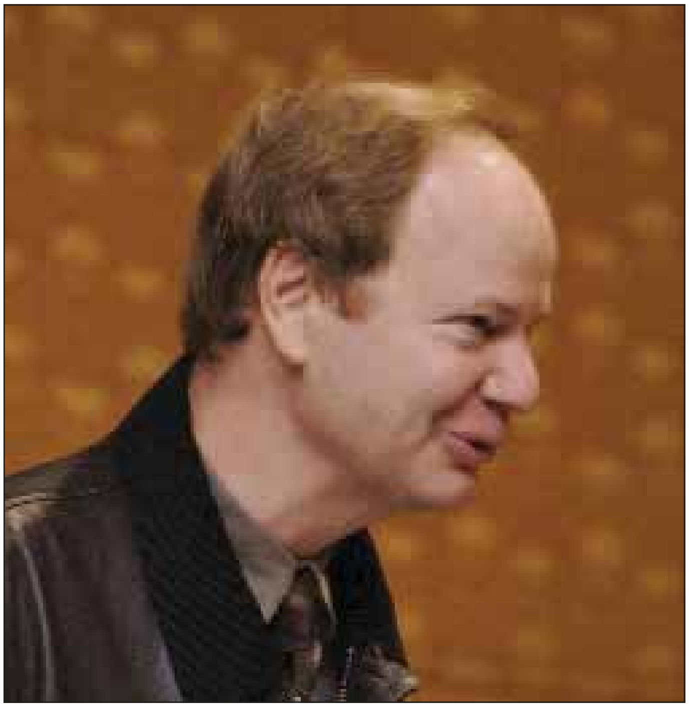
Founded in 1995 by ATA Past President Muriel Jérôme-O'Keeffe, JTG Inc. is a language consultancy that supports homeland security, intelligence, and global business with cross-cultural communications. JTG Inc. has underwritten the AFTI scholarship since 2001. Visit: www.jtg-inc.com.

Cheryl McKay

Suzanne Gagliardi

S. Edmund Berger Prize for Excellence in Scientific and Technical Translation

The S. Edmund Berger Prize for Excellence in Scientific and Technical Translation, made possible by an endowment from the children of Dr. S. Edmund Berger, was awarded to Suzanne Gagliardi. An ATA-certified translator (French and German→English), Ms. Gagliardi specializes in scientific and technical translation, with an emphasis on patent translation. As one member of the award panel wrote, "her background, education, experience, and accomplishments should serve as a model for anyone wishing to excel in technical and scientific translation."



Philip Boehm

Ungar German Translation Award

Philip Boehm is the recipient of the Ungar German Translation Award for his translation of *A Woman in Berlin*.

First published in 1954, *A Woman in Berlin* was written by an anonymous journalist, who was 34 at the time she started this eight-week diary in April 1945, when the Russians were invading Berlin and the city's mostly female population was heading to its cellars to wait out the bombing. Anyone who was able looted abandoned buildings for food of any kind. Soon the Russians were everywhere, and drunken Russian soldiers raped women indiscriminately. After being raped herself, the author decided to "find a single wolf to keep away the pack." Thanks to a small series of Russian officers, she was better fed and better protected at night. Her story illustrates the horror war brings to the lives of women when the battles are waged near a home front (rather than a traditional battlefield). Nearly half a century ago, when her diary was first published in German, it challenged the postwar silence and all it concealed: guilt, lies, defensiveness, and denial.

Mr. Boehm has translated numerous authors from Polish and German, including Franz Kafka, Ingeborg Bachmann, Stefan Chwin, and Wilhelm Genazino. His translations have received several awards, most recently the Schlegel-Tieck prize from the U.K. Society of Authors. He also works as a stage director and playwright, and has produced original plays, including Mixtitlan, Soul of a Clone, and Alma en venta/Soul on Sale.

The Ungar German Translation Award is bestowed biennially in odd-numbered years for a distinguished literary translation from German into English that has been published in the U.S.

ATA Student Translation Award

Alexis Crowell, a student at the College of Wooster in Wooster, Ohio, is the recipient of the ATA Student Translation Award, in the amount of $1,000, for her translation project from Russian into English of *The Obstacle: Selected Works of Daniil Ivanovich Kharms.* Daniil Kharms, a writer in the Soviet Union from the mid-1920s to the early 1940s, was particularly noted as a master of absurdism and of the short story. Ms. Crowell spent her junior year abroad in St. Petersburg, Russia, where she took classes and learned a great deal about Daniil Kharms, who was a native of St. Petersburg. She continued her research on Daniil Kharms upon her return to the College of Wooster.

Other applications for this award were received from the College of Wooster, the University of Texas at Austin, Kent State University, the University of California-Los Angeles, and Barnard College, Columbia University.

See page 48 for the 2008 Honors and Awards entry guidelines.

Alexis Crowell and Peter Krawutschke

School Outreach Contest Winner Draws Attention of Florida Governor, Local Media:

2008 Contest Now Open

By Lillian Clementi

Alina Mugford

> It is important that Florida schools accommodate foreign language programs. Your commitment to advancing foreign language has helped to shape the future of education. Congratulations!
> — Florida Governor Charlie Crist

ATA member Alina Mugford of Bradenton, Florida, took the prize in the Association's third School Outreach Contest. Working through a press release service offered by her local chamber of commerce, she used her award to promote the profession and her own business, drawing attention from Florida Governor Charlie Crist and local media.

"Between, between and drink a chair."

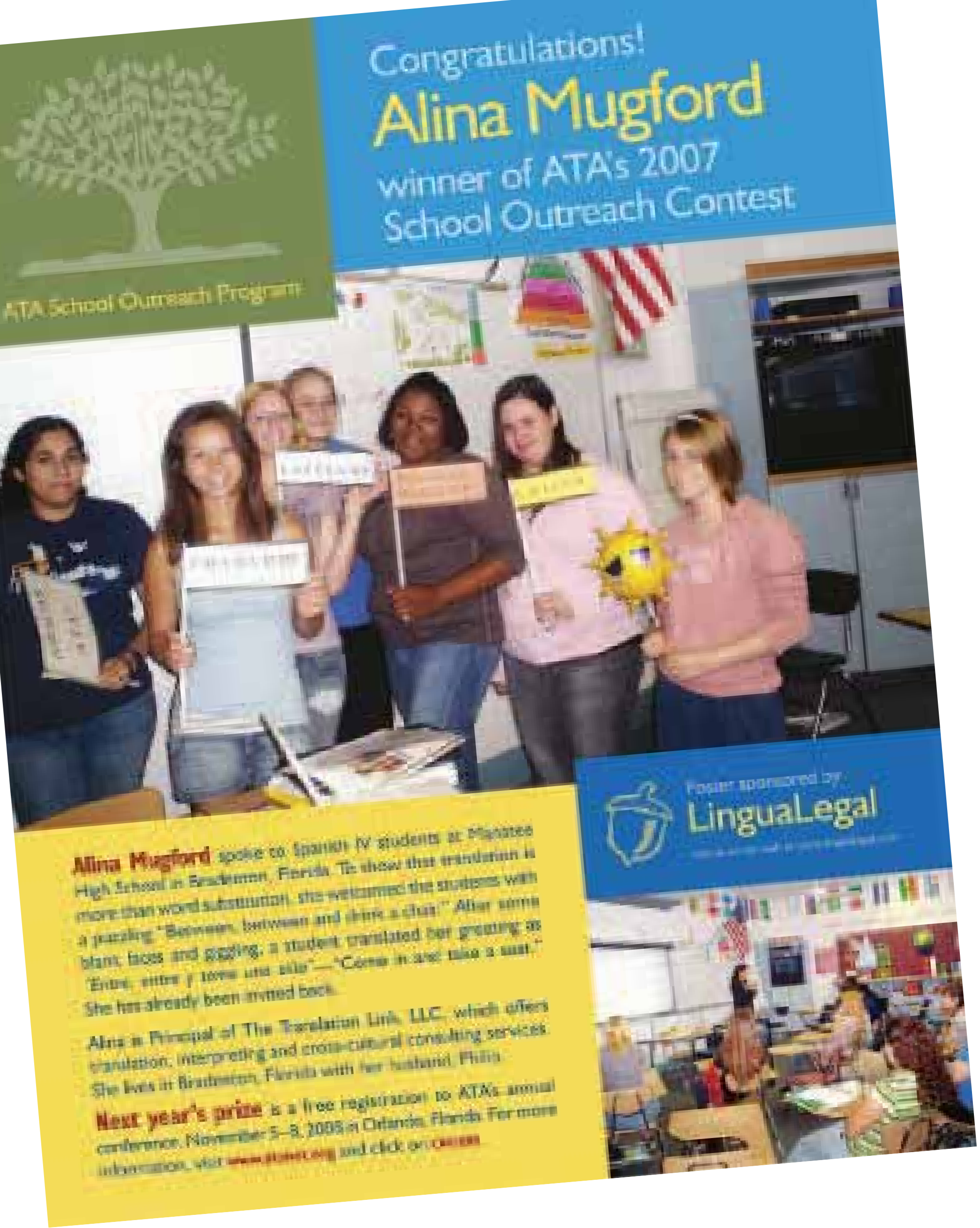
To break the ice and show that translation is more than word substitution, Alina welcomed Spanish IV students at Bradenton's Manatee High School with a puzzling, "Between, between and drink a chair." After some blank faces and giggling, a student translated her greeting as *Entre, entre y tome una silla* (Come in and take a seat).

Using a laptop and a projector, Alina highlighted the roles of the translator, interpreter, proofreader, and editor in various work settings, using Internet resources she found on ATA's School Outreach webpage (www.atanet.org/ata_school/school_outreach_materials.php). She then introduced the students to ATA's website, explained ATA's mission, and concluded her presentation with an online visit to the list of translation and interpreting programs offered by ATA institutional members (www.atanet.org/careers/T_I_programs.php). She also left a copy of *Park's Guide to Translating and Interpreting Programs in North America* with Manatee's Spanish teacher, Diane Fisher.

"Mrs. Fisher said that she could only give me 25 minutes to do the presentation," Alina said, "but she and the students liked it so much that she asked me to come next year and speak for a whole hour. I enjoyed making the presentation and am looking forward to doing it again next year."

A World of Opportunity

Although she is a relative newcomer to the translation profession, Alina has many years of experience with translation and interpreting in the business world. After holding a variety



of managerial positions in sales, marketing, and public relations in multinational companies, she recently launched her own business, The Translation Link LLC, providing translation, cross-cultural consulting, and other language-related services to businesses and organizations that want to cater to Spanish-speaking clients. One of her first major projects was the translation of the Manatee Chamber of Commerce website into Spanish.

And she is no stranger to the classroom. For several years Alina taught advertising management, public relations management, and public speaking as an assistant professor at the Universidad Metropolitana in Venezuela, and more recently she has taught Spanish and English as a Second Language at high schools in the Bradenton area, both as a volunteer and as a staff member.

Alina joined ATA in 2007 and is currently seeking certification for English→Spanish translation. She is also cultivating English↔Spanish interpreting skills, with a focus on business and medicine. "Translators and interpreters have the world in front of them to pursue their careers and serve their communities," says Mugford. "The human side of the profession is extremely important to me."

Congratulations from the Governor

Alina was quick to put her advertising and public relations expertise to work. As soon as she heard that she had won the School Outreach Contest, she and a friend drafted a press release and uploaded it to the website of the Manatee Chamber of Commerce. Through the Chamber's media service, Alina scored four mentions in three different publications during September 2007, including the online and print editions of the *Bradenton Herald.*

In late October, Florida Governor Charlie Crist wrote to congratulate her on winning the contest. "It is important that Florida schools accommodate foreign language programs to meet the needs of our diverse culture," he wrote. "Your steadfast commitment to advancing foreign language in schools has helped to shape the future of education. Congratulations and best wishes on all your future endeavors!"

School Outreach organizers are currently exploring ways to help future contest winners replicate Alina's successful public relations initiative. Possibilities include creating a kit containing a model press release and tips on using the award to promote the winner's business in his or her local media and business community.

"I Saw You on TV"

School outreach can raise your professional profile even if you do not win the contest. Well-known ATA conference speaker Jonathan Hine has become a local celebrity in and around Charlottesville, Virginia, after making a 40-minute presentation to high school students in November 2006. Charlottesville's public access television channel filmed the presentation and has aired it regularly ever since, says Hine. "Not a week goes by that someone does not accost me with 'I saw you on TV the other day.'" The program proved so popular that it has been copied to DVD and made available to all middle school and high school guidance counselors in ➡

School Outreach Contest Winner Draws Attention of Florida Governor, Local Media: 2008 Contest Now Open Continued

Charlottesville and the surrounding counties.

Enter the 2008 Contest and Win Free Conference Registration

ATA is now accepting entries for the 2008 School Outreach Contest. The prize is free registration to ATA's 49th Annual Conference at Walt Disney World in Orlando, Florida, November 5-8, 2008.

The deadline for submissions is July 21, 2008, and the winner will be contacted no later than August 18, 2008. Here's how to enter:

1. Visit the School Outreach homepage at www.atanet.org/ata_school/index.php and click on Presentation Resource Materials.
2. Pick the age level you like the best and click on it.
3. Download a presentation and deliver it at your local school or university.
4. Get someone to take a picture of you in the classroom. For tips on getting an effective photo, see "Three Steps to a Winning Shot."
5. Send your picture via e-mail to ATA's Public Relations Committee at pr@atanet.org using the subject line "School Outreach Contest," or mail your entry to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include your name and contact information, the date, the school's name and location, and a brief description of the class.

You may submit multiple entries, and any member of ATA or of any ATA-affiliated organization is eligible to enter. For more information, contact Lillian Clementi at lillian@lingualegal.com.

And Even if You Don't Win...

...you can still earn ATA continuing education (CE) points for the time you spend in the classroom. Each hour of school outreach presentation time earns two points, subject to a maximum of six points in each three-year reporting period. Two or more school outreach presentations of less than 60 minutes may be combined to reach the one-hour mark, and no advance approval is required. Visit www.atanet.org/ata_school/ce_points_form.php to get additional information on CE points for school outreach and to download a CE form designed specifically to document CE points for school outreach.

Three Steps to a Winning Shot

1. Make sure the photo shows clearly that you are talking about translation and/or interpreting. This could include words behind you on a whiteboard, chalkboard, or flip chart; an interesting prop; or classroom decorations such as flags, foreign-language vocabulary, or maps. Visual impact will improve the quality of your photograph and make your presentation more interesting and engaging. Avoid shots of PowerPoint presentations, which usually appear as blank screens in photographs.

2. Include yourself and one or more students in the photo if you can. If the school's confidentiality policy prohibits showing children's faces in the photo, try a shot that shows them from the back. Ask the teacher or school photographer to take the photograph for you, or ask if the school newspaper or yearbook is interested in photographing your presentation. You can also invite a colleague, family member, or friend to come along and take pictures.

3. Aim for a photo that is clear enough for effective reproduction in *The ATA Chronicle* and promotional materials. Ideally it should be visually pleasing as well, although we are willing to do some cropping and enhancing if the content is good. For a few basics on photography and composition, visit www.wildthingsphoto.com/tips/tip0206.htm.

The ideal photograph would combine all three elements to create a picture that captures the fun of translation and interpreting, your passion for the profession, and the interest and engagement of your audience. For examples, visit www.atanet.org/ata_school/photo_gallery.php, where a variety of successful school outreach photographs are on display.

Did you miss the ATA Annual Conference?

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American Translators Association
48th Annual Conference
Hyatt Regency San Francisco, California October 31-November 3, 2007
DVD-ROM of Conference Sessions

ATA's primary goal is to foster and support the professional development of translators and interpreters. In order to reach more professionals in more successful ways, ATA is creating an electronic library of advanced education that will have increased availability and easier accessibility.

Sessions of the 48th Annual Conference have been audiotaped and integrated with supporting slides, documents, and other information to create a multimedia DVD-ROM that will serve as a valuable educational tool.

Note: Not all presentations were recorded due to speaker consent, audio problems, or program changes. DVD-ROMs are Windows compatible and will play in your computer DVD drive only, not in your audio or home DVD player.

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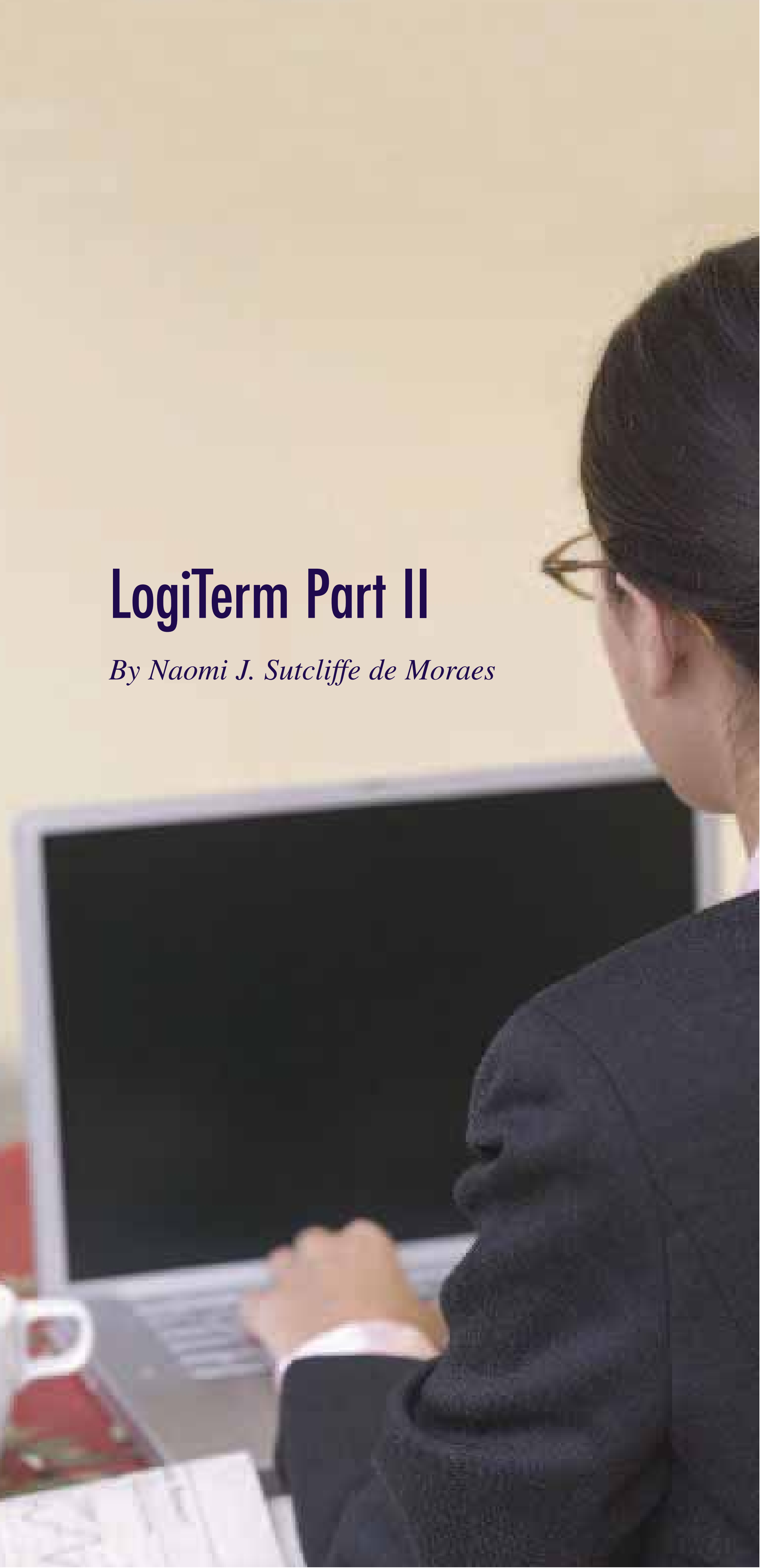
To order your DVD-ROM, visit www.atanet.org/conf/2007/dvdrom.htm.



LogiTerm Part II

By Naomi J. Sutcliffe de Moraes

Please note that the reviewer is not affiliated in any way with the products being discussed. This review does not represent an endorsement of the product by ATA. All opinions are solely those of the author.

In the November/December issue I described what LogiTerm does, its search interface, and how it stores and searches terminology files. For those who did not read Part I of my review of this tool, I will just summarize these points here.

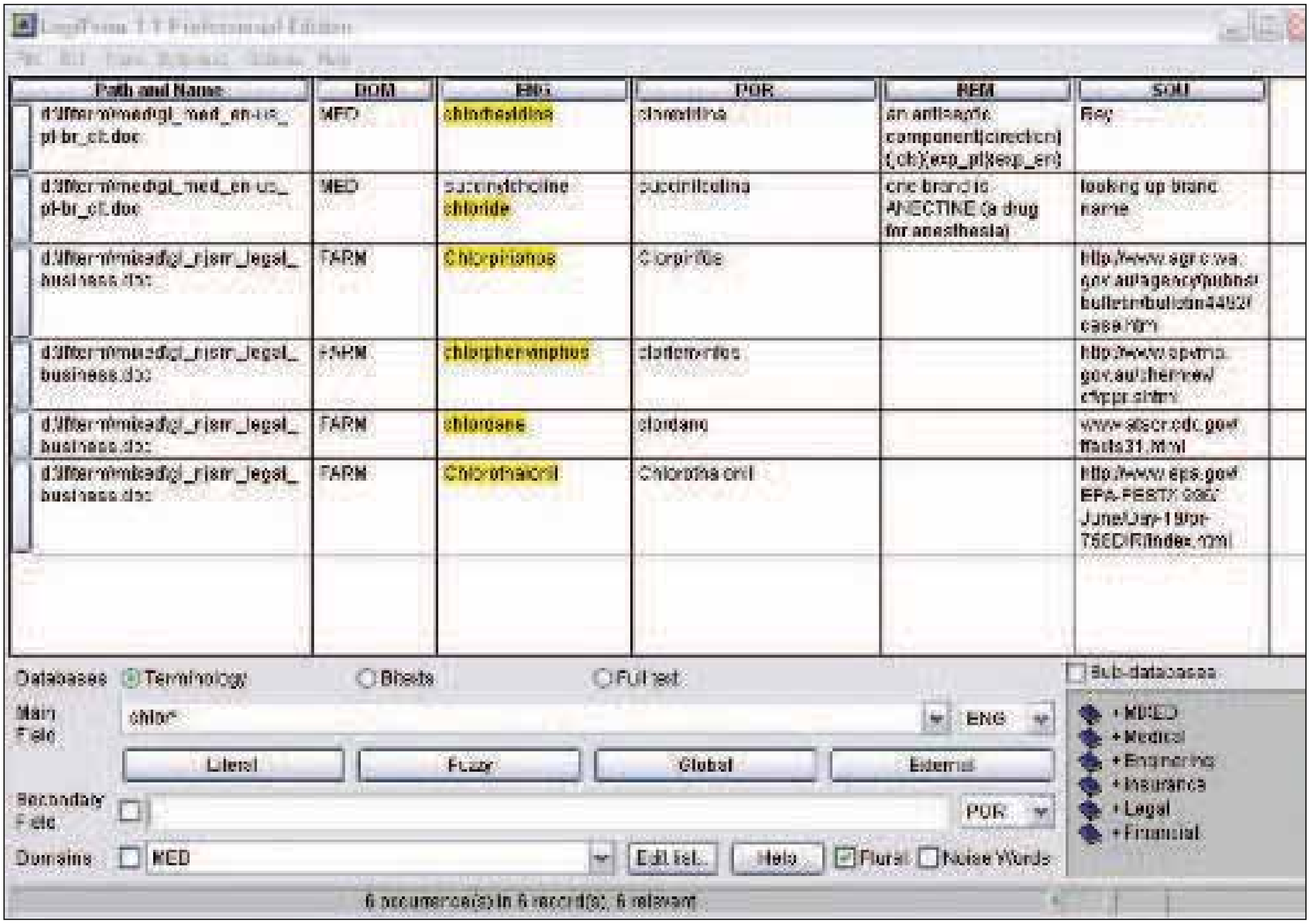
LogiTerm indexes terminology files, aligns translations and reference files, and allows you to search these files from a single interface, as shown in Figure 1 on page 23. The results shown here are for a fuzzy search on "chlor*" in the terminology database. Double-clicking on a cell will copy its contents to the clipboard. (See the November/December issue for more information on how LogiTerm stores data and searches for information.)

Bitext Files

Creating and searching terminology files was addressed in Part 1 of this review. The second type of file that can be indexed and searched is what LogiTerm calls a bitext, which is a file containing an original text aligned with its translation. LogiTerm stores bitexts in HTML (HyperText Markup Language), in a two-column format. Its alignment tool is extremely accurate, and I rarely have a problem with the resulting bitext alignment. The advantage of searching bitexts rather than a translation memory is that you get more than just a random segment—you can click on the segment and see the entire paragraph, or even the entire document. LogiTerm is not the only corpus-based tool. You can find a general discussion of this type of tool and others in the article "Taking the Plunge" in the June and July 2007 issues.

Bitext Generation: LogiTerm's automatic alignment feature is excellent, as it uses an algorithm that takes into

Figure 1: LogiTerm search interface showing fuzzy search results



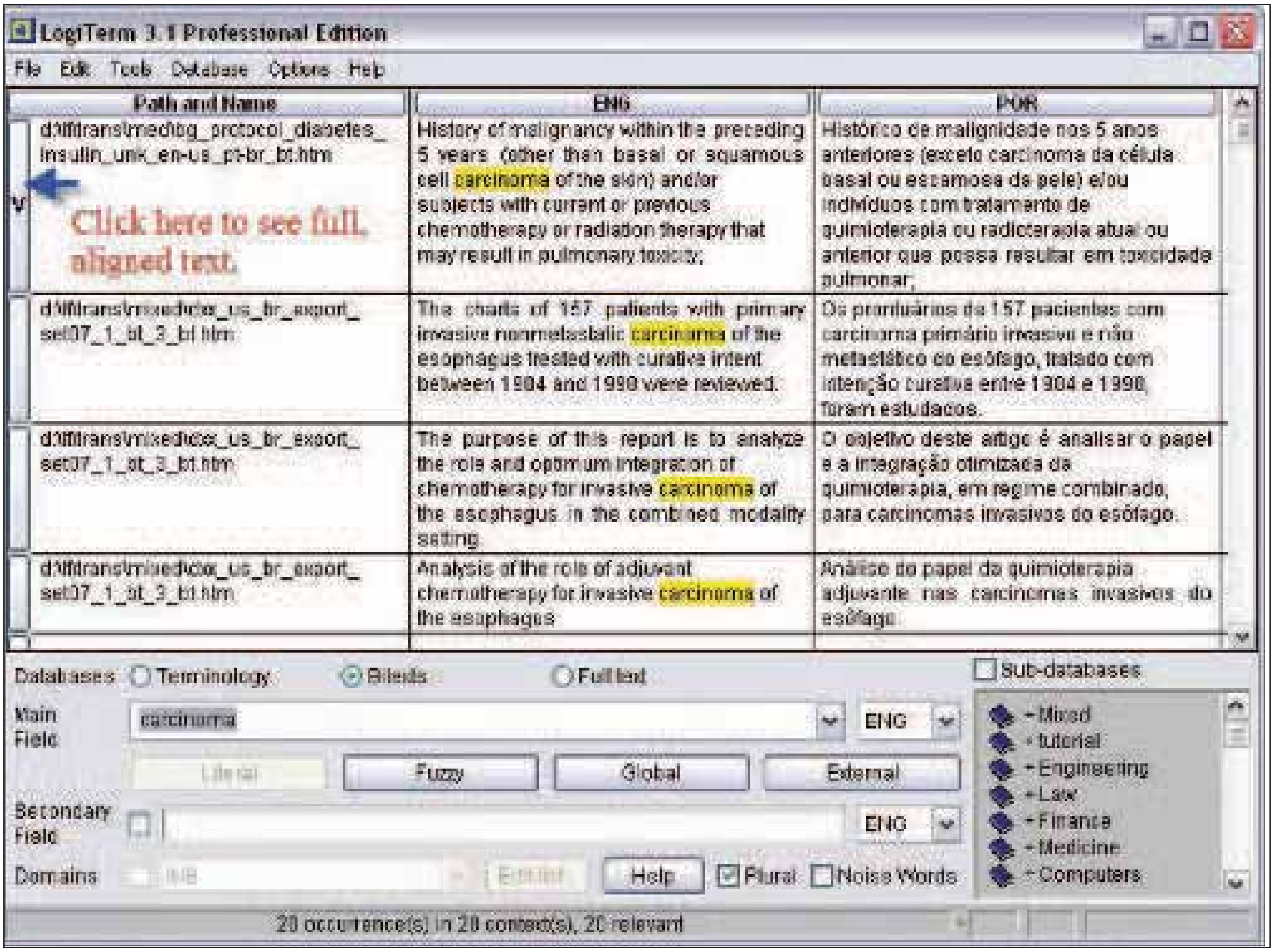
Path and Name	DOM	ENG	POR	REM	SOU
d:\lterm\med\gl_med_en-us_pt-br_ct.doc	MED	chlorhexidine	clorexidina	an antiseptic component(direction)(ok)(exp_pt)(exp_en)	Rey
d:\lterm\med\gl_med_en-us_pt-br_ct.doc	MED	succinylcholine chloride	succinilcolina	one brand is ANECTINE (a drug for anesthesia)	looking up brand name
d:\lterm\misc\gl_risr_legal_business.doc	FARM	Chlorpirifos	Clorpirifós		http://www.agric.wa.gov.au/agency/pubns/bulletin/bulletin4492/case.htm
d:\lterm\misc\gl_risr_legal_business.doc	FARM	chlorphenvinphos	clorfenvinfos		http://www.apvma.gov.au/chemrev/cfvpp.shtml
d:\lterm\misc\gl_risr_legal_business.doc	FARM	chlordane	clordano		www.atsdr.cdc.gov/tfacts31.html
d:\lterm\misc\gl_risr_legal_business.doc	FARM	Chlorothalonil	Chlorothalonil		http://www.epa.gov/EPA-PEST/1997/June/Day-19/pr-756DIR/index.html

account more than just punctuation. It can align up to 25 pairs of files at a time. LogiTerm does not currently include a manual alignment tool, though I have never needed one. Bitext files are stored in HTML format so they can be edited with MS Word or an HTML editor. The only time it did not align two files correctly, I realized I had left an entire page out of one document when converting it from paper. If you are interested specifically in automatic alignment, see Terminotix's AlignFactory tool. It has a manual editor and has no restriction on the number of files. Note that LogiTerm can index—and align—MS Word, WordPerfect, HTML, Excel, PowerPoint, and PDF files (when not created from an image). These files do not need to be converted before indexing. Having such a reliable bitext generator led me to search on the Brazilian and Portuguese government websites for official translations of laws, and I was able to align them and add them to my bitext collection.

Translation Memory Conversion: LogiTerm can import data created in translation environment tools such as SDLX, SDL Trados, and Déjà Vu X (DVX) if it is first exported to the Trados or TM/2 formats by these tools. This feature was very convenient for me because I have years of data stored in translation environment tools, and I was able to import it in two steps. LogiTerm can also export aligned files into the Trados or TM/2 format for subsequent import by other tools, and its automatic alignment tool is much faster than the manual alignment tool provided with most translation environment tools.

Editing Visualization Tool: If you are sent a translation to edit, with the source text in one file and the translation in another, you might consider using the bitext generation feature to create an aligned file, since reviewing an aligned file makes it easier to spot errors. This two-column format is one of the reasons so many translators like translation environment tools like across, DVX, and SDLX. (See the article "Taking the Plunge" in the ➡

Figure 2: Bitext search results


LogiTerm 3.1 Professional Edition
File Edit Tools Database Options Help
Databases ○ Terminology ● Bitexts ○ Full text
Main Field
ENG
Literal Fuzzy Global External
Secondary Field ☐
ENG
Domains
Edit list
Help ☑ Plural ☐ Noise Words
☐ Sub-databases
- Mixed
- tutorial
- Engineering
- Law
- Finance
- Medicine
- Computers

Click here to see full aligned text.

carcinoma

Path and Name	ENG	POR
d:\lf\trans\med\bg_protocol_diabetes_insulin_unk_en-us_pt-br_bt.htm	History of malignancy within the preceding 5 years (other than basal or squamous cell carcinoma of the skin) and/or subjects with current or previous chemotherapy or radiation therapy that may result in pulmonary toxicity;	Histórico de malignidade nos 5 anos anteriores (exceto carcinoma da célula basal ou escamosa da pele) e/ou indivíduos com tratamento de quimioterapia ou radioterapia atual ou anterior que possa resultar em toxicidade pulmonar;
d:\lf\trans\mixed\ca_us_br_export_set07_1_bt_3_bt.htm	The charts of 157 patients with primary invasive nonmetastatic carcinoma of the esophagus treated with curative intent between 1984 and 1998 were reviewed.	Os prontuários de 157 pacientes com carcinoma primário invasivo e não metastático do esôfago, tratado com intenção curativa entre 1984 e 1998, foram estudados.
d:\lf\trans\mixed\ca_us_br_export_set07_1_bt_3_bt.htm	The purpose of this report is to analyze the role and optimum integration of chemotherapy for invasive carcinoma of the esophagus in the combined modality setting.	O objetivo deste artigo é analisar o papel e a integração otimizada da quimioterapia, em regime combinado, para carcinomas invasivos do esôfago.
d:\lf\trans\mixed\ca_us_br_export_set07_1_bt_3_bt.htm	Analysis of the role of adjuvant chemotherapy for invasive carcinoma of the esophagus	Análise do papel da quimioterapia adjuvante nas carcinomas invasivos do esôfago

20 occurrence(s) in 20 context(s), 20 relevant

June and July issues for a more complete description of translation environment tools.)

LogiTerm's automatic alignment feature is excellent, as it uses an algorithm that takes into account more than just punctuation.

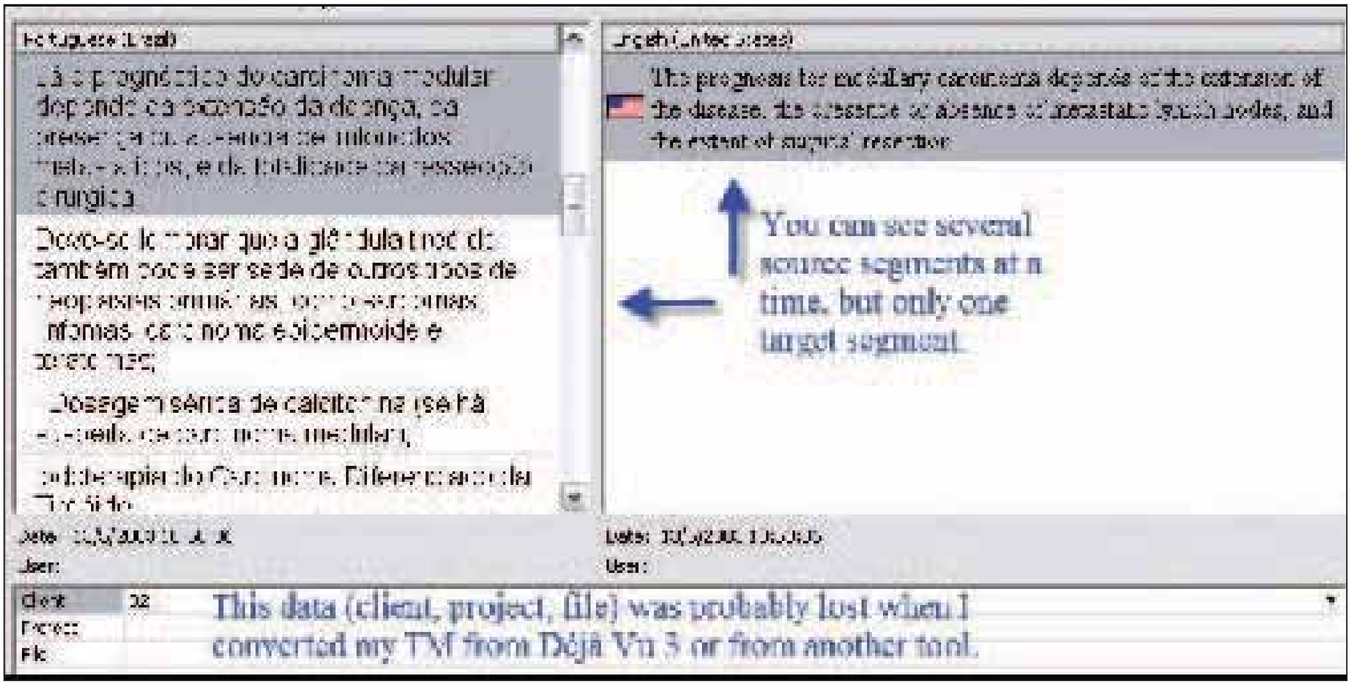
Search Results Table: Figure 2 shows the result of a bitext search for *carcinoma* in English. The order of the result grid columns can be configured, and does not indicate the order in which the file was translated. I use a code in the filename to tell me which language is the source language. The search results table shows only the original text and its translation, but clicking on the bar on the left opens an unformatted copy of the entire aligned file, providing more context for the segment. You can also search for content in a second field.

LogiTerm also provides a way for you to create terminology records from the bitext search results table or from a bitext file open in MS Word, which is useful when reviewing translations done by others that are aligned as reference files. The name of the bitext file from which the term was extracted is automatically inserted in the terminology record.

As with terminology files, aligned translations do not need to be in LogiTerm's native format to be indexed. You can throw a file in any format into a folder containing bitexts and tell LogiTerm to index it. When search results are shown, the two language columns will be blank, but the path and filename will be displayed. Clicking on the bar to the left will open the original file at the point where the search word appears, showing the original and the translation.

Comparison with Translation Memory Tools: Searching the translation memories of translation memory tools is somewhat complicated if you are not translating in the tool (either because the source text is not in electronic

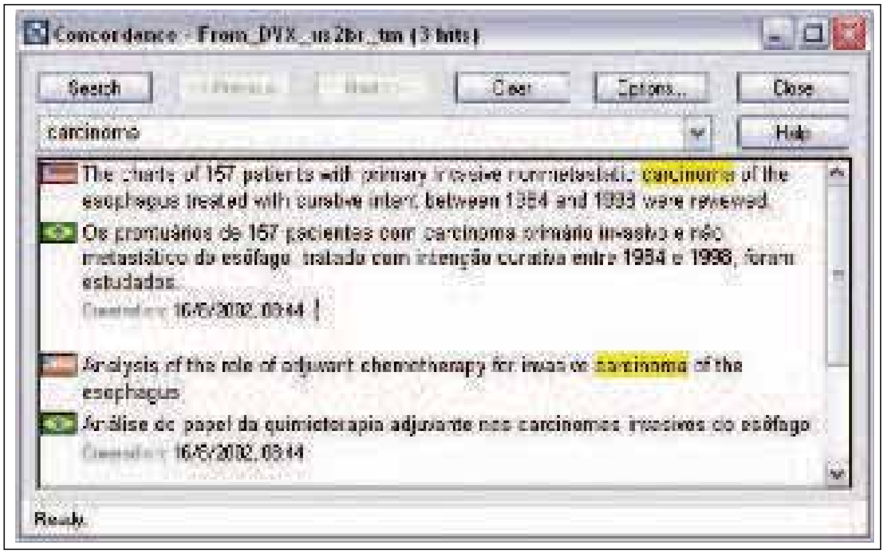
Figure 3: Déjà Vu X TM search results



You can see several source segments at a time, but only one target segment.

This data (client, project, file) was probably lost when I converted my TM from Déjà Vu 3 or from another tool.

Figure 4: SDL Trados TM search results



The charts of 157 patients with primary invasive nonmetastatic carcinoma of the esophagus treated with curative intent between 1984 and 1993 were reviewed.

Os prontuários de 157 pacientes com carcinoma primário invasivo e não metastático do esôfago, tratado com intenção curativa entre 1984 e 1998, foram estudados.

16/6/2002, 03:44

Analysis of the role of adjuvant chemotherapy for invasive carcinoma of the esophagus

Análise do papel da quimioterapia adjuvante nos carcinomas invasivos do esôfago

16/6/2002, 03:44

format, or because the client requested that a specific tool be used and you normally use a different tool). DVX's TM lookup interface is shown in Figure 3. I rarely used it even before I purchased LogiTerm, although I have had DVX for years. Its search mechanism allows you to use SQL (a structured query language designed for the retrieval and management of data in relational database management systems) commands to perform complicated searches. However, despite having studied SQL a few years ago, I never remember the commands and only perform simple searches. First, in DVX, the left column shows the segments found based on my search on *carcinoma*, but the word (*carcinoma*) is not highlighted in any way. Second, the right column shows the translation for only the selected cell on the left. So, you must click-click-click-click to see the different translations one by one, rather than just scrolling as in LogiTerm. The data in the bottom window would provide some context information (client, project, filename) if it had not been lost somewhere along the way. Another advantage of LogiTerm is that you can put as much or as little information as you want in the filename to indicate external information.

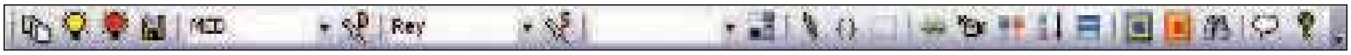
SDL Trados' TM lookup interface is shown in Figure 4. It allows only simple searches, and shows only date/time information and the name of the user who added the segment to the TM if the segment was created from within SDL Trados (rather than imported, as these two entries were.). The name of the file or project is not shown. The interface does allow you to scroll—rather than click—through the segments.

In summary, the main differences between LogiTerm's bitext search and the two translation environment tools SDL Trados and DVX are:

1. LogiTerm's automatic alignment tool is extremely efficient. I have used it to align hundreds of files with no errors and no manual interaction.

2. LogiTerm allows you to use special search functions (described in the November/December 2007 issue), such as searching for quotes, wild cards, or for one word in the source text and another word in the target text (only segments matching ➡

Figure 5: LogiTerm toolbar in MS Word



both criteria are shown, and both words are highlighted).

3. LogiTerm displays the results from most appropriate to least appropriate, which is similar to Google. Highest priority is given to the exact sequence of words in the search field, then for the search words, but in any order, and then for any of the words in any order.

4. LogiTerm shows the results in a two-column format that you can scroll through quickly.

Reference Files

LogiTerm can index reference files in many formats, including PDF files (see the section on bitext generation earlier in this review). There is no standard format for reference files, so LogiTerm has no way of knowing which language is in a given file. I usually put the language and/or country in the name of the file, or create separate folders/sub-databases for different languages/countries.

When I studied translation, one of my teachers taught me the importance of background reading in the target language to absorb terminology, register, and word collocations. Searching reference texts using LogiTerm allows me to speed up this process, rather than having to read through entire reference documents. One example of how I use reference files is when translating patient information leaflets for drugs. Sometimes I can find a patient information leaflet in the target language online or in print for a similar drug, or even for the same drug manufactured by another company. In these cases, the unknown original text will not be exactly the same as my original text, but the translation will be similar to what I must produce, so the terminology, register, and collocations will be helpful. I search my target-language reference texts on one or two key words and I am taken to the file(s) with similar text. If I were to use Window's search tool, it would only tell me that a certain file in the searched folder contained the search word. I would then have to open the file and do another search within the file for each occurrence.

Another example is when I translate diagnostic laboratory results. The physician is writing about a specific patient, but I can usually find information online about the exam performed and how to understand the results. I stash this away in my medical reference folder and can call it up by searching on the name of the exam. (See "Teaching Medical Translation into English" in the January 2004 issue for more information on how to

Figure 6: Sample output (with standard color coding) after pretranslation of terminology

Example 1: Translated terms added in brackets

The Parties [*parte~*] agree [*concordar*] that any dispute [*controvérsia+*], claim [*reivindicação*] or controversy arising under [*nos termos de*], out of, or in relation to this Agreement [*contrato*] shall [*deverá*] be submitted for adjudication and/or settlement by arbitration proceedings [*autos~+*] in accordance with [*de acordo com*] the Rules [*norma~*] of the American Arbitration Association, and any determination thereon shall [*deverá*] be binding [*vinculante*] upon the Parties [*parte~*] hereto with the same force and effect as if rendered by a court of competent jurisdiction [*juízo competente*], and judgment [*decisão+*] thereon may [*poderá*] be entered by any Party [*parte*].

Example 2: Source text replaced by translated terms

The *parte~* *concordar* that any *controvérsia+*, *reivindicação*, or controversy arising *nos termos de*, out of, or in relation to this *contrato* *deverá* be submitted for...

Example 3: Terms found in terminology database underlined

The Parties agree that any dispute, claim, or controversy arising under, out of, or in relation to this Agreement shall be submitted for adjudication and/or settlement by...

Example 4: Terms found in reference bitexts or monolingual reference documents

No judgments, liens, or security interests will be outstanding at the time of the closing against the Seller or against its business or any assets thereof, except those to be paid and discharged out of the purchase price at closing and approved by the Purchaser's attorney.

use reference texts in medical translation.)

MS Word Toolbar

The MS Word toolbar (see Figure 5 on page 26) is not actually needed to search the LogiTerm databases or to create terminology files in the native format. However, it does provide functions that speed some things up. For example, you can select a word in MS Word and click on a button, which sends the word to the LogiTerm search screen shown in Figure 1 on page 23. It also has shortcuts to aid in the creation of terminology records and for opening favorite terminology files.

Pretranslation and Other Linguistic Functions

LogiTerm performs many of the same functions translation environment tools perform, but by preprocessing the source text rather than doing so interactively, segment by segment, within the tool.

Pretranslation of Terminology: This function searches the terminology files you specify (only those in LogiTerm format) for all terms in a given source text. The result of the search is a copy of the source file with the identified terms marked, as shown in Figure 6 on page 26.

In the first example in Figure 6, a sentence in English has been pretranslated and the terms found in the specified terminology files (in Portuguese in this example) have been added in brackets next to the English. The first term (Parties) exists in the database in the singular, which the program indicates by adding a tilde to the translated term: [*parte*~]. Note that the same term appears in the singular at the end of the sentence and no tilde is added. When the terminology database contains more than one translation for the term, as is the case for "proceedings," the program provides one possible translation and adds a plus sign: [*autos*+]. In this case, the translation *autos* is not a good choice, but the + tells me I can look the term up with the search interface to see what other options I have stored. In this example, 14 of the 17 suggested translations are useful. There is a way to tell LogiTerm about plural inflections on a case-by-case basis, but it is beyond the scope of this article.

LogiTerm allows you to indicate a priority terminology database, made up of one or more terminology files, for pretranslation, in addition to the core set of terminology files. This feature allows you to use terminology files specific to a client or type of document for terminology pretranslation, and can be used by an agency to indicate the terminology that should be used when sending out a job, or in-house by the lead translator when working with interns.

In the second example in Figure 6, LogiTerm replaced the source term with the translation. This kind of substitution could be useful when the source and target languages have similar grammatical structures, and/or when the translator translates many similar documents and has well-defined terminology.

In the third example in Figure 6, LogiTerm simply indicated that a match was found in the database. For the first two examples, I told LogiTerm to look only at legal terminology, but in this example I told it to look at all terms, and it underlined a few extra words, such as "settlement" and "by."

In the fourth example, LogiTerm looked for terms not in the terminology records, but rather in the bitexts. You can configure LogiTerm to look in both the terminology records and bitexts at the same time, in effect combining Examples 3 and 4, with blue underlining for terms and green underlining for bitext matches. In most translation environment tools, you must select terms and click a button to ask the tool to perform this type of search (called Scan in DVX, Concordance in SDL Trados, and Concordance or Fuzzy in *across*).

Export of Glossaries: LogiTerm's Create Glossary function can export your terminology records into other formats, such as an XML file, tab-delimited text file, or a two-column format (just source and target terms) in RTF (Rich Text Format), with fil- ➡

LogiTerm provides a way for you to create terminology records from the bitext search results table or from a bitext file open in MS Word, which is useful when reviewing translations done by others that are aligned as reference files.

tering by domain. This feature allows me to export all my terms into one file that is compatible with my translation environment tools, so I can update my terminology files in only one place.

Batch Search for Entire Segments in Bitexts: A function called LogiTrans can search your bitexts for matches or partial matches of your source text and prior translations stored as bitexts. This feature is similar to what translation environment tools do, but LogiTerm preprocesses the source file and marks the text that has already been translated. As with the pretranslation of terminology, you can configure the program to mark the text with highlighting, or you can have it insert the translation for you. You can also run the output (marked-up) file from this function through the terminology pretranslation function, and the highlighted areas will be ignored during processing. It can also indicate which of the bitext files in your database are most similar to the new source text.

Term Extraction: *This function only works if French or English is the source language.* It scans the selected text or texts for "terms" and outputs a file showing the terms and their frequency, including collocations, if requested. It can also search for the terms in specified terminology files and underline them if they are found. It only works for French and English because it is programmed with specific language information—such as how these two languages form plurals—that aid the identification of terms. LogiTerm is a Canadian tool and French/English is presently its principal market.

External Search Function: *This function only works for French, English, and Spanish.* The External Search Function currently connects only to the Termium database (online or on CD), which only contains terms in French, English, and Spanish. Termium is the Canadian government's linguistic database, and is available through a subscription. LogiTerm simply provides a convenient interface to it. According to Terminotix, the next upgrade will allow the user to search other terminology sites as well. Unfortunately, this will not be user-configurable.

Miscellaneous

I have been impressed by Terminotix's pre- and post-sales support. I have never had any problems with the program, but sometimes have found it hard to figure out how to search in a certain way, or how to convert files from a specific format. They have held my hand through such periods (mainly before and shortly after I purchased the program), even though they had every right to tell me simply to read the manual.

I think that this tool is probably best for specialist translators who must maintain a good deal of terminological data. It is also ideal for translators who deal principally with printed or scanned source texts that cannot easily be fed into a translation environment tool. My most important tip is to make sure you set up a system for naming your files so you will be able to tell at a glance how reliable a source is, which languages a file contains, what country the text is from, and similar information.

The Professional version of LogiTerm has other features that I have not mentioned here due to space limitations. LogiTermWebPlus also has features not included in LogiTerm Professional. The company (Terminotix) says that LogiTerm is compatible with Windows Vista and MS Word 2007, but I have not tested it. Please see the company website for details.

If I could have only one translation tool, it would be LogiTerm.

References:

LogiTerm Professional Edition v. 3.1
www.terminotix.com
Price: 450 Canadian dollars
(approximately US$ 450)

Termium
www.termiumplus.gc.ca

ATA Spanish Language Division
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When Opera parodies Opera

By Ronnie Apter and
Mark Herman

All works of art, including operas, are created in the context of a web of conventions. A work may fully conform to or partially defy the conventions of its day, but it cannot escape being measured against them. And this can be fuel for comedy, which may choose to parody the conventions either implicitly or explicitly. In such a case, the translator needs to be aware of the conventions and make sure that the parody survives in the translation. Meanwhile, the opera translator is working to solve the usual problems: preserving meanings, diction levels, syllable counts, stress patterns, word burdens, aural closures; perhaps also trying to re-create rapid-fire, cleverly rhyming patter. Of course, the result must be singable, and, above all, funny.

These are the problems faced by translators making a performable English translation of *L'occasione fa il ladro ossia Il cambio della valigia / A Thief by Chance or Baggage Astray* by the Italian composer Giocchino Rossini (1792-1868). This 80-minute, one-act opera was first performed in Venice in 1812. Its libretto is by Luigi Prividali, adapted from the French *Le prétendu par hasard, ou l'occasion fait le larron* (1810) by the prolific Eugène Scribe (1791-1861). The critical orchestral score for this work was published by the Fondazione Rossini Pesaro in 1994[1]; the companion piano-

A work may fully conform to or partially defy the conventions of its day, but it cannot escape being measured against them.

vocal score, published in 2007 by Ricordi, includes our translation, which is copyright 2007 by CASA RICORDI-BMG Ricordi S.p.A.[2] All excerpts from *L'occasione fa il ladro* included here are taken from these two scores and are used with permission.

Five late 18th- and early 19th-century European operatic conventions are gleefully employed to the point of parody in *L'occasione fa il ladro:* identity switching, falling in love with a portrait, falling in love at first sight, overly complex plots, and the cowardly, scheming nature of servants. Another convention of both opera and the society of its time, the arranged marriage, is used to motivate dramatic action.

It is easy to retain the parody inherent in this work simply by translating fairly literally. The point is that being aware of the conventions is necessary in order to appreciate the libretto. For instance, to those who know the conventions, the plot is not silly, but satire: an important distinction. In other words, knowledge informs the tone of a translation in a way that is hard to pin down, or to demonstrate by individual examples. Knowledge helped the authors to enjoy the opera and to enjoy translating it—and, we hope, to convey that enjoyment to performers and audiences.

Some of *L'occasione*'s parody of complex plots is evident even in a plot summary, which we will recount here to help readers follow a discussion of an opera they have probably never heard of.

The Story

On a dark and stormy night, our hero, the baritone Don Parmenione, is at a country inn enjoying his dinner while his servant, Martino, cringes in fear of the lightning. Our other hero, the tenor Count Alberto, together with his bit-part servant, comes in to escape the rain. Alberto is going to Naples for an arranged marriage to a woman he has never met. When Alberto leaves, his servant mistakenly takes Parmenione's bag instead of Alberto's.

Parmenione and Martino go through Alberto's bag, finding money, papers, clothes, and a portrait of a girl they assume to be Alberto's fiancée. Parmenione—of course!—falls in love with the portrait and rushes off, Martino in tow, intending to impersonate Alberto and steal his fiancée.

Meanwhile—of course there is a "meanwhile"—in Naples, our heroine, Berenice, is awaiting the arrival of her fiancé, whom she has never met. Berenice is a countess who lives with her uncle Don Eusebio and Ernestina, our other heroine. Ernestina, Berenice's companion, for an as yet an unknown reason, is—of course—posing as a servant. Berenice would like to assess her fiancé without his knowledge, and so persuades Ernestina to switch identities with her.

Enter Parmenione, wearing Alberto's clothes, and Martino, for Alberto is—of course—the fiancé. Parmenione meets Ernestina and again falls in love at once, not caring that she looks nothing like the portrait. Ernestina thinks he is a bit bizarre, but very nice, and hauls him off to meet Don Eusebio, Berenice's uncle.

Enter Alberto, received by Berenice in disguise. (Remember, Countess Berenice is now pretending to be Ernestina pretending to be a servant, while Ernestina is pretending to be Berenice.) Alberto and Berenice immediately take to each other, and Alberto, too, is brought to meet Uncle Eusebio. When the couples and Eusebio are assembled, both Parmenione and Alberto claim to be Alberto, and both believe Alberto is engaged to Ernestina. The five vent their confusion in a quintet.

The second half of the opera is devoted to unraveling the confusion. Berenice is determined to set things right. She rather likes Alberto, but detests Parmenione. She sets herself to trap Parmenione in an inconsistency, which is no difficult task, and reveals her identity.

Now Parmenione and Alberto are confused. The question switches from "Who is the real Alberto?" to "Who is the real Berenice?" Parmenione and Alberto make a pact. If servant-clothed Berenice is the countess, Parmenione will give Alberto back his identity. If she is indeed a servant, Parmenione will continue as Alberto. This sounds like a good solution, but, since this is comedy and parody, there must be more confusion. Berenice says that if Alberto does not tell her the truth at once, she will have nothing more of him in any persona.

Needless to say, after a little more maneuvering, everyone's true identity is revealed and all is forgiven. Through it all, the chief concern of Martino—remember him, Parmenione's servant?—has been to find something to eat.

But wait! Why is Ernestina in disguise? And whose is the portrait Parmenione first fell in love with? A few lines of recitative explain all. Ernestina is in hiding to escape a "vile seducer" who never appears in the opera. The girl in the portrait is Alberto's sister, who never appears in the opera. And, lest the plot

➡

not be complicated enough, the coincidences not piled high enough, Parmenione is a friend of Ernestina's brother (who never appears in the opera), who has been sent to Naples for the specific purpose of finding out what had happened to Ernestina.

In tried and true comedic convention, a double wedding is planned.

Switched Identities

Obviously prominent in the plot of *L'occasione fa il ladro* are switched identities, a staple of 19th-century fiction in general and operas in particular. *L'occasione* librettist Prividali was probably specifically making fun of Mozart's *Così fan tutte,* which was first performed in 1790. In *Così*, two men, disguised as "Albanian" strangers, woo and win each other's fiancées.[3] At the turn of the stuffy 19th century, some found this plot scandalous.

L'occasione makes fun of *Così* by upping the ante. Not only do the men switch identities, but also the women. "Behold," *L'occasione* implies, "I am not scandalous because my lovers, albeit unknowingly, are correctly paired off."

Falling in Love with a Portrait

L'occasione fa il ladro turns to yet another Mozart opera to parody the plot device of a hero who falls in love with a portrait. In Mozart's *Die Zauberflöte / The Magic Flute,* first performed in 1791,[4] Tamino falls in love with Pamina's picture. He sings an impassioned aria about it, beginning:

Dies Bildnis is bezaubernd schön,
wie noch kein Auge je gesehn.
Ich fühl' es, wie dies Götterbild
mein Herz mit neuer Regung füllt.

[This picture is enchantingly beautiful,
more than any eye has yet seen.
I feel how this godly image
fills my heart with new emotion/agitation.]

This boy is definitely in love!

Here is our performable English translation:

I gaze in wonder at a face
whose beauty art cannot portray.
This portrait transports me to a world apart!
A strange emotion fills my heart![5]

Tamino, the hero, rushes off to rescue Pamina, the heroine. Though the situation turns out to be not quite as he thought, he does get the girl in the end. And while *Die Zauberflöte* is a comedy, his love for Pamina is supposed to be accepted by the audience as deep and real.

L'occasione proceeds differently, and much less seriously. Parmenione, unlike Tamino and despite our appellation in the plot summary, is *not* a hero. He does not seek to rescue a girl, but to steal her from another man by means of deception. The girl whose portrait has charmed him is not the heroine of the opera. Indeed, the girl in the portrait never even appears in the opera. And Parmenione promptly falls for the first other girl he sees on his way to his supposed beloved.

The aria Parmenione sings is totally different in mood from that of Tamino. Tamino is impassioned and confused. Parmenione is impassioned and scheming:

D'arrogarmi un nome finto
veramente il passo è ardito, sì, sì;
e può mettermi in procinto
di mangiare il pan pentito, sì, sì;
ma se l'oro all' altro io rendo,
se rinunzio a ogn' altro effetto,
l'interesse non offendo,
non pregiudico l'onor.
Ma poi questo bel visetto
fa scusabile ogni error.

[To claim a false name for myself,
truly the step is bold, yes, yes;
and it could place me on the point
of eating penitential bread, yes, yes;
but if I repay the gold to the other man,
if I renounce everything else,
I do not offend his interests,
I do not prejudice his honor.
And of course this beautiful face
excuses every error.]

In our performable translation, Parmenione sings:

I will take another's name
for I am bold enough to do it. Oh, yes.
I will play a dangerous game
though truth to tell I well may rue it. Oh, yes.
Yet if I return his money,
it is little that he loses.
It is not as if his honor were subjected to assault.
And besides her face excuses
every failing, every fault.

Overly Complex Plots

The twists and turns in the story of *L'occasione* parody a long line of overly complex opera plots, and the creators of *L'occasione* were obviously aware of what they were doing, as two passages of meta-drama make clear. (In meta-drama, characters step outside the dramatic action to comment on the work in which they are appearing.)

In the middle of the opera, all the main characters sing a quintet, which ends with the lyrics:

Di tanto equivoco,
di tal disordine
nel cupo, orribile,
confuso vortice,
urta, precipita,

s'avvolge, rotola,
perduto il cerebro
per aria va:
ma si dissimuli,
che senza strepito
già tutto in seguito
si scoprirà.

[Because of such misunderstanding,
of such disorder
in a dark, horrible,
confused whirlpool,
he knocks about, plunges headlong,
embroils himself, spins;
brain lost, through the air he goes:
but he is deceived,
because without any hubbub,
of course all later on
will be laid bare.]

Since modern audiences often experience instances of meta-drama, we felt that we had to exaggerate somewhat or Prividali's "Without any hubbub, of course all later on will be laid bare" might not be noticed. Therefore, we added the word "masquerade":

Oh how confusedly
implausibilities
of great perplexity
resist analyses!
Insane complexities
increase relentlessly
in whirling vortices
of growing force!
But soon reality
will end the masquerade
and everything will be
made clear of course.

Another passage of meta-drama occurs near the end of the opera. Though all, or almost all, has been explained, Eusebio sings, *"Io sbalordito resto":* "I remain bewildered." Just before Eusebio sings, Ernestina and Parmenione sing their own conclusions. The three phrases, as we have translated them, are: "Oh what a happy moment!" "Oh what a stroke of fortune!" "Oh what complete confusion!" Though explanations have been given, the characters, and perhaps also the audience, remain thoroughly confused.

And not only the audience! Richard Osborne, who wrote the entry on *L'occasione* in the *Grove Dictionary of Opera,* incorrectly states that the portrait in Alberto's luggage is of Berenice.[6] This is the portrait with which Parmenione first falls in love. Since it is a major plot point that neither Alberto nor Parmenione have any idea what Berenice looks like prior to their arrival in Naples, Osborne's error converts *L'occasione* from a complex and somewhat confusing opera into one that makes no sense whatsoever: "Oh what complete confusion!"

Cowardly Scheming Servants

All of the parody discussed so far has pertained to plot. However, one convention parodied by *L'occasione* pertains to character. The scheming and/or cowardly servant dates back to the classic comic drama of the ancient Greeks and Romans. Once again, *L'occasione fa il ladro* indicates it is making fun of the conventions per se, as opposed to merely conforming to them, by having the performers almost step out of character to comment. When he is being grilled about the identity of his master, Martino says:

La verità! Ma come mai, signore,
pretenderla si può da un servitore?

[The truth! But how, sir, can that be asked of a servant?]

Martino conforms with a vengeance to all stage conventions regarding servants. His cowardice is prodigious. He is in almost constant fear of death, by lightning, by beating, even by starvation. He schemes to obtain food for himself and more money for Parmenione: when he and Parmenione discover that the suitcases have been switched, Martino's eye is on Alberto's fat wallet. However, his scheme is crushed under the weight of Parmenione's scheme. Stealing the money, says Parmenione, would be unforgivable, dishonorable. Stealing the fiancée, however...and off they go.

However, as convention decrees, Martino is also hilariously clever. While refusing to reveal his master's identity, he slips in a devastating word-picture of Parmenione, which, he has, of course, told everyone is a lie. Or is it? His aria begins:

Il mio padrone è un uomo,
ognun che il vede il sa:
rassembra un galantuomo,
e forse lo sarà.
Vecchio non è né giovine,
né brutto, né avvenente,
non è villan, né principe,
né ricco, né indigente,
insomma è un di quegli esseri
comuni in società.

[My master is a man,
anyone who sees him knows this:
he seems to be a gentleman,
and perhaps he will be.
He is not old nor young,
nor ugly, nor handsome,
not a peasant, nor a prince,
not a rich man, not a pauper,
in sum he is one of those who may be common in society.]

Our singable version goes:

My master is a man, sir, as anyone can see,
indeed a man of honor, if looks and truth agree,
indeed a man of honor, if

➡

looks and truth agree.
Neither a youth nor elderly, and neither plain nor handsome,
and neither sunk in poverty, nor rich enough for ransom.
He's not a prince, nor a pauper.
In essence, he's a common type in our society,
a very common type in our society,
as common as can be in our society.

Falling in Love at First Sight and Arranged Marriages

The convention of falling in love at first sight is obviously parodied in *L'occasione fa il ladro*: Parmenione does it twice, once with a portrait and once with Ernestina. Upon meeting Ernestina, he bubbles over with joy:

> *Quel gentil, quel vago, vago, vago, vago, vago oggetto,*
> *che a voi sposo, che a voi sposo,*
> *che a voi sposo il ciel destina,*
> *tutto foco s'avvicina, tutto foco s'avvicina*
> *alla cara, alla cara, alla cara sua metà.*
>
> [What an amiable, what a charming, charming, charming, charming, charming object,
> he whom to you as husband, he whom to you as husband heaven destines,
> all passion he is nearing, all passion he is nearing
> to his dear, to his dear, to his dear [better] half.]

We had to capture this effervescence in our translation:

> Oh you amiable, amiable, amiable creature!
> Heaven sends me, heaven sends me here to you to share your future.
> I approach you full of ardor, I approach you full of ardor:
> you're my better, you're my better,
> you're my better half to be.

Ernestina, in her turn, begins to fall in love with Parmenione. She does so because of what she mistakenly believes is Parmenione's reaction to another operatic (and societal) convention with which the opera is playing: the arranged marriage. Alberto's and Berenice's marriage was arranged without their ever having met. Because of the switched identities, Parmenione and Ernestina each wrongly believe the other to be a party to that arranged marriage. Ernestina does *not* take Parmenione's protestations of love as genuine. Instead, she assumes that Parmenione is saying, "Though you have to marry me, I intend to woo you and try to ensure that our marriage will be a happy one." Ernestina takes this as a great courtesy and kindness, and this motivates her attraction to Parmenione. She says:

> *Io m'inchino con rispetto alla vostra gran bontà,*
> *con rispetto alla vostra civiltà.*
>
> [I bow my head with respect at your great goodness,
> with respect at your civility.]

and, aside,

> *È bizzarro, ma grazioso.*
>
> [He is eccentric, but gracious.]

Her appreciation of Parmenione's eccentricity bodes well for their relationship. Therefore, the ending of the opera is indeed happy for these two, and, apparently, for Alberto and Berenice also.

And also for Rossini. His opera parodying operas was one of his first big successes, the harbinger of many more successful operas to come.

Notes

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3. Mozart, Wolfgang Amadeus, composer. *Così fan tutte.* Libretto by Lorenzo da Ponte. Opera in two acts (Kassel: Bärenreiter, 1970).

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6. Osborne, Richard. *"L'occasione fa il ladro."* In *The New Grove Dictionary of Opera,* III: 644. Stanley Sadie, ed. Four volumes (London: Macmillan Press Limited and New York: Grove's Dictionaries of Music Inc., 1992).

From Blogs to Wikis:

What Web 2.0 Can Add to the Translator's Tool Kit

By Yves Avérous

If you believe all the hype, you would think that there is a brand new Internet out there: a "2.0" version of the good ol' thing. The truth is, this infamous Web 2.0 we hear so much about is not a revolution. It is a natural evolution, the glorious promise of the turn of the century progressively coming to fruition in both expected and unexpected forms. As in the Internet bubble days, many of the new companies at the heart of the current trend will eventually perish or be purchased, while some may redefine the landscape yet again, as Google did only a few years ago.

> As in the Internet bubble days, many of the new companies at the heart of the current trend will eventually perish or be purchased, while some may redefine the landscape yet again.

Looking back on this young Internet history, I cannot help but reminisce about the Minitel. Long before the Internet had reached a large audience, French phone subscribers were offered little terminals to replace their phone books. The Minitel let the French enter the cyber highway in droves before anybody else, with an economic model where the user was bearing all the cost by paying for sophisticated services by the minute.

Even with that first online experience under my belt, I still could not have imagined, unlike some technoratis of the 1990s, that the Web would become a platform. Among the first visionaries, Bill Gates perceived the threat to his PC-based empire, and geared Microsoft up to catch up, and squash, Netscape, which had an almost complete hold on the browser market in the early days. When basic Web content was displayed in poorly laid out pages at 28kbps, it did not look like this medium would soon be challenging the snappy ASCII (American Standard Code for Information Interchange) services of the Minitel (do you remember those graphics made of monospace ➡

characters?), such as checking the latest news, viewing movie schedules, and ordering train tickets. This was 1995, when the first surfers were still dreaming of the largest library on Earth, safe from mercantilism. Ah, those were the days!

Web 2.0: How Users are Now also Actors and Doers

Times have changed and the Web has grown to the point of making any BBS (bulletin board system) terminal look like a relic of an ancient past. In just a decade, even as HTML (HyperText Markup Language) has remained the basic language of our webpages, a whole new range of coding languages has developed to help serve up instantly customized data assembled from multiple vast databases all around the world, and to present it in the most elegant and practical ways. Thanks to these new technologies, not only do we get quick answers to our questions through a whole series of new services that are also quickly becoming new institutions, we can also help contribute to those answers. Volunteer contributors to forums, or better yet, Wikis—and notably, *Wikipedia*—have blurred the lines between publishers and mere readers. Web surfers are now actors and doers, creating a "wisdom of the crowds" for the benefit of all. Welcome to the universe of Web 2.0. It should be noted that this gallery of goodies was not built in one day, but rests on an assortment of communication blocks. Let's review them quickly.

> Times have changed and the Web has grown to the point of making any BBS terminal look like a relic of an ancient past.

From E-mail to Wiki: The Tools of Information on the Internet

From the get-go, one application on the Internet was the no-brainer "killer application": e-mail. Bulletin boards had been around for a while (remember The WELL?), but e-mail proved to be as simple as physical mail, but faster. All would have stayed perfectly lovely had it not been for spam. Who knows, message systems from some of the newfangled Web 2.0 services may well dethrone e-mail some day, so stay tuned. Before we get there, however, let's explore the varied solutions offered at this point.

1. E-mail and Chat: Personal in Various Sizes: From the sweet note to the formal letter, e-mail covers a large array of uses and has found a very widespread adhesion, which has been facilitated by software applications combining all the functions that help users manage their day-to-day duties, such as calendars, address books, and more. While e-mail is more often a "one-to-one" or "one-to-few" communication medium, it can extend its reach ad nauseam when combined with the mail merge function, transforming this most useful tool into a nuisance to the point of threatening the very medium.

Today, the amount of bandwidth clogged by random messages trying to hook unsuspicious recipients is phenomenal. Web 2.0 may bring a solution by offering safe messaging inside the gated communities of online social networking. This is ironic, considering that most of us strayed away long ago from such communities as Compuserve and AOL as soon as the Web developed its muscles. Could this be a kick back to the future?

Personal e-mail, widened at times to the size of a selected chat room, adds to the quality of immediacy, and is especially optimal when it is brief. Its cell phone cousin, SMS (short message service), can even push brevity to the extremes.

2. Mailing Lists, the Boon of Personalized Marketing and Group Communications: With the mailing list, the "one-to-many" medium has found a civilized way to express itself. The mailing list is particularly useful for organizations, notably commercial, that are trying to reach reliable potential members or customers without spamming. A mailing list not only requires a voluntary subscription, but when it belongs to a "group," the users have the ability to manage how they collect the list's messages.

3. Forums, Pioneer Messaging at the Forefront of Social Networking: The forums and the Web-based mailing lists of online groups offer a "many-to-many" type of content of short to moderate length. Forums are particularly useful for support groups where members' questions, answers, statements, and reactions create a knowledge base, effectively generating a history that can be searched over time.

The three classic communication media discussed above, which are themselves extrapolations of the early BBSs and chat rooms, provide a backbone for developing Web 2.0 creations. Social networking and collaborative sites often bring many of these modes under the same interface to adapt users' communication needs to their circumstances. For example, were you to share a draft proposition made on Google Docs with colleagues, you could choose to invite them by e-mail, or chat directly with them from the document page site you create.

Blog: One Person's Word to the World

Early enthusiasts made blogs very popular, but most people underestimate their usefulness. A blog is a website where entries are written in chronological order and commonly displayed in reverse chronological order. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, webpages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Blogs provide a way to add one new article after another, and to index entries for easy access and fast search results. Contrary to popular belief, blogs do not have to be used to rant and rave in front of the entire Web. In fact, very respectable companies, from Apple to General Motors, use blogs for support or marketing.

As an example, the Northern California Translators Association (NCTA), an ATA chapter, uses the blog infrastructure to store the articles published in its journal, *Translorial*. The blog version of NCTA's publication includes a large number of past articles, as well as the current crop (the latter are password-protected to keep the new material exclusive to the group's members). Blogs such as www.translorial.com progressively build rich sources of information for translators and interpreters, and it may be useful to include these sites in your bookmarks for further research, or better yet, add them to a feed reader of your choice to have content sent to you automatically. Professional blogs often include a "blog roll," which is a list of kindred places on the Web that you may want to visit.

Another interesting fact about blogs is their popularity with search engines. If you maintain a specialized blog where you regularly post new content, chances are the various search engines will give your blog a high rating. The reason is that blogs are easy to populate. Activity brings visitors, and activity and visitors combined give your blog a higher ranking on the search engines. It is as simple as that. To illustrate this point, if you search for "Wordfast and Office on the Mac" on Google, at the time of writing this article, the blog I maintain for TransMUG, a Mac user group for translators, comes up first out of nearly 1.2 million results.

If you have useful professional information or advice to share, but your content is not so formal and detailed that you feel the need to add it to *Wikipedia*, use a blog! The world will thank you—silently most of the time, but sometimes in the form of comments at the end of your articles.

Wiki is "Many-to-All," Moderate to Long

A Wiki is a type of computer software that allows users to create, edit, and link webpages easily. Wikis are often used to create collaborative websites and to power community websites, and are increasingly being installed by businesses to provide affordable and effective Intranets or for knowledge management. Wikis now enable employees to contribute knowledge to the company Intranets, which can then be accessed at any time by newcomers to a department or by people from other branches of the company interacting with that department.

Wikis tend to be more formal than blogs. Blogs are linear, so you post one article after the next, and they open in different pages that are generated on demand. Wikis, on the other hand, grow as the content grows. As contributors add new sections, little by little, pages to those sections enrich all the branches of the site.

Wikis are finally growing in popularity, mostly thanks to software that is getting somewhat easier to deal ➡

Web surfers are now actors and doers, altogether creating a "wisdom of the crowds" for the benefit of all.

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with. You will not find the ease of use of Wordpress.com or Blogger yet (described below) in the Wiki solutions available at this point, but an organization may invite you to participate in their own Wiki, as NCTA did with their members during ATA's conference in San Francisco. In the case of NCTA's Wiki site, www.ata07.insf.net, the idea was to collect experiences of local translators and interpreters in the Bay Area to share with ATA conference attendees. This effort demonstrated to unfamiliar users mostly accustomed to *Wikipedia* that a Wiki does not always have to be formal.

Customizable Portals: The Precursors of Web 2.0

A portal is a site that functions as a point of access to information on the Internet. A pioneer in this domain, My Yahoo! is the first site to offer easy, flexible, and complex customization. Not long after the site had been striking agreements to provide content from big media firms, it started opening its modules to RSS (really simple syndication) feeds, allowing users to bring anyone they could find along the side of the information superhighway to the party. Similarly, social networking sites today, such as Facebook, are also opening up by adding third party "applications" that a user can elect to run on their personal pages.

Creating a Blog

Unless you enjoy creating your own websites and are familiar with, or not intimidated by, tools such as Dreamweaver, Nvu (free), iWeb, and Rapidweaver on the Mac, you may want to consider a hosted "turnkey" solution for your blog. The following services allow you to hit the road with your stories immediately after creating an account and entering a few settings.

Blogger
www.blogger.com

A startup acquired by Google, Blogger is one of the first web-based blog applications, along with TypePad, to make blogging easy and fun. Getting started is as simple as opening yet another online account (or using your Gmail log in, in this particular case). With a straightforward interface and a free hosting solution, Blogger's Blogspot gets you going in a flash.

Wordpress/TypePad
Wordpress.org
TypePad.com

For the supporters of the open source movement, Wordpress is the champion. You can either install their PHP (personal home page) extensions from Wordpress.org on your server (most hosts offer the module right in their website hosting package), or use Wordpress.com, the Wordpress community's free hosting offering. Open source in this case means more templates and better styles for your blog(s). As an example, TransMUG.com is hosted by Wordpress.com, while Translorial.com uses the Wordpress extensions (providing more freedom with customization) on a private Web server. If you prefer a corporate provider with great customer support, the good people of Six Apart (www.sixapart.com) also have both a hosted (TypePad.com) and an installed solution (Movable Type).

Microsoft Live Writer
windowslivewriter.spaces.live.com

If you prefer to keep your writing on your computer and sync it with your blog, local applications exist that connect with the blog extensions to give you untethered control. While blogs made with applications like Blogger and Wordpress are generally completed directly online, local applications, like Microsoft Live Writer on the PC or MarsEdit on the Mac, establish a seamless connection that allows you to control multiple sites from one single interface.

Reading Blogs

If you have a tendency to succumb to addiction, using a feed reader may be hazardous to your health, and may siphon off your precious free time. Still, if you would like to cut down on the time you spend every day checking multiple websites for the latest news relevant to you (or pack more of those in the same space), you may save yourself a lot of time and effort with a feed reader (also called news reader).

Some of those reader applications reside by themselves, like NetNews Wire or FeedDemon on your machine, or inside your Web browser or your mail application. A search for RSS on shareware aggregator websites like Download.com or MacUpdate.com will yield a long list of applications from which to choose. User ratings and the number of downloads are good predictors of which solution to pick. In the meantime, let's review those you can use right from your browser without having to install anything, while benefiting from extra bells and whistles not included in standard browsers or their plug-ins.

Google Reader
www.reader.google.com

My favorite one among all the web-based readers is the Google Reader. It has enough speed and features to satisfy your basic needs, including folders to organize your feeds and the ability to highlight (with a star) the articles you want to read later, keep or use for a project, or share. Google Reader keeps with the

Suggested links for more information:

Apple iWeb

http://www.apple.com/dotmac/iweb.html

RSS Explained

www.ata-divisions.org/LTD/?p=65

RSS and Blogging

Avérous, Yves. *RSS and Blogging: Maturing Technologies to Gather and Produce Information* (presentation at 2006 ATA Annual Conference)
http://tinyurl.com/2sq8va

Microsoft LiveWriter Review

http://paulstamatiou.com/2006/08/14/review-windows-live-writer-beta/

Blog Help

Wordpress.com: http://codex.wordpress.org/Main_Page

Blog Tutorial

http://www.blogbasics.com

less is more philosophy, offering a limited but essential—and working—set of features.

My Yahoo!
My.yahoo.com

The original feed reader is holding strong in the current competitive environment. Second to Google in attracting new members, it is still the 50-million-user gorilla of news readers. Its advantage is the ability to bring feeds to the level of classic sources of information. A drawback is its tendency to mix a fast and flexible medium in a heavy portal layout. The redesigned interface, still in beta at the time this article went to press, catches up with the times and makes customization a breeze.

MyMSN/Live
www.live.com/?add

The sheer weight of the Microsoft empire always guarantees large numbers of subscribers, but the service is far from being on par with the competition. It is shocking to compare their site to any of the contenders on this page and Newsgator.

Bloglines
www.bloglines.com

An Ask.com property that was among the first to add bells and whistles to their pages, Bloglines tries to do a lot around the concept of the blog. In my mind, this dilutes the interest of offering feed management. Your feeds, your RSS destinations, are the sources of information you care about. Bloglines offers you many digressions that I find distracting. The service fits the expectation of a large audience, though.

NetVibes
www.netvibes.com

A newer kid on the block, Netvibes is growing fast on the very premise of Web 2.0. It offers a sophisticated customized command center of your Internet life, gathering the information you want and displaying it in one window.

Newsgator
www.newsgator.com

Displaying the most elegant interface of the bunch, and mimicking the features of the stand-alone applications for Mac and PC offered by its parent company, the Newsgator Web reader offers the most functionalities, but you will have to pay for the luxury, and, frankly, Google Reader offers most of it for free. Still, it is worth a try.

Collaborative Tools

Google Applications

While Microsoft did a pretty good job of sizing up the threat coming from Netscape, they did not really measure the potential impact of a small site with one empty field and one search button: Google. Google is the platform. Little by little, it is assembling one piece of a vast puzzle after another. Some of these pieces remind us of traditional solutions, like Google Docs

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(docs.google.com) emulating Microsoft Office, while others, like Google Maps, with its recent customization options and application programming interfaces (APIs), which allow developers to branch their services on the maps, are completely new. Developed around Writely, the online word processor they acquired, the office suite offered online by Google is a great collaborative tool. I use Google Docs regularly, notably for NCTA's journal, *Translorial*, and the tool is fantastic for sharing the documents that carry information the team needs to access and update. Using it as your word processor, though, can be tedious when your connection is not very fast, and its inter-Office compatibility is still limited.

ThinkFree
www.thinkfree.com

They call themselves "The best online office on Earth." This collaborative site offers the most sophisticated interface that any Web-based productivity suite is able to offer at this time. If it were not for the juggernaut reach of Google Apps, ThinkFree might well be THE online productivity solution people are using. The reason ThinkFree may have missed the mark is that it might be trying to do too much too soon with a heavy and sophisticated Java interface. Depending on your configuration, ThinkFree is not that responsive, and you may encounter a lot of graphic errors in the interface.

Buzzword
www.buzzword.com

Another startup gobbled up by a big group, Buzzword is one of the latest entries in the online word processor field. Flash-based, the site offers a stunning interface and the smoothest interaction, history, and comments. It recently added a word count function that may make it the best tool around—experience will tell. And this is only the beginning of what it has to offer. Buzzword was acquired recently by, not surprisingly, Adobe.

MySpace and Facebook
www.myspace.com
www.facebook.com

What if you were to throw everything but the kitchen sink at your website? This is pretty much what My Space and Facebook are attempting to do, and the big players are already shaking in their boots. Not to be left hanging, Rupert Murdoch, of the News Corporation media empire (Fox, etc.), snatched MySpace early on, while Microsoft recently paid $240 million to lock in a seat at the Facebook table, which is now estimated to be worth $15 billion.

Facebook brings the concept of MySpace, which has been embraced by teenagers, to the adult crowd (albeit mostly a still young crowd). The participatory site allows you to keep in touch with your friends and social contacts. In the meantime, a well-established service like LinkedIn (www.linkedin.com), with a stronghold on the professional networking world, is not playing dead, but Facebook has the potential to invade that territory eventually, too. On Facebook, your own personalized homepage lets you know what all your friends are up to, from the serious "Yves is writing an article" to the inane "John invites you to become a Zombie." It also brings together your "networks" (your university, for example) and groups, and keeps you informed of important events and what the group is sharing or reading. (Why not an ATA division, or chapter, as a Facebook group or network.) Add to all this the ability to search out contacts and send messages, choose the people who can contact you in a spammer-free space and access all your feeds, and you obtain a service that could very well help our community rebuild the old Compuserve FLEFO translator community cherished by our seasoned colleagues, but this time with spanking new 21st century attributes.

And Then?

When considering the latest Web 2.0 services, one could dream of a community not unlike ProZ, but a community that relies on the latest advances to be truly interactive and modern. This vision can become a reality if we work for it. In the meantime, Web 2.0 is already preparing version 3. Now that the once-derided dreams of the Internet bubble are becoming a reality thanks to the wide adoption of broadband and the implementation of database-driven networks, what are our visionaries dreaming of next? In a recent edition of the San Francisco public radio station morning show, Forum (www.kqed.org/epArchive/R710180900)—a podcast you can subscribe to in your feed reader from the link www.kqed.org/.pod/forum)—one participant was describing a Web that will remember where your quest for information has brought you, gauge your level of understanding of the issue you are researching, and help you reach your goals based on that sharp evaluation. This presents a perspective where scary becomes scarier, and exciting exhilarating.

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today!

ATA Certification Exam Information

Upcoming Exams

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.

Arizona
Tucson
March 2, 2008
Registration Deadline:
February 15, 2008

California
San Diego
March 15, 2008
Registration Deadline:
February 29, 2008

San Francisco
March 22, 2008
Registration Deadline:
March 7, 2008

San Francisco
April 26, 2008
Registration Deadline:
April 11, 2008

San Diego
September 6, 2008
Registration Deadline:
August 22, 2008

Florida
Orlando
November 8, 2008
Registration Deadline:
October 24, 2008

Indiana
West Lafayette
March 22, 2008
Registration Deadline:
March 7, 2008

Michigan
Novi
August 9, 2008
Registration Deadline:
July 25, 2008

New Jersey
New Brunswick
April 19, 2008
Registration Deadline:
April 4, 2008

Texas
Austin
March 1, 2008
Registration Deadline:
February 15, 2008

Houston
February 24, 2008
Registration Deadline:
February 8, 2008

Washington
Seattle
April 26, 2008
Registration Deadline:
April 11, 2008

Wisconsin
Milwaukee
May 3, 2008
Registration Deadline:
April 18, 2008

New Certified Members

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

English into Japanese
Kiyoshi Kasahara
Irvine, CA

French into English
Elisabeth Lyman
Wales, WI

Hungarian into English
Catherine K. Bokor
Poughkeepsie, NY

Portuguese into English
Flavia da Rocha Spiegel Linck
Hiawatha, KS

Spanish into English
Gerardo García Ramis
Canóvanas, Puerto Rico

Tori S. Young
Irvine, CA

Active Membership Review

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

Active
Lori B. Colman
Peekskill, NY

Chinsook Kim Moore
Sierra Madre, CA

Hortensia I. Studer
Tucson, AZ

Corresponding
Paul Antal
Boulder, CO

GeekSpeak | Jost Zetzsche

jzetzsche@internationalwriters.com

Digital Natives

I have been carrying the term pair “digital natives” and “digital immigrants” around with me for a few weeks, and I finally realized why they have made such an impression on me. Here is how *Wikipedia* defines these terms:

> “A digital native is a person who has grown up with digital technology, such as computers, the Internet, mobile phones, and MP3. A digital immigrant is an individual who grew up without digital technology and adopted it later. A digital native might refer to their new ‘camera’; a digital immigrant might refer to their new ‘digital camera.’”

(Were I a digital native, I would probably have referred to this quote only by a hyperlink or by saying “the dictionary,” rather than “*Wikipedia*.”)

Many—if not most—of us are digital immigrants. After all, the reason I write about technology is to “interpret” technology and make it palatable for the many immigrants among us. In a way, it is shocking to have to identify myself as an immigrant and realize that I will never have the same technology fluency as 20-year-olds or teens; however, I also think that these terms offer some real hope.

We are all translators, and most of us did not grow up with more than one native language. I cannot imagine anyone who has learned a foreign language to translation-level mastery who did not feel great excitement in the process of learning that language. Remember waking up after your first dream in the foreign language? Or when you felt that you could express something better in the new language than in the language you grew up speaking? Or when you first felt as much confidence talking in your new language as you do in your first language? I remember those moments vividly. The challenge is to transpose that same excitement into learning yet another “foreign language”: technology. Here is the deal: We know we can do it and be good at it, because we have already done it to the point of mastery.

I recently visited Poland for a conference, and I was amazed at how little I understood—there seemed to be so few cognates that I could cling to. I am afraid that this is how many of us feel when we look at the technology that can and should support us in our work as translators. If I had the time, I would love to study Polish, and I am sure that I would enjoy it. As far as technology goes, the question is not whether we have the time or not—the question is whether we want to continue to evolve in our profession or not. We can do it grudgingly, or we can try to approach it as if we were entering into the adventure of learning a new language.

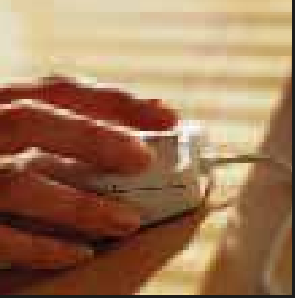
Przejdźmy do rzeczy!

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).

ATA’s 49th Annual Conference • Orlando, Florida
November 5–8, 2008

Plan now to exhibit at ATA’s 49th Annual Conference in Orlando, Florida, November 5-8, 2008. Exhibiting at ATA’s Annual Conference offers the best opportunity to market your products and services face-to-face to more than 1,500 translators and interpreters in one location. Translators and interpreters are consumers of computer hardware and software, technical publications and reference books, office products, and much more.

For additional information, please contact Matt Hicks, McNeill Group Inc.; mhicks@mcneill-group.com; (215) 321-9662, ext. 19; Fax: (215) 321-9636.



Business Smarts

What is a Freelance Translation Business Worth?

There are many formulas for calculating the net worth of a larger business for tax purposes or to arrive at a fair sale value. For instance, the EBITDA method looks at Earnings Before Interest, Taxes, Depreciation, or Amortization, while other accounting procedures arrive at valuations by considering cash flow, personnel cost, and debt. But what about typical freelance enterprises, which, in most cases, are small companies run by a single person? This column looks at the specific question of finding the value of freelance businesses.

Dear Business Smarts,

I am in the process of applying for student aid for my college-bound son and have to fill out financial aid forms. In this context, I am wondering how I would calculate the value of my business. I am the sole proprietor of my freelance translation business. I do not outsource any assignments, which means that all the money that comes into the company is earned from my translation services. Thank you for your advice.

Valued

Dear Valued,

In contrast to larger translation businesses, which have trained employees, client lists, a reputable name in the industry, and other quantifiable assets that could be included in a potential sale, your small company is built entirely on your own work and skills. No one could purchase the business from you and expect to continue running it without changes. For further clarification on this matter, we consulted Ted Wozniak, a financial translator and business expert. His reply:

> "The value of a professional service business is almost entirely dependent on the value that the individual service provider brings to that business. A reasonable argument can be made that the individual translator IS the primary business asset and, as such, cannot be sold along with other assets. Accordingly, an earnings approach to valuation is meaningless unless the same individual remains with the business. In other words, the translator brings value to her business, and without her, the business has no value beyond the relatively minor value that is contained in the few physical assets she owns."

For the purpose of indicating the value of your business on financial aid forms, which will also ask about your household income elsewhere, it may be sufficient simply to look at your equity, which is the value of your assets minus any liabilities (debt) you owe. With the exception of software, which, according to tax definitions, depreciates or loses its value over the course of three years, most other purchases you made for your business will depreciate over five years. This means that you would not include the full purchase price of your computer, your software, or your dictionaries in the current value of your business. Instead, you may deduct a certain percentage of their value for every year you have owned them. Once you have made this calculation, add up the depreciated values of your office equipment, furniture, and other items that are used exclusively for the business: this is the value of your business. For most sole proprietorships, this number is unlikely to exceed four digits. Although there has been more and more discussion recently in the translation community about the value of translation memories—which can contain substantial volumes of translated material—no one has yet arrived at a standardized solution. So, while translation memories constitute your "intellectual property," it is not yet necessary to incorporate them into the equation.

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.*

Success by Association

Metroplex Interpreters and Translators Association

Quick Facts

- Established: 1993
- Website: www.dfw-mita.com
- Contact:
  Tel: (972) 247-8857
  info@dfw-mita.com

The Metroplex Interpreters and Translators Association (MITA) is a professional association serving the Dallas-Fort Worth (DFW) Metroplex. MITA was established in 1993 by area interpreters and translators to share their interests and experiences, to network, to continue their professional development, and to promote competence and recognition of translation and interpreting as professions.

Mission

- To promote recognition of quality and professionalism in interpreting and translation.
- To provide continuing education for interpreters and translators.
- To serve as a resource of qualified language professionals (interpreters and translators).
- To offer networking opportunities for its members and other professionals interested in the field of interpreting and translation.

Benefits and Activities

- The opportunity to network with certified/accredited translators and certified interpreters.
- A subscription to MITA's monthly newsletter, *The MITA Reader.*
- A listing in the association's online membership directory.
- Two workshops and two social events each year.
- The opportunity to participate in special interest groups and workshops.

Website

In addition to membership information, MITA's website (www.dfw-mita.com) contains: event listings; contact information for the association's officers; an online membership directory; online job listings; links to upcoming seminars and workshops; translator and interpreter resource links; and archives of *The MITA Reader* in PDF format.

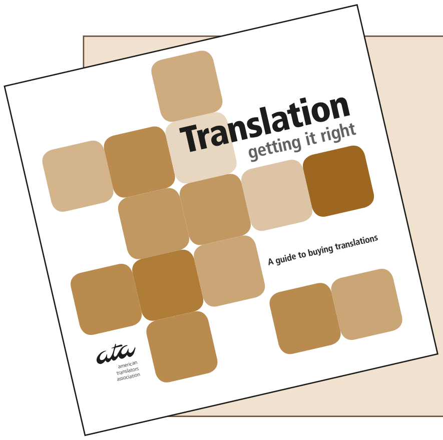
Online Membership Directory:

This searchable online directory provides contact information and details about each member's services (i.e., languages, specializations).

Newsletter

The MITA Reader is published monthly online at www.dfw-mita.com/newsletter/index.htm.

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.



Translation: Getting it Right

"By applying even half the tips in this guide, you will improve your chances of getting a translation that works."

Translation: Getting it Right is an ATA client education booklet available in print and online. ATA members can order up to 100 copies at no cost. To download a PDF copy of this booklet, visit **www.atanet.org**.

Member News

Send your news to Jeff Sanfacon at jeff@atanet.org or American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314.

Edna Ditaranto

- To mark its 20th anniversary, ATA's Portuguese Language Division (PLD) presented **Edna Ditaranto** with the Mário Ferreira Award at ATA's 48th Annual Conference in San Francisco. Together with Portuguese translator Mário Ferreira, Edna was one of the founders of the PLD in 1987, and served as the division's administrator for several terms. She is currently the language chair for the English→Portuguese exam grading team within ATA's Certification Program. The Mário Ferreira Award was established to recognize those who have made considerable contributions to Portuguese translation within the ATA community. It has previously been awarded to Murilo Nery and to Clifford Landers.
- **Dynamic Language Center** received the 2007 Northwest Washington Family Business Award in the small business category from Pacific Lutheran University (PLU). The Seattle-based company, founded by **Maria Teresa Antezana** and **Ricardo Antezana** in 1985, was selected from a pool of 290 nominated companies and 15 finalists. Established to recognize and honor outstanding Northwest family businesses, the Washington Family Business awards were created 14 years ago by the PLU School of Business Family Enterprise Institute. Award criteria include innovative business strategies and practices, performance, family and business links, contributions to community and industry, multi-generation family business involvement, and longevity.
- **Corinne McKay's** translation of Gilbert Legay's *Dictionnaire des Indiens d'Amérique du Nord* has been published by Barron's Educational Series as *Dictionary of North American Indians and other Indigenous Peoples.*

In Memoriam
William J. Grimes
1938–2007

Bill Grimes, a translator, abstractor, and technology enthusiast, died in Cambridge, Massachusetts, November 30, 2007.

Bill grew up in South Boston, where his mother worked in a sugar factory. His first language was Lithuanian, but as he later liked to say, the only things he knew how to do in Lithuanian were to swear and pray.

After graduating from Harvard, where he went through the Slavic studies program, Bill spent two years at the U.S. Patent Office, working on German, Russian, and Czech patents. Later, he founded W. J. Grimes and Company Custom Technical Translations. It was around this time that he became actively involved with ATA, serving as a director from 1977–1980.

Always interested in technology, Bill was a pioneer in the use of the personal computer for translation. He was an early—and frequent—contributor to Compuserve's FLEFO.

A founding member of the New England Translators Association, Bill frequently discussed technology and translation matters, and he helped point numerous "youngsters" in the right direction.

—Isabel Leonard

Dictionary Review

Compiled by
Peter Gergay
PGergay@aol.com

Traducciones de contratos inglés-español español-inglés (Volume I)

Author and publisher:
Liliana Bernardita Mariotto

Publication date:
2006

Number of pages:
264

ISBNs:
987-05-0703-4
978-987-05-0703-1

Contratos civiles y comerciales inglés-castellano castellano-inglés: Formularios (Volumes I and II)

Author:
Liliana Bernardita Mariotto

Publisher:
Abeledo-Perrot in Buenos Aires

Publication date:
1995-1996 edition

ISBNs:
950-20-0846-4 (1995)
950-20-0910-X (1996)

Number of pages:
252 (1995)
305 (1996)

Available from:
www.intransbooks.com for $65
Contact the author: bernie281154@yahoo.com.ar

Reviewed by:
Sharlee Merner Bradley

This review will compare Liliana Bernardita Mariotto's *Traducciones de contratos inglés-español español-inglés (Volume I)* with her *Contratos civiles y comerciales inglés-castellano castellano-inglés: Formularios (Volumes I and II).* A comparison of the two editions I have of this valuable work is a confusing process, since the 1995-1996 edition comes in two volumes and is labeled as a second edition. The newer edition (2006) comes in just one volume and contains nearly all the content of the two volumes of the older version, but it is labeled volume I. For review purposes, the two editions will be designated "the older edition" and "the newer edition."

It turns out that there seem to have been three versions of this work, the first dating back to 1991, which this reviewer has not seen. Because this reviewer's expertise is from Spanish into English, only this aspect will be covered in this review. The Argentine legal terminology remains to be reviewed by a specialist in the field.

The work is not a dictionary, but the source text and translated text of examples of different kinds of contracts one encounters in Argentina. The older edition consists of one volume of Spanish language contracts (with their English translations at the end) and another volume of English contracts (with their Spanish translations at the end). Probably due to popular demand, the newer edition consistently presents each source text on the left page and its corresponding translation on the opposite page. This is a tremendous advantage to the translator or student, who can compare the context of the term needed in order to see if it is appropriate to the translation job at hand.

Even better is the fact that for the newer edition, the author, a sworn translator in Argentina, extracted many difficult or frequently found terms from the contracts in each language and compiled two indices, making the work much more useful and accessible than the previous edition. The two lists, one each for Spanish and English, contain around 600 terms. For each term, the page where the term is used is given so that the source term and its translation on the opposite page may be consulted in context. Sometimes there is a footnote with an alternate translation or other explanatory information.

The English translations usually provide the more modern English terms from the Plain English Movement (abbreviated PEM in the notes), where the older, antiquated, or obsolete (but still often used) terms are often supplied. For example, the Spanish term *por el presente* is translated in a contract as "hereby," and a footnote on page 157 adds the older legal English phrase "by these presents." In a *Precompromiso de compraventa* (page 154), *en concepto de indemnización* is translated "as liquidated damages." In a *Contrato de compraventa* (page 178), *tendrán derecho a…indemnización alguna* is translated as "being entitled to…compensation for damages." The different phraseology demonstrates the art of translating not just the words, but the meaning and intent of the source text. In order to do this successfully, the context is essential.

Another excellent example of providing equivalent usage, not necessarily the same terminology, is in the boilerplate introductory text of many contracts. In an Agreement for a Building Lease (page 89), "whereby it is agreed as follows" is translated as *quienes acuerdan sujetarse a las siguientes cláusulas*.

Some of the changes in the text from the older to the newer edition include the interesting substitution of the term *español* for the previous *castellano*; the addition of two new

English contracts (assignment of trademark and an indemnification and hold harmless agreement); a change of font from Times to Arial (or similar thereto); and a more readable layout. The copy reviewed, however, had a number of pages of light print, one of which (page 22, which, unfortunately, is part of the index of terms) is legible only with difficulty.

Overall Evaluation

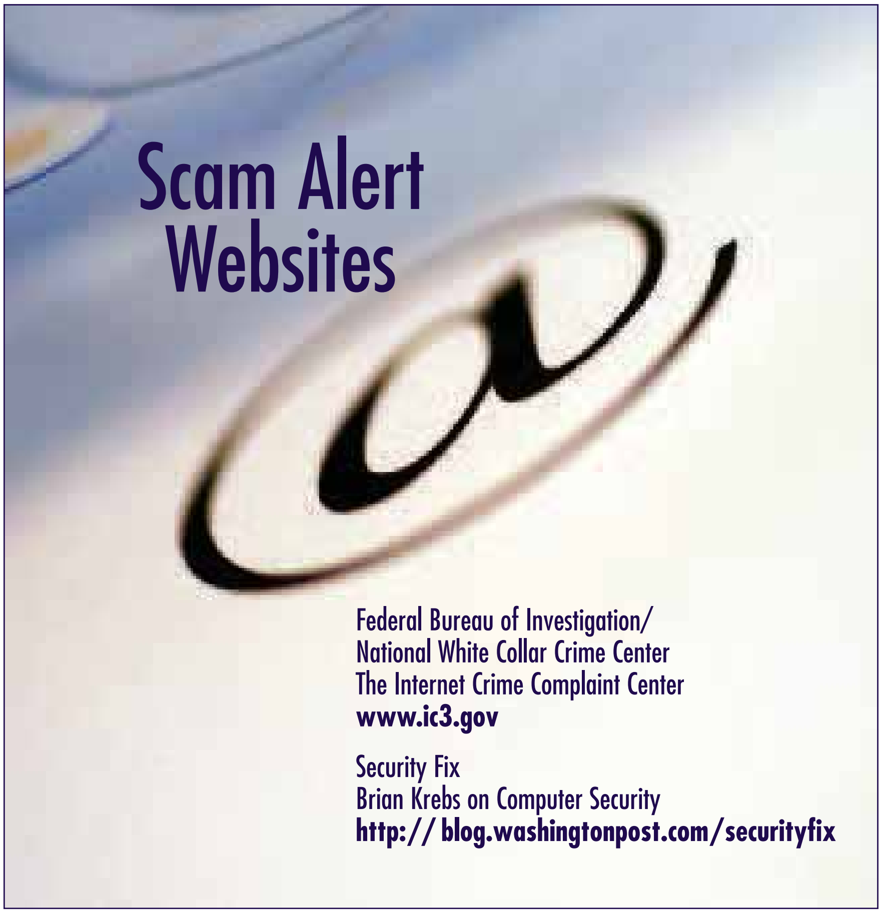
Traducciones de contratos inglés-español español-inglés is a remarkable improvement over *Contratos civiles y comerciales inglés-castellano castellano-inglés: Formularios (Volumes I and II)*, converting a good idea into a usable tool. Many terms can apply more widely than just to Argentine contracts. Although indexing relatively few terms, this volume on contracts joins Tom West, Javier Becerro, and Guillermo Cabenellas and Eleanor Hoague (see publication information below) on my shelf of essential Spanish legal references.

Becerra, Javier F. *Diccionario de terminología jurídica Mexicana, español-inglés* (Mexico: Escuela Libre de Derecho, 1999).

Cabanellas de las Cuevas, Guillermo, and Eleanor C. Hoague. *Butterworths Spanish-English Legal Dictionary* (Austin Texas: Butterworth Legal Publishers, 1991).

West, Thomas L. *Spanish-English Dictionary of Law and Business* (Atlanta: Protea Publishing, 1999).

Sharlee Merner Bradley has a doctorate in Romance lexicography, and has translated for the United Nations. She is a freelance translator of French and Spanish into English, and is secretary of ATA's Dictionary Review Committee. Contact: sharleebradley@gmail.com.



Scam Alert
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Honors and Awards | 2008

The Alexander Gode Medal

The Alexander Gode Medal, ATA's most prestigious award, is presented to an individual or institution for outstanding service to the translation and interpreting professions. This award may be given annually.

Eligibility

Individuals or institutions nominated do not have to be members of ATA; however, a history of constructive relations with ATA and the language professions in general is desirable. Nominees do not have to be U.S. citizens.

Nominations

Nominations are welcomed from the past recipients of the Gode Medal and the ATA membership at large. A sufficiently detailed description of the individual or institution's record of service to the translation and/or interpreting professions should be included as part of the nomination. Petitions and letter campaigns are not encouraged.

Deadline: May 1, 2008

Award

Gode Medal, complimentary registration to ATA's 49th Annual Conference in Orlando, Florida (November 5-8, 2008), transportation to and from the conference, and up to four nights' lodging at the conference hotel.

Please send nominations of the individual or institution you consider worthy of receiving the next Gode Medal to:

American Translators Association
225 Reinekers Lane, Suite 590
Alexandria VA 22314
Phone: (703) 683-6100
Fax: (703) 683-6122
E-mail: ata@atanet.org
Web: www.atanet.org/membership/honorsandawards.php

Alicia Gordon Award for Word Artistry in Translation

ATA invites nominations for the 2008 Alicia Gordon Award for Word Artistry in Translation. This award has been established in memory of Alicia Gordon, known for creating imaginative solutions to knotty translation problems based on rigorous research. The award was established by Alicia's sister, Dr. Jane Gordon, and award funds are administered by the American Foundation for Translation and Interpretation (AFTI).

Eligibility

The award is open to ATA members in good standing. Passages may be submitted by the translators themselves or by others on their behalf. The translation that, in the opinion of the judges, demonstrates the highest level of artistry in translation will receive the award.

Submission Guidelines

1. Translations of up to 750 words between (to or from) English and Spanish or French in any subject matter field will be considered.

2. The translation and the source text must be submitted electronically by June 1, 2008 to aftiorg@aol.com.

3. Only one submission per applicant will be accepted. Submission of more than one translation will result in disqualification of the applicant.

4. The translation must have been done by an individual (no group efforts).

5. If the translation was done as a work for hire, the party that contracted for the translation must consent in writing to its submission for the award.

6. Former award recipients are excluded from subsequent cycles.

7. The decision of the judges is final.

8. Applicants will be notified of the judges' decision with respect to their submission. Notification will be by electronic or other means as determined by the committee of judges.

9. By submitting a translation for consideration, the applicant expressly agrees to comply with these guidelines.

10. The award will be announced at ATA's 49th Annual Conference in Orlando, Florida (November 5-8, 2008).

Deadline: June 1, 2008
(Candidates are encouraged to submit nominations early!)

Award

$250 and a certificate of recognition

Please send nominations to:

Alicia Gordon Award for Word Artistry in Translation
American Foundation for Translation and Interpretation, Inc.
Columbia Plaza, Suite 101
350 E Michigan Avenue
Kalamazoo, MI 49007
Phone: (269) 383-6893
Fax: (269) 387-6333
E-mail: aftiorg@aol.com
Web: www.afti.org

Lewis Galantière Award

The Lewis Galantière Award is bestowed biennially in even-numbered years for a distinguished book-length literary translation from any language, except German, into English. The Ungar German Translation Award is given in odd-numbered years.

This award honors distinguished ATA founding member Lewis Galantière (1894-1977). His translations from French drama, fiction, poetry, and scholarship enriched cultural life during the middle decades of the 20th century, and are still being read a quarter century after his death.

Eligibility

To be eligible for the award, the book-length literary translation must have been translated from any language, except German, into English and have been published in the U.S. in 2006 or 2007.

The published translation must list the translator's name on the title page and preferably on the dust jacket. Preference will be given to published works that provide biographical information about the translator.

The translator does not have to be an ATA member; however, the translator should have a strong connection with the U.S. through citizenship or permanent residence. The nomination must be submitted by the publisher of the translated work.

Nominations

The nomination must be submitted by the publisher of the work and must include the following:

- Cover letter with complete publication information for the work being nominated, including the date of publication.
- Brief vita of the translator, including place of residence and contact information.
- Two copies of the nominated work with one extra copy of the dust jacket.
- Two copies of 10 consecutive pages from the original work, keyed to the page numbers of the translation. Please do not staple. If providing a dual-language work, copies are still required.
- Two copies of the translated pages that correspond to the 10 consecutive pages provided from the original work. Please do not staple. If providing a dual-language work, copies are still required.

Deadline: May 1, 2008
Publishers are encouraged to submit nominations early.

Award

$1,000, a certificate of recognition, and up to $500 toward expenses for attending ATA's 49th Annual Conference in Orlando, Florida (November 5-8, 2008).

Please send nominations to:

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225 Reinekers Lane, Suite 590
Alexandria VA 22314
Phone: (703) 683-6100
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E-mail: ata@atanet.org
Web: www.atanet.org/membership/honorsandawards.php

S. Edmund Berger Prize for Excellence in Scientific and Technical Translation

ATA and the American Foundation for Translation and Interpretation (AFTI) invite nominations for the annual S. Edmund Berger Prize.

The $1,000 prize is offered to recognize excellence in scientific and technical translation by an ATA member.

Nominations

Individual translators or translation companies wishing to nominate a translator for this prestigious award may obtain a nomination form from the AFTI website (www.afti.org) or from AFTI at the address listed below.

Nominations will be judged by a three-member national jury. The recipient of the award will be announced during ATA's 49th Annual Conference in Orlando, Florida (November 5-8, 2008).

Deadline: September 18, 2008

Please send nominations to:

American Foundation for
Translation and Interpretation, Inc.
Columbia Plaza, Suite 101
350 E Michigan Avenue
Kalamazoo, MI 49007
Phone: (269) 383-6893
Fax: (269) 387-6333
E-mail: aftiorg@aol.com
Web: www.afti.org

➡

Student Translation Award

In 2008, ATA will award a grant-in-aid to a student for a literary or sci-tech translation or translation-related project.

The project, which may be derived from any facet of translation studies, should result in a project with post-grant applicability, such as a publication, a conference presentation, or teaching materials. Computerized materials are ineligible, as are dissertations and theses. Translations must be from a foreign language INTO ENGLISH. Previously untranslated works are preferred.

Eligibility

The award, to be presented at ATA's 49th Annual Conference in Orlando, Florida (November 5-8, 2008), is open to any graduate or undergraduate student, or group of students, attending an accredited college or university in the U.S. Preference will be given to students who have been or are currently enrolled in translator training programs. Students who have already published translations are ineligible. No individual student may submit more than one entry.

Application

Applicants must complete an entry form (www.atanet.org/membership/honorsandawards_student_form.php) and submit a project description not to exceed 500 words. If the project is a translation, the description must present the work in its context and include a substantive statement of the difficulties and innovations involved in the project and the post-competition form the work will take. The application must be accompanied by a statement of support from the faculty member who is supervising the project. This letter should demonstrate the supervisor's intimate familiarity with the student's work and include detailed assessments of the project's significance and of the student's growth and development in translation.

If the project involves an actual translation, a translation sample of not less than 400 and not more than 500 words, together with the corresponding source-language text, must accompany the application. The translation sample may consist of two or more separate passages from the same work. For poetry, the number of words must total at least 300.

Deadline: April 18, 2008

Award

$500, a certificate of recognition, and up to $500 toward expenses for attending ATA's 49th Annual Conference in Orlando, Florida (November 5-8, 2008). One or more certificates may also be awarded to runners-up.

Please send the entry form and application materials to:

American Foundation for
Translation and Interpretation, Inc.
Columbia Plaza, Suite 101
350 E Michigan Avenue
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Phone: (269) 383-6893
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Web: www.afti.org

NEW *Marian S. Greenfield Financial Translation Presentation Award*

ATA and the American Foundation for Translation and Interpretation (AFTI) invite nominations for the Marian S. Greenfield Financial Translation Award.

The $1,000 prize recognizes an outstanding presenter who will offer a financial translation session at ATA's Annual Conference. Conference registration fees will be waived for the awardee.

Individuals wishing to nominate a financial translation presenter for this prestigious award may obtain a nomination form from the AFTI website (www.afti.org) or from AFTI at the address listed below.

Nominations will be judged by a three-member national jury. The recipient of the award will be announced during ATA's 49th Annual Conference in Orlando, Florida, November 5-8, 2008.

Deadline: May 1, 2008

Please send nominations to:

American Foundation for
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Columbia Plaza, Suite 101
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Web: www.afti.org

American Foundation for Translation and Interpretation JTG Scholarship in Scientific and Technical Translation or Interpretation

Purpose

This is a $2,500 non-renewable scholarship for the 2008-2009 academic year for students enrolled or planning to enroll in a degree program in scientific and technical translation or in interpreter training.

Eligibility

1. Applicants must be graduate or undergraduate students enrolled or planning to enroll in a program leading to a degree in scientific and technical translation or in interpreting at an accredited U.S. college or university.
2. Applicants must be full-time students who have completed at least one year of college or university studies.
3. Generally, an applicant should present a minimum GPA of 3.00 overall and a 3.50 in translation- and interpreting-related courses.
4. Applicants should have at least one year of study remaining in their program; however, in certain circumstances, one residual semester may be accepted.
5. Applicants must be U.S. citizens.

Selection Criteria

1. Demonstrated achievement in translation and interpreting;
2. Academic record;
3. Three letters of recommendation by faculty or nonacademic supervisor;
4. A 300-500-word essay outlining the applicant's interests and goals as they relate to the field of translation or interpreting.

Application Process

1. Applications may be obtained from:
   American Foundation for
   Translation and Interpretation, Inc.
   Columbia Plaza, Suite 101
   350 E Michigan Avenue
   Kalamazoo, MI 49007
   Phone: (269) 383-6893
   Fax: (269) 387-6333
   E-mail: aftiorg@aol.com
   Web: www.afti.org

2. **Completed applications must be received by AFTI by June 1, 2008.**

3. A completed application consists of:
   a) Application cover sheet;
   b) Three letters of recommendation in a sealed envelope with recommender's signature over the envelope flap;
   c) Essay;
   d) A copy of the applicant's academic record with a copy of the major/minor or other program form, or a departmental statement of admission to the translation or interpreting program.

Award

A national award committee will announce the name of the scholarship award winner by the end of August 2008. The committee's decision is final. Disbursement of the award will occur at the beginning of the Fall Semester, 2008.

About JTG Inc.

Founded in 1995 by ATA Past President Muriel Jérôme-O'Keeffe, JTG Inc. is a language consultancy that supports homeland security, intelligence, and global business with cross-cultural communications. JTG Inc. has underwritten the AFTI scholarship since 2001. Visit: www.jtg-inc.com.

Harvie Jordan Scholarship

Purpose

To promote, encourage, and support leadership and professional development of translators and interpreters within ATA's Spanish Language Division (SPD) and to honor Harvie Jordan's lifetime contributions as a language professional.

Description of Award

Paid registration to ATA's Annual Conference or the SPD Mid-Year Conference, as desired.

Eligibility

Limited to ATA Spanish Language Division members in good standing with two or more years of membership.

Selection Criteria

1. Demonstrated leadership skills and career goals;
2. ATA Spanish Language Division involvement and commitment to service;
3. Special contributions to translation and interpreting.

Please limit your response to each of the selection criteria above to 100 words or less.

Deadline: September 18, 2008

Applications

Applications are available at www.afti.org. Send your completed application via e-mail to the American Foundation for Translation and Interpretation at: aftiorg@aol.com.

Applications will be numbered, de-identified, and distributed to the Scholarship Selection Committee. The Selection Committee will consist of members of ATA's Spanish Language Division.

All selections are final. The number of scholarships available will depend on the funds available. Scholarship winners will be asked to contribute an article to *Intercambios*, the SPD newsletter, reporting on the conference or a session they attended

American Translators Association

48th Annual Conference

Images from the Conference

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Conference photographs by Jeff Sanfacon

San Francisco Round Robin Tennis Results

Here are the pictures and results of the ATA Round Robin Tennis Tournament.

Photo courtesy of Robert Croese

Casual Players Category:

First Place
Armin Wahl and Iris Mielonen

Second Place
Alvaro Munoz and Bruni Johnson

Avid Players Category:

First Place
Alex Alvarez and Cynthia Calder

Second Place
Marion Rifkind and Pieter Ouwehand

Photo courtesy of Robert Croese

Thanks to everyone who participated, especially to organizer Robert Croese, whose hard work made this year's Round Robin Tennis event such a success. See you next year in Orlando!

Humor and Translation

Mark Herman
hermanapter@cmsinter.net

Bride and Groom

A groom attends horses. Presumably, when he has time, he also attends a bride. How did a horse attendant become the bride's beloved?

According to the *Oxford English Dictionary (OED),* "bride," which is also pronounced "breed" and "brood" in some British dialects, is related to words in several languages meaning "daughter-in-law." This implies that the two meanings could be synonymous in some societies; the bride in those societies always moving into her husband's parents' home. The *OED* suggests that the word may be derived from a root word meaning "to cook, brew, make broth," since that was a duty of a daughter-in-law in the primitive family. Significantly, the *OED* does not suggest any etymological connection with "breed" and "brood."

What about "groom"?

Around 1000 AD, the word was "brydegome," meaning the bride's man, related to modern German "*Bräutigam*." "Gome" [man] is related to "homo," as in "homo sapiens." But, largely by the 14th century, and completely by the 15th, "gome" was gone from the language.

How did the resourceful British cope?

Well, they first made "bride" nonsexist. In the 15th and 16th centuries, "bride" referred to either partner of the affianced couple, female or male. But this experiment in non-sexist language was several hundred years premature, and so, in the 16th century, what had once been "brydegome" became "brydegrome."

The *OED* gives two possible reasons. The first is that "grome" was added to "bride" simply to distinguish the male from the female, since "bride" could mean either. "Groom" originally meant "manchild" or "boy," and so the "brydegrome" was the "bride-boy" as distinguished from the "bride-girl." The resemblance of "brydegrome" to "brydegome" would therefore be coincidental.

The second possibility is that the original "brydegome" survived long enough somewhere to be resurrected in an erroneous form as "brydegrome."

There is a third possibility, not stated by the *OED*: "brydegrome" was resurrected on purpose, or coined anew, because the coiner liked the resemblance to the old word and thought the new meanings to be appropriate. "Groom," in addition to meaning "boy," also meant an "inferior male servant," and, by the 14th century, also specifically a servant who attends to horses. Note, however, that it was only in the 17th century, after the word "bridegroom" was in widespread use, that "horse attendant" became the primary meaning of "groom."

And so the words, by their etymological relationships, allow both members of the happy couple to feel superior: the groom is the bride's inferior male servant, and the bride is equivalent to the groom's horse.

I suggest that the aisle they march down be called the bridal path.

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 Street, 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.

National Association of Judiciary Interpreters and Translators

29th Annual Conference

May 16-18, 2008
Pittsburgh, Pennsylvania

Conference sessions will cover various aspects of judiciary interpreting and translation, including: skills-building; ethics; tape transcription; research skills; reference works; special legal projects; court interpreting in other countries; specialized terminology; lexicography; legislation; advocacy; technology; and interpreting in other settings (e.g., medical visits, international tribunals).

For more information, please go to http://najit.org.

The Translation Inquirer | John Decker

jdecker@uplink.net

ATA Airlines? Yes, ATA Airlines. Don't laugh, it's a reality, not fantasy. Operating under contract with the U.S. Air Force, this cut-rate company, formerly known as American Trans Air, has its headquarters in Indianapolis, Indiana, and has a Web address that probably many language novices have typed into their computers while in the initial stages of trying to find our organization: www.ata.com. As a retired military man, the Translation Inquirer used their services twice in October—to get to and from the Far East from Seattle—with all the bells, whistles, bennies, and perks that come with having served at least 20 years in the military and being over 60. Along with over 300 other passengers, I was jammed into a DC-10 and made the 10-hour westbound and eastbound flights at virtually no cost. That part of ATA Airlines was great; however, the uncertainty of being at the bottom of the priority list, and not knowing whether I would get aboard, was not so great. But in the end, that ATA came through for me, just as this ATA does for just about all of us. Right?

Abbreviations
used with this column

Cr–Croatian
D–Dutch
E–English
F–French
G–German
Po–Polish
Pt–Portuguese
R–Russian
Sp–Spanish
Sw–Swedish
Uk–Ukrainian

New Queries

(E-Cr 1-08/1) Marijan Boskovic wonders about *cessation of civil effects* in a birth certificate that has already been translated once, presumably from Spanish, since the person in question is a female born in South America. An added line at the bottom mentions a divorce, and states: *Divorced,* ***cessation of civil effects.*** [Next line:] *Religious marriage by sentence No. ….Of the circuit of Family Court of….* What, Marijan asks, would be proper Croatian for the words in bold print?

(D-E 1-08/2) The financial term *(geld)telcentrale* came up in a Dutch context indicating where money was counted, but no English equivalent worked for this ProZ correspondent. What is it?

(E-F 1-08/3) Sometimes even a detailed definition does not help. ***Process manufactured products*** are high-risk products, in that they are susceptible to having their nature changed as a result of probable changes in the nature of the raw materials used, and due to the manufacturing process controls, with production organized in batches. Their uniformity has to be checked frequently. How can we get this into French without having an equivalent as wordy as the above definition?

(E-Po 1-08/4) In an article on the overall medical condition of people that either do or do not drink a lot of milk, *residual confounders*, a statistical term, troubled a ProZer trying to go into Polish. Here is a sample: *…there are differences between the subgroups…in the various studies, but these are small, and adjustments are made for possible* ***confounding*** *in different combinations. While* ***residual confounding*** *is therefore possible….* This sounds like the differences in the figures mess up the statistics, but what is it, and how about the Polish?

(G-E 1-08/5) A simple-seeming verbal noun in German caused trouble when placed in a high-tech context: *Die ListAll-Funktion des Moduls wird vor dem* ***Setzen*** *der IP-Adresse aufgerufen, damit in der Instanz die notwendigen Strukturen (Adapter-Informationen, etc.) initialisiert sind.* What do we do with the Internet Provider addresses?

(G-E 1-08/6) Here is another pesky German abbreviation, KV. The context is training for accreditation at a major corporation. The context sentence fragment speaks of *Überführung von 1-2 Attestlernenden in "normal"* ***KV*** *Ausbildung prognostiziert*. What is it?

(Pt-E 1-08/7) In the botanical world, what does *torrão de açúcar* mean? Perhaps a kind of flower, but listen to the context: *As flores produzidas na Madeira distinguem-se pela sua beleza e qualidade, méritos aos quais é indissociável o saber fazer dos seus agricultores. Ocupando uma área de cerca de 70 ha, a que corresponde uma produção media anual de 5.000.000 de flores, as culturas mais disseminadas são a estrelícia, o antúno, o* ***torrão de açúcar****, as orquídas (sapatinhos, cimbídios, phalaenopsis e a cattleya) e mais recentemente as próteas (géneros prótea, leucadendrum e leucospermum)*. Please help out a ProZ user who came to a dead end.

(R-E 1-08/8) As regards mechanical

devices, what is a токарь-универсал? A ProZ query made reference to a справочник for such.

(Sw-E 1-08/9) What on earth is *våtproduktsförbränning*? A context sentence mentions the *Förhållande total volym **våtproduktsförbränning** och den totala volymen gas & luft tillförd ugnen*. Please help out a ProZ *habitué* who needs good English for this.

Replies to Old Queries

(E-Uk 10-07/5) (*windshield suction pedestal):* For this automotive term, Aleks Lukoff likes either Підставка з кріпленням на лобовому склі на присосці or Підставка, що закріплюється на лобовому склі за допомогою присоски.

(F-E 7-07/4) (*les mauvaises herbes graminées, dicotylédones et cypédracées déjà levées*): John Kinory is not happy about Jean Lachaud's "broadleaf weeds" or Sandra Stubbe's "flowering weeds" as translations for *dicots* (September issue, page 49). Both dicotyledones and monocotyledons are broadleaf, a feature that distinguishes them from coniferous plants, which are not. Moreover, although conifers are normally—but not, he believes, universally—classed these days as non-flowering. Grasses are perfectly respectable flowering plants like other monocots, such as irises, lilies, orchids, and so on. Therefore, John proposes *with the grasses, sedges, and dicotyledonous weeds already removed.*

(F-E 9-07/4) (*Pompiérisme démoniaque*): Gabe Bokor says that the *Pompiérisme* trend in art was the official "academic" art of the 19th century, and that it got its name from the shiny helmets worn by many of the subjects in *art pompier* paintings. *Pompier* means a firefighter. He recommends *diabolic pompierism* or maybe *reverse academic art* as the English for this.

(Po-E 9-07/8) (Dali mi w żyłę): Piotr Graff says this is *they jabbed my vein.* In other words, *they gave me a shot of heroin.* For matters like this, he recommends *The Polish-English Dictionary of Slang and Colloquialisms* by Maciej Widawski, published in 1998 by Hippocrene Books (www.hippocrenebooks.com).

(Pt-E 10-07/8) *(agua-pe in viticulture*): Thais Simoes says it is *vinho fraco*, a type of wine with a low alcohol content. The term comes from the Tupi language: *awa'pe* (*awa* = *redondo*, and *pewa* = *chato*) refers to the round and flat shape of the leaves from which the wine is made. Alan Clarke says that on St. Martin's Day, November 11th, wine is an important part of the conviviality that honors this (allegedly) boozing saint. *Agua-pe* is made by adding water to the residue of grapes—skins and seeds—after they have been stomped, and then fermenting the concoction. This produces a weak wine.

(Sp-E 9-07/9) *(calibre commercial)*: Carl Stoll is fairly certain that *calibre* means size, and that it is equivalent to the French *calibre*, which also means size. The term is used to describe the size of something, such as fruits, eggs, and vegetables. When speaking of firearms, *calibre* means the diameter of the bullet.

(Sp-E 10-07/10) (*UE*): Assuming that this query comes from Spain, Gonzalo Ordóñez has a notion that maybe the initials UE mean that the form is asking for a standardized *Unión Europea* format. Check the original query on page 57 of the October issue to see if you think he is right.

(Sp-E 10-07/11) (*condiciones de ligaduras de los movimientos*): Again from Gonzalo Ordóñez, the context for this phrase might justify equivalents like *conditions for movements connections* or *conditions for movements' relations.* It is a biomechanics matter, by the way.

Thanks for all the contributions this month. Keep them coming!

This column is solely intended as a means of facilitating a general discussion regarding terminology choices. For feedback regarding pressing terminology questions, please try one of these online forums: Lantra-L (www.geocities.com/athens/7110/lantra.htm), ProZ.com (www.proz.com), or Translators Café (http://translatorscafe.com).

Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821, or fax them to (570) 275-1477. E-mail address: jdecker@uplink.net. Please make your submissions by the first of each month to be included in the next issue. Generous assistance from Per Dohler, proofreader, is gratefully acknowledged.

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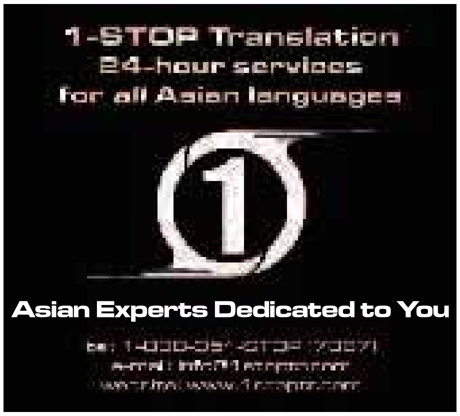

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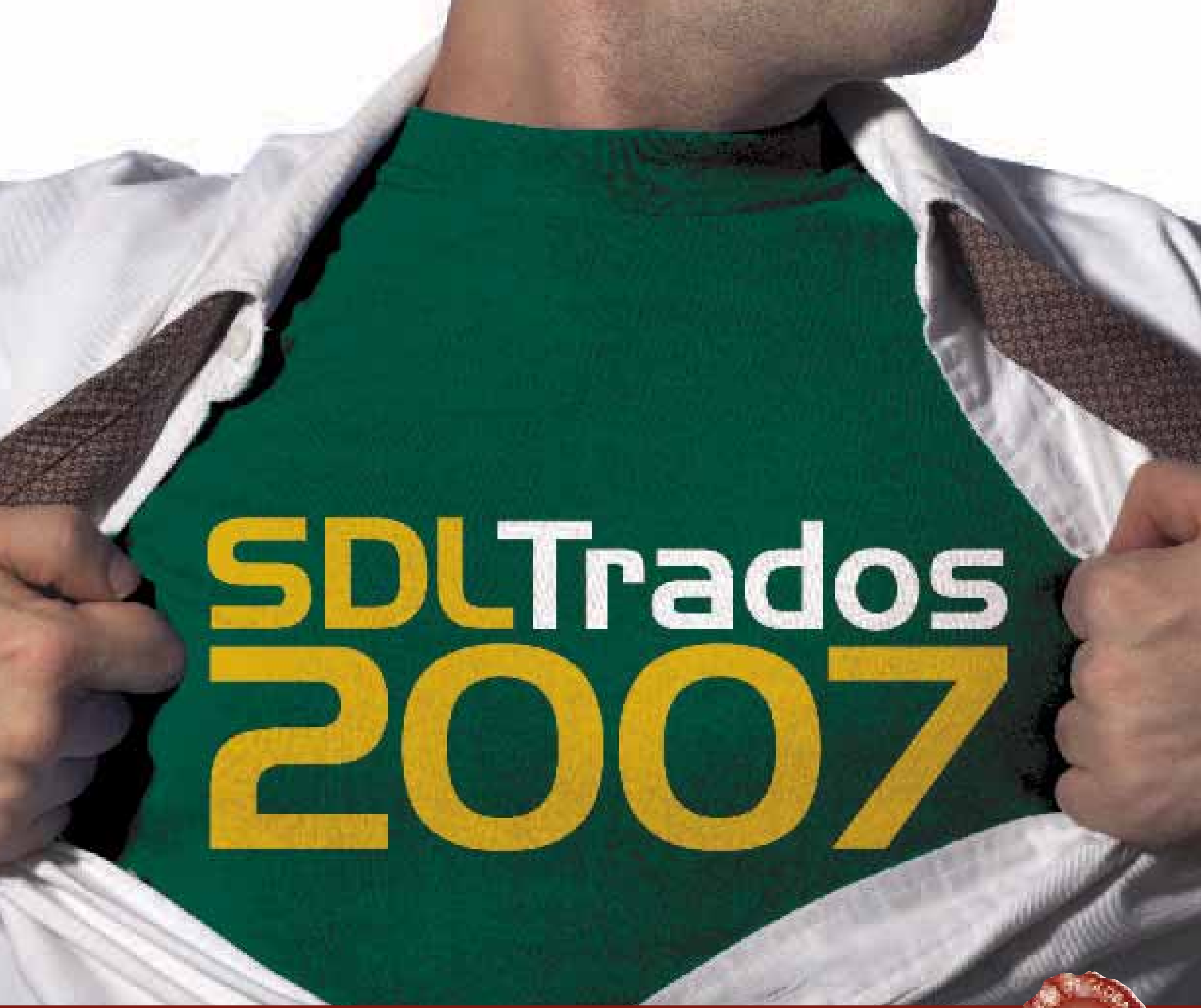
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