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American
Translators
Association

The *ata* CHRONICLE

In this issue:

Promoting Health Care Interpreting

PDF Files and Translation

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Editor

Jeff Sanfacon
jeff@atanet.org

Proofreader

Sandra Burns Thomson

Art Directors

Ellen Banker
Amy Peloff

Advertising

Matt Hicks
McNeill Group Inc.
mhicks@mcneill-group.com
+1-215-321-9662 ext. 19
Fax: +1-215-321-9636

Executive Director

Walter Bacak
Walter@atanet.org

Membership and General Information

Maggie Rowe
Maggie@atanet.org
website: www.atanet.org

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Suite 590
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Esther Diaz is the administrator of ATA's Medical Division. She is a translator and interpreter trainer who co-founded the Austin Area Translators and Interpreters Association (www.aatia.org) and the Texas Association of Healthcare Interpreters and Translators (www.tahit.us). She has served on the board of the National Council on Interpreting in Health Care, and has advocated for health care interpreting legislation in Texas for the past four years. Contact: mediaz@austin.rr.com.

Jamie M. Lucero, a graduate of the Monterey Institute of International Studies, has more than eight years of experience as a French→English translator and a translation tools expert. He is currently an instructor for Bellevue Community College's Translation and Interpretation Certificate Program. Previously, he worked at L.A. Translations & Design in Québec City, Canada, where he developed, implemented, and administered its translation memory and terminology system, and assisted in launching its French→English translation service. Contact: JMLucero@MorningStarTranslations.com.

Richard S. Paegelow is the owner and manager of Inline Translation Services, Inc., and serves as Inline's senior editor of Romance languages. He received his BA and MA degrees in Spanish, Latin America area studies, and political science from the University of Kansas. He spent one year as a Fulbright Scholar in Quito, Ecuador, and received an MBA from Columbia University. He has contributed several articles to regional translation publications and Inline's client newsletter. Contact: Richard@inlinela.com.



Naomi J. Sutcliffe de Moraes is an ATA-certified Portuguese→English freelance translator. She has a PhD in linguistics from the University of São Paulo. Before becoming a linguist, she earned a BS in mechanical engineering and an MS in physics from the University of California, Los Angeles. She specializes in legal, medical, and engineering translations. Contact: nmoraes@justrightcommunications.com.

It's time to start 
planning for the

49th Annual Conference
American Translators Association
Orlando, Florida
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For more information and a registration form, see page 49.
Visit www.atanet.org/conf/2008
for all the latest details!



From the President

Jiri Stejskal

President@atanet.org

ATA on the Hill

The fifth objective in our Association's bylaws asks that we "provide a medium for cooperation with persons in allied professions." According to our bylaws, one of the ways to achieve this objective is by "maintaining membership in professional organizations in related fields." ATA is a member of or has reciprocal arrangements with a number of organizations, and maintains a particularly close relationship with the Fédération Internationale des Traducteurs (FIT), or International Federation of Translators, and the Joint National Committee for Languages (JNCL), with official representatives to both. You will read more on FIT in my September column. For now, let us take a closer look at JNCL, which is composed of more than 60 member organizations representing approximately 300,000 language professionals.

JNCL is a 501(c)(3) nonprofit organization that provides a point of reference for the planning of national language policies and the identification of national needs in foreign language-related areas such as foreign language learning, but also translation and interpreting. It is affiliated with the National Council for Languages and International Studies (NCLIS), which is a 501(c)(4) registered lobbying organization. The joint JNCL-NCLIS mission is to give all Americans the "opportunity to learn and use English and *at least one other language*" (emphasis added) and to "promote policies that respect and develop the language abilities of Americans." The JNCL-NCLIS goals are: to unify the language profession; to increase language awareness by the public; and to promote national policies that address the nation and its citizens' needs and capabilities.

Foreign languages are now definitely on the radar screen of the U.S. government, which in the first session of the 110th Congress considered no fewer than 53 bills dealing with languages and international education.

or sloppy use of the local language, translation mistakes can be costly, embarrassing, and even disastrous. ATA can help you find the skilled translator or interpreter you need." The purpose of the presentation was to enlist other

Foreign languages are now definitely on the radar screen of the U.S. government, which in the first session of the 110th Congress considered no fewer than 53 bills dealing with languages and international education.

Now in its second session, Congress is considering an additional dozen related bills. Of these, perhaps the most important is the National Security Language Initiative, which encourages a broad, meaningful language policy to put the U.S. on equal footing with other nations. This initiative enhances our national security, economic competitiveness, international understanding, and educational excellence.

On May 1-3, 2008, JNCL-NCLIS held its Legislative Day and Delegate Assembly in Washington, DC, and ATA was duly represented by its president, who made congressional visits during the Legislative Day and gave a presentation on ATA's public relations initiative during the Delegate Assembly. The purpose of the visits was to convey to the senators and representatives our core message: "In today's global business environment, the stakes are high. From ridiculous headlines to awkward

language organizations, particularly language educators, to act as our advocates. Dr. J. David Edwards, executive director of JNCL-NCLIS, referred to translators and interpreters as the "brain surgeons of the language industry," and our profession was presented as an attractive career for foreign language students and as a major player in the language industry.

ATA has been lobbying on Capitol Hill with the assistance of JNCL-NCLIS for the past several years to promote foreign languages in general and translation and interpreting in particular, and is working hard to overcome the "English only" mentality. ATA is an integral part of a large community of language professionals, and it is in our best interest to cooperate with educators, linguists, researchers, technology developers, and other professionals in the language industry.

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From the Executive Director

Walter Bacak, CAE

Walter@atanet.org

Board Meeting Highlights

The ATA Board of Directors met July 12-13 in Washington, DC. Here are some highlights from the meeting:

2008-2009 Budget: The Board approved the final budget for the July 1, 2008-June 30, 2009 fiscal year. The total operating budget is \$2.8 million.

2008 Elections: The Nominating Committee presented the slate of candidates. For three three-year director

positions, the candidates are: Lois Feuerle, David Rumsey, Boris Silversteyn, Milly Suazo-Martinez, Naomi Sutcliffe de Moraes, and Izumi Suzuki. For one one-year director position (to complete Virginia Perez-Santalla's term upon her election to ATA secretary): Lilian Van Vranken. Thanks to these candidates for their willingness to serve the Association, and thanks to the Nominating Committee members for their diligence. The 2008 Nominating

Committee members are: Tuomas Kostianen (chair), Jean Leblon, Odile Legeay, Connie Prener, and Dorothee Racette. For more information on the elections, please see the box below.

Proposed Bylaws Revisions: The Board approved presenting to the membership 18 changes to the bylaws to be voted on in the November 2008 elections. The proposed revisions will be presented along with the rationale for the changes. For the revisions to

Candidates Announced ATA Election | 2008 Annual Conference | Orlando, Florida

ATA will hold its regularly scheduled election at the upcoming 2008 ATA Annual Conference in Orlando, Florida, to elect four directors.

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

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

Director (three positions, three-year terms)

Lois Feuerle
David Rumsey
Boris Silversteyn
Milly Suazo-Martinez
Naomi Sutcliffe de Moraes
Izumi Suzuki

Director (one position, one-year term)

Lilian Van Vranken

be approved, the ATA bylaws (Article XIV) require “a two-thirds vote of the voting members of the Association at any regular or special meeting called for that purpose.” Please look for more information on the proposed bylaws changes in the September issue and on ATA’s website.

2013 Annual Conference: The Board selected the Marriott Rivercenter Hotel in San Antonio, Texas, as the site for ATA’s 2013 Annual Conference. The tentative dates are November 6-9. ATA has not met in Texas since 1994, when the conference was in Austin. The scheduled Annual Conference dates are: 2008 in Orlando; 2009 in New York City (ATA’s 50th anniversary); 2010 in Denver; 2011 in Boston; and 2012 in

San Diego. In selecting conference sites, ATA works with Experient, a leading conference management authority. Experient’s portfolio of hundreds of associations gives the company extraordinary leverage in working with hotels, which works to ATA’s benefit in contract negotiations. The Board’s philosophy over the years has been to move the conference around the country to avoid, for example, having two consecutive conferences on the East Coast. In addition, we look for hotels that have, among other things, the required amount of meeting space, competitive room rates, reasonable air access, and are usually, but not always, near a strong base of ATA members.

Certification Renewal Fee: The Board approved instituting a \$30 fee for individuals renewing their ATA certification. The fee, which takes effect in 2009, will be paid in conjunction with the submission of continuing education records as required every three years. The fee will go toward covering the costs of administering the Certification Program.

The minutes of the meeting will be posted online at www.atanet.org/membership/minutes.php. Past meeting minutes are also posted on the site. The next Board meeting is set for November 8-9 in Orlando. As always, the meeting is open to all members, and members are encouraged to attend.

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Binghamton Grants Nation’s First PhD in Translation Studies

On June 19, 2008, the Translation Research and Instruction Program (TRIP) at the State University of New York at Binghamton granted the nation’s first PhD in Translation Studies to Marella Feltrin-Morris. Feltrin-Morris, a faculty member at Ithaca College, completed course work, a field paper, and extensive written and oral examinations, and defended her dissertation, “Into Forbidden Territory: The Audacity to Translate in a Second Language.”

Feltrin-Morris entered the TRIP doctoral program soon after it was authorized by the New York State Department of Education in April 2004. Program co-directors Carrol F. Coates and Marilyn Gaddis Rose note that Dr. Feltrin-Morris’s achievement highlights the interdisciplinary strengths of Binghamton University’s program.

Founded in 1971, TRIP offers the following degree programs: a PhD in Translation Studies, a Graduate Certificate in Translation, and an Undergraduate Minor in Translation Studies.



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Jump Start Your Networking with ATA

Take advantage of your ATA membership. Joining LinkedIn through ATA gives you an instant community with opportunities to grow your network quickly. Don't wait — get your online networking underway! To join, just visit www.atanet.org/linkedin.php.

Read All About It! ATA Division Newsletters

Get the latest scoop on division activities and stay current with language- and specialty-specific information pertinent to your field. How? Just download the latest batch of division newsletters from 2008:

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Advocating for Language Access to Health Care

By Esther Diaz

From my first exposure to the field of health care interpreting in a course called *Bridging the Gap* that was taught by Cindy Roat, I discovered my passion for health care interpreting as a way to provide equal access to health care for people with limited English proficiency. Since then, I have advocated on language access issues. Whenever I talk about my advocacy efforts, people often ask how they can help. I am writing this guide for those who wish to advocate in their own state.

Step 1: Learn as much as you can about the laws related to discrimination on the basis of national origin, language access, health disparities, and culturally and linguistically appropriate services for health care. A great place to start is a website called Let Everyone Participate (www.lep.gov), sponsored by the Federal Interagency Working Group on Limited English Proficiency. Here you will find many resources, including the text of Title VI of the Civil Rights Act, and guidance memoranda from the U.S. Department of Health and Human Services, Department of Justice, and many other government agencies. You will also find the Culturally and Linguistically Appropriate Standards (CLAS) for Health Care.

Perhaps the best starting point is a videotape titled simply "The Limited English Proficiency Video." It pro-

Advocacy takes research, legwork, people skills, and persistence.

vides an overview of the legal requirements related to language access as well as the CLAS developed by the Office for Civil Rights. It is listed under “Resources” at www.lep.gov with a link to order a free copy. Another place to start (and earn free continuing medical education [CME] units) is an online training module created by the Office of Minority Health. It is available at www.tmfteam.net/cultureandmedicine.

To find out about state legislation, see the “Summary of State Law Requirements Addressing Language Needs in Health Care,” available from the National Health Law Program at www.healthlaw.org.

Step 2: Once you have learned all you can about the legal requirements, you need to build a case for language access. Your case should include the legal requirements, the business benefits, and an appeal to quality of care and reduction of adverse medical events. Here are two approaches:

A. For the business benefits, you might want to develop a case for cost avoidance. This could include avoiding emergency room visits (the largest cost center for public hospitals), repeat visits, additional tests, or lawsuits on the basis of discrimination. For information about complaints resulting in investigations by the Office for Civil Rights, see the website of the National Health Law Program

(www.healthlaw.org) and search for the Office of Civil Rights Docket for your region.

B. For the appeal to quality of care, you will need to cite research findings relating to health disparities and adverse events resulting from the use of untrained interpreters or no interpreters. Dr. Glenn Flores has published several studies on this topic, including a recent article in the June 2008 online *Journal of Pediatrics* entitled “Racial and Ethnic Disparities in Medical and Dental Health, Access to Care, and Use of Services in U.S. Children.” Other published research on language access can be found in an annotated bibliography on the website of the National Council on Interpreting in Health Care (www.ncihc.org).

Some other important issues to address with hospital administrators include: accreditation issues; norms in the field; demographic information (national, state, and most importantly, within the hospital system’s catchment area); and competitive advantage. For public hospitals, also include a discussion on interpreting services and the impact on access to care.

Step 3: Prepare a presentation for your prospective audience. Make your presentation as concise and focused as possible. When speaking to clinicians, emphasize quality of care and research findings concerning adverse events and patient safety.

When speaking to administrators and risk managers, emphasize the cost avoidance and legal compliance issues. In addition to this, offer solutions such as local resources for testing and training of existing bilingual staff, for over-the-phone interpreting services, and for face-to-face interpreting services in the languages frequently encountered in your area.

Step 4: Get your foot in the door. Take advantage of networking opportunities such as health care and diversity conferences and seminars. Meet hospital administrators, physicians, directors of nursing, risk managers, human resource managers, patient representatives, social workers, and anyone else who can open doors for you. Identify opportunities for a conference or seminar presentation, an in-service presentation for hospital staff, or a one-on-one meeting with a hospital or clinic administrator.

Step 5: Become a clearinghouse of information and resources on language access. You should become familiar with the following publications:

National Council on Interpreting in Health Care

www.ncihc.org

- *National Code of Ethics for Interpreters in Health Care*
- *National Standards of Practice for Interpreters in Health Care*

The California Endowment

www.calendow.org

- *Addressing Language Access Issues in Your Practice: A Toolkit for Physicians and Their Staff Members*
- *Paying for Language Services in Medicare* ➔

- *Straight Talk: Model Hospital Policies and Procedures on Language Access*

The Commonwealth Fund
www.commonwealthfund.org

- *Language Barriers in Health Care: Special Supplement to the Journal of General Internal Medicine*

National Health Law Program
www.healthlaw.org

- *Language Services Action Kit: Interpreter Services in Health Care Settings for People with Limited English Proficiency*
- *Language Services Resource Guide for Health Care Providers*
- *Summary of State Law Requirements Addressing Language Needs in Health Care*

The Joint Commission
www.jointcommission.org

- *Hospitals, Language, and Culture: A Snapshot of the Nation*
- *One Size Does Not Fit All: Meeting the Health Care Needs of Diverse Populations*
- *Language Access: Understanding the Barriers and Challenges in Primary Care Settings. Perspectives from the Field* (June 2008).

Step 6: Identify pending legislation on language access that you would like to support. Each state legislature has a way of tracking pending legislation online. If you do not know your state legislature's website, see www.usa.gov and follow the links to your state's legislature. Once you find it, search for pending bills by keyword "translator" or "interpreter." If necessary, search for "Spanish." When you

find something of interest, download the bill text and its history. You can find out who is sponsoring the legislation and the bill status. Find out as much as possible about the bill and discuss it with colleagues from the health care interpreting field to determine whether it is worth supporting.

Step 7: Talk to your state legislature. Identify the state representative or senator who sponsored the bill you are interested in supporting and set up an appointment to talk to his or her legislative aide. This is the person respon-

sible for researching and writing bills and helping the representatives/senators get them passed.

Learn as much as you can about your state's legislative process. (Your state legislature's website should have a description of how a bill becomes a law.) Prepare a short presentation explaining why you support this particular bill and offer to testify in support of the bill.

If your offer to testify is accepted, find out the date, time, and location where you will testify. Be aware that this time can change. Ask the sponsor's office to notify you of any change and

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The California Endowment
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Flores, Glenn. "Racial and Ethnic Disparities in Medical and Dental Health, Access to Care, and Use of Services in U.S. Children."
Journal of Pediatrics
(June 2008)
www.jpeds.com

The Joint Commission
www.jointcommission.org

**Let Everyone Participate
Federal Interagency Working
Group on Limited English
Proficiency**
www.lep.gov

Office of Minority Health
www.thinkculturalhealth.com

**National Council on Interpreting
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National Health Law Program
www.healthlaw.org

USA.gov
www.usa.gov/Citizen/Topics/Health.shtml

Get ideas for legislation that addresses the needs of your state by reviewing legislation from other states.

be prepared for last-minute delays that could last several hours.

For your testimony, prepare a short, very focused presentation. Use the time to talk about the benefits of the bill for the citizens of your state—not to promote your own qualifications or services.

Step 8: Propose new legislation.

If there is no bill pending that relates to health care interpreting, you might want to propose one. Get ideas for legislation that addresses the needs of your state by reviewing legislation from other states. As indicated above, you will find a summary of existing state legislation on language access on the website of the National Health Law Program (www.healthlaw.org). Contact colleagues in other states to identify current or pending legislation about health care interpreting. The listserv of the National Council on Interpreting in Health Care is an excellent tool for this (www.ncihc.org). Talk to as many colleagues in your state as possible to identify support for and potential opposition to such legislation. Enlist the support of your local translator and interpreter association and approval to pursue proposed legislation. You should ask an officer of the local association to join you in this pursuit and help you present your proposal to the legislature. Remember that legislators rely on voters to stay in office—the more voters you can represent, the better.

Identify a sympathetic state legislator. This can be the representative for your own district or another. Good prospects can be found by searching for pending legislation about health care or social services and identifying representatives who have sponsored such legislation.

Prepare a one- or two-sentence description of your proposed legislation that you can use when you contact the identified legislator's office for an appointment. This will be a meeting with a legislative aide. Once you have an appointment, prepare a professional, focused presentation explaining why you think new legislation is necessary. The presentation should be 20 minutes or less and include:

- State demographics.
- Any research or news stories you can find about adverse medical events in your state resulting from the lack of qualified interpreters.
- A general concept of the legislation you propose as a solution to the needs you identified.
- Examples of legislation from other states.

If your legislative proposal is accepted, you may also be asked to participate in drafting the bill. If so,

comply with all requests for information in a timely manner and follow up as needed to make sure the proposal is diligently pursued.

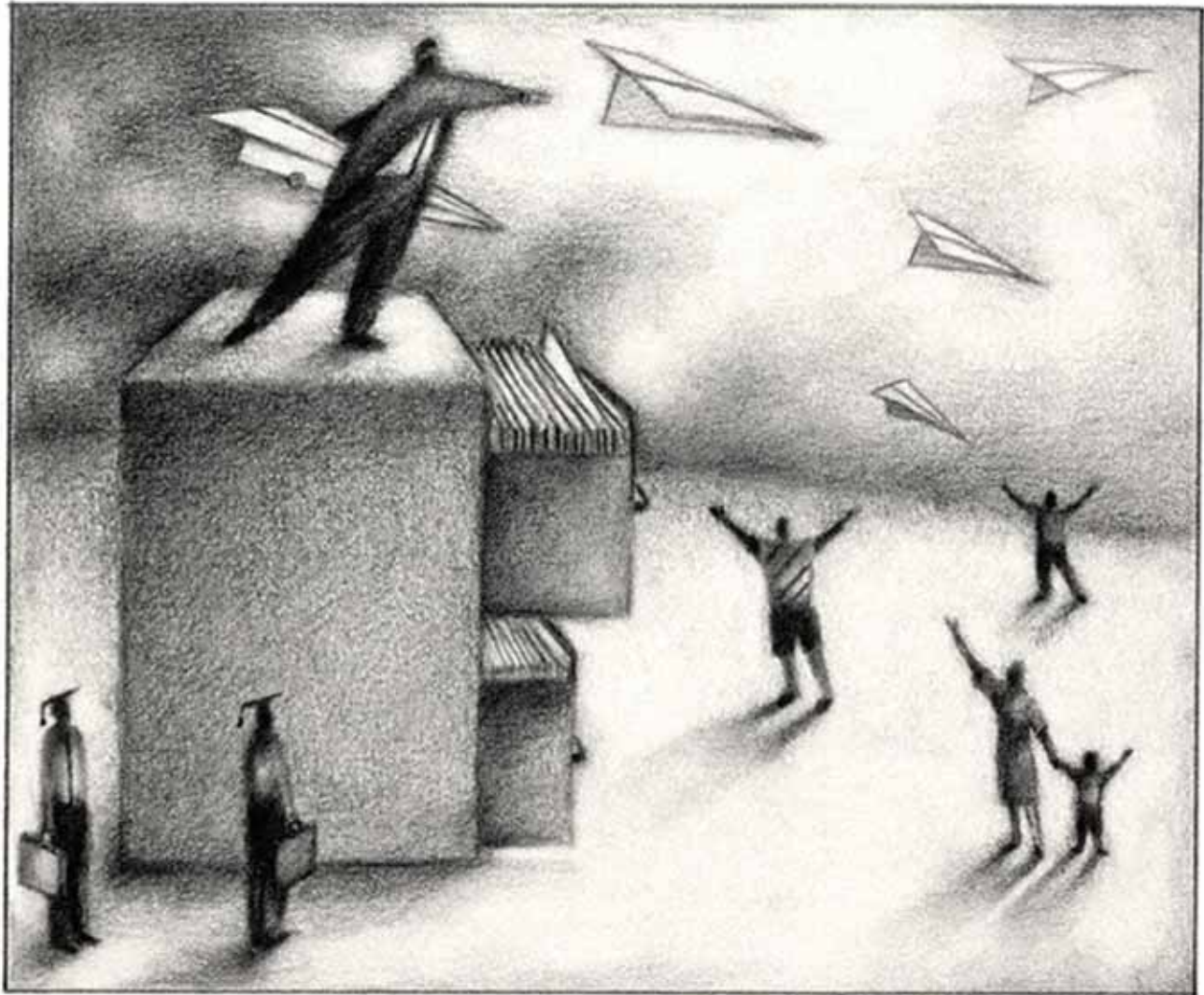
Once the bill is drafted, you will need to track it using your legislature's online tracking system and place follow-up calls or e-mails to the legislative aide responsible for the bill. Offer to testify in support of the bill and follow the steps described above.

Step 9: Keep your local translator and interpreter association informed of your efforts, and if they are interested, make them part of the process. Prepare oral or written updates on the legislative project for the board or write an article for your local group's newsletter.

Step 10: Do not give up. As you can see, advocacy takes research, legwork, people skills, and persistence. Do not try to do it all yourself. Enlist the help of your colleagues and have them each contribute in their areas of strength. Support each other throughout the project and celebrate each small victory. Access to health care is well worth the effort!

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PDF Files and Translation

By Jamie M. Lucero

As Adobe Portable Document Format (PDF) files become increasingly widespread for various forms of documentation and easier to generate, translators and agencies are regularly asked—and sometimes expected—to handle PDF source files. Before examining why such requests can be problematic, it would probably be useful to explain why PDFs are so popular.

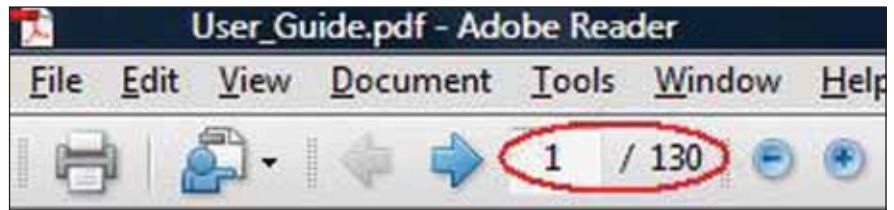
As the name of the format suggests, PDFs are intended for information sharing, much the same way as paper documents. Like hardcopy, a PDF enables a text to be viewed with all the

original design elements in place, thus avoiding the scenario where a beautiful layout is displayed incorrectly on another computer. Because the formatting can be displayed correctly on the screen, it is not necessary to print the file. Since PDFs can be distributed via e-mail, they are also convenient. As an added bonus, they offer protected content that allows text searching, which is definitely beneficial to both authors and readers. Files can also be viewed with free software such as Adobe Reader.

What, then, is the problem? PDF documents—with the exception of forms—are meant for viewing, not

modification. Similar to handling hardcopy source texts, a PDF source file cannot be used directly as the basis for the translation. A new file must be created in order to perform the translation, which creates extra work and challenges for any translator or agency. Add to this the sheer number of software applications that can quickly generate PDF files, and you have the makings of many a translation nightmare. However, with the proper strategies for handling PDF files in place, this much-maligned source file format can be palatable, if not profitable.

Figure 1: Adobe Reader Toolbar



Translating PDFs

There are essentially two strategies one can use to translate PDF source files: 1) create a new blank file in the program where the translation will be performed; or 2) convert the PDF source file to another format where the source is overwritten with the translation. For the purposes of this article, let us assume that the new format is Microsoft Word.

Strategy 1: Create a Blank File

This approach is most effective when dealing with small PDFs of one to two pages of text containing minimal formatting. It is an approach that can be used by translators and agencies that do not use translation memory (TM) or related tools. Just follow these steps:

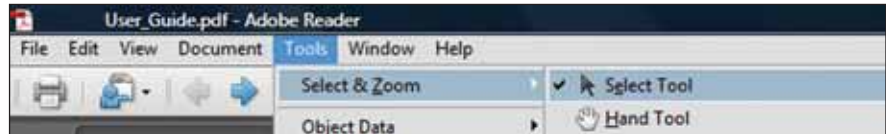
1. Create a new blank document in MS Word.
2. Type the translation into the new document while viewing the PDF (on screen or a printout).
3. Re-create the formatting of the original PDF in the new document according to the specifications agreed upon with the client. (This can be done during or after Step 2.)

The advantage of this approach is that translation can start immediately with little or no file preparation. The flipside is that all of the required original formatting has to be completely re-created in the new document, and the chances of omitting text become increasingly high with larger files.

Strategy 2: Convert the PDF Source File

This approach is most effective when working with larger PDFs of

Figure 2: Adobe Select Tool



PDFs offer benefits to both authors and readers, such as protected content that allows text searching.

more than two pages of text that are heavily formatted. It is a good option for translators and agencies that do use TM or related tools. Just follow these steps:

1. Convert the PDF file to MS Word.
2. Fine-tune the formatting in the conversion according to the specifications agreed upon with the client.
3. Translate using the preferred TM tool.

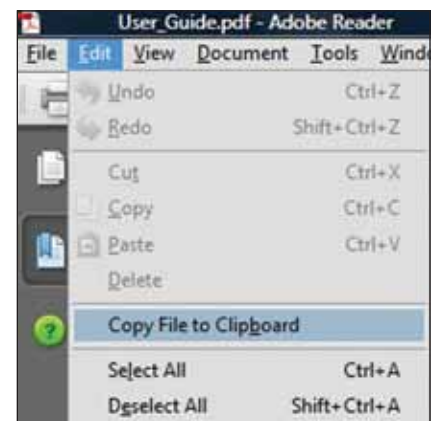
The advantage of this approach is that much if not all of the necessary original formatting can be transferred during the conversion to MS Word. In addition, TM tools can be used, and the chances of omitting text are small, regardless of the size of the PDF. On the other hand, purchasing third-party conversion tools could be required in some cases. The time needed to prepare the document is also much longer. This longer preparation time, however, is frequently offset by the major production gains obtained from the ability to use a TM tool on large documents.

PDF-to-Word: Conversion Assessment

Before attempting any kind of conversion, it is advisable to assess whether the PDF will be fairly easy to convert. To do this, open the PDF in Adobe Reader and look for the following:

1. The number of pages, images, tables, and charts. The total number of pages is listed on the toolbar, but the other items must be counted manually. (See Figure 1.)

Figure 3: Adobe Reader Clipboard



2. Complex images, tables, and charts. Complexity includes things like the amount of information in these images, non-standard placement of images and charts (e.g., in the margins), text within an image, and large graphic sizes.
3. Heavy formatting, including the liberal use of colors, fonts, and columns.
4. Non-selectable text. To determine this:
 - a. Go to the Tools menu, select Select & Zoom and click on Select Tool. (See Figure 2 on page 17.)
 - b. Try selecting any text in the file to ensure that the PDF is not a scanned document. If you can select text, then it should be available for copying and pasting.
5. Document restrictions. To determine this:
 - a. Check to see if “(SECURED)” follows the file name in the Adobe Reader title bar at the top-left of the Adobe Reader window. If so:
 - b. Go to the Edit menu and verify that the Copy File to Clipboard option is available. (See Figure 3 on page 17.)
 - c. If not, the PDF is protected against copying, and requires one of the following options:
 - Ask the client to remove the security.

- Purchase and use a third-party security removal tool.
- Print the PDF (if permitted) and scan the printed document with optical character recognition software to an MS Word file.

Any of these five assessment items alone or in combination increases the difficulty and time required for conversion. Performing such an assessment will no doubt save some initial headaches, and may even help determine if a given project can be done or is worth doing.

PDF-to-Word: Manual Conversion

A manual conversion approach assumes that no software tool for such a conversion is available. To perform a manual conversion, do the following:

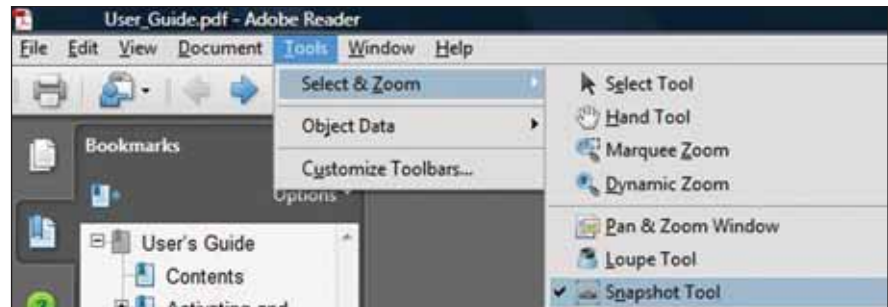
1. Go to the Edit menu.
2. Select Copy File to Clipboard.
3. Open a new MS Word document and paste the text from the PDF into it.
4. Compare the new MS Word document to the PDF document and do the following if necessary:

- a. Search for fonts that are hard to see (e.g., white) and change the text or background color so they are visible.
- b. Insert page breaks to match the PDF.
- c. Join sentences broken by paragraph marks, which will improve text flow and translation memory results.
- d. Add/adjust any other required formatting.
- e. Copy any desired image from the PDF with the Snapshot Tool by following these steps:

- Go to the Tools menu.
- Choose Select & Zoom and then the Snapshot Tool. (See Figure 4).
- Locate the desired image in the PDF.
- Click and drag a box around the image.
- Paste the image into the MS Word document.

This method is very time-consuming, so it works best in cases where minimal formatting is required. In addition, translators or agencies

Figure 4: Adobe Reader Snapshot Tool



expecting to handle PDF projects on a frequent basis are better off using the automatic method that follows.

PDF-to-Word: Automatic Conversion

The automatic conversion approach assumes that a software tool for such conversions is available. Some translators or agencies might have purchased a license for Adobe Acrobat, which is the official full-featured PDF tool, because it has a function that exports PDFs into MS Word. Unfortunately, this function generally produces results no better than manually copying PDF text and pasting it into a newly created MS Word document. In some cases, this approach can produce a perfect MS Word version of the original PDF file, but these results are few and far between. This is probably due to the wide array of tools that can be used to generate PDFs and to the fact that PDFs can be created from just about anything that can be printed from a computer.

Fortunately, there are excellent and affordable third-party tools available that are designed specifically to convert PDFs to MS Word files while retaining maximum formatting. Some can even perform a respectable job of converting a PDF with non-selectable text to MS Word via integrated optical character recognition technology. Because an entire article could be dedicated to comparing these tools or describing their use, a list of major players is provided below:

Solid Converter PDF
www.soliddocuments.com

ABBYY PDF Transformer
www.pdftransformer.com

Other Resources

Adobe Acrobat versus Adobe Reader
www.adobe.com/products/acrobat/reader.html

An alternative to Adobe Reader
www.foxitsoftware.com/pdf/rd_intro.php

More PDF Information

www.adobe.com/pdf

http://en.wikipedia.org/wiki/Portable_Document_Format

www.pdfzone.com

PDF Converter
www.nuance.com/pdfconverter/converter

Word-to-PDF Conversion

On many occasions, clients ask for a PDF file in return. The only way to convert the MS Word document back to a PDF is by using a software tool. The most obvious candidate is Adobe Acrobat, which installs a Word-to-PDF function inside MS Word, but purchasing Acrobat solely for this conversion function is simply not cost effective. One simple solution that has become available for MS Office 2007 users is the free “Save as PDF” add-in available from Microsoft (just search for “Save as PDF” at Microsoft.com). Of course, purchasing or upgrading to MS Office 2007 only for the conversion add-in is also not cost effective.

Again, there are excellent and

often free third-party tools available that are designed specifically for creating PDFs from anything that one can print, so they are useful even if the translation format is not MS Word. Some tools even possess extra features like adding protection to a PDF. Because these types of tools are much more common than PDF-to-Word converters, information on a large number of these tools can be found by typing “print PDF” into your preferred search engine. Some of the free tools available include:

PDF 995
www.pdf995.com

BullZip PDF Printer
www.bullzip.com

CutePDF Writer
www.cutepdf.com



PrimoPDF

www.primopdf.com

Are PDFs Worth It?

In an ideal world, the best way to handle PDFs vis-à-vis translation is not to handle them at all. Understand that documents and content are not generally created in PDF format; rather, they are converted into PDF format from the original document. Thus, the original document format should theoretically exist somewhere. With this in mind, it never hurts to request the original document format or a version in MS Word. Many clients are more than happy to comply with this request once they realize that PDF documents are very inconvenient for translation. The one exception, it would seem, is when the client provides the document in its original format and the translator or agency does not have access to the program in

which it was created. If this means purchasing an expensive software license or learning new software in order to translate the document, especially when there is a chance that the format is not supported by translation memory, then handling the PDF is more than likely preferable.

If there is no way around working with a PDF source file, the conversion assessment method provided in this article can be used as a basis to determine if the project is worth handling. If the project seems to be extremely difficult or time-consuming, it might be best to turn it down. If the project looks simple to moderately difficult after a conversion assessment, it might be worth doing under the right circumstances.

Many clients have no problem accepting the translation in a minimally-formatted MS Word document because the turnaround time is faster

and they can often avoid being charged for formatting and other surcharges. Be sure to mention this as a preferred delivery option up front; if not, the client could be expecting a perfectly formatted MS Word, or even PDF, target file for nothing more than the regular translation rate. If nothing less than a translation that perfectly replicates the look of the PDF original will be accepted, make sure that the PDF passes the conversion difficulty assessment and that the right conversion tools are available and you know how to use them. Rates should also be adjusted to take into account the extra work that will be required. Otherwise, accepting such a project is living dangerously. Adhering to these simple guidelines is sure to produce a superior project experience for all parties involved.

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(Presenter: Annette Cash)
- **Internet Tools, Tricks, and Tips**
(Presenter: Mary Maloof-Fleck)
- **Language Education**
(Presenter: Lucia Ribeiro)

Upcoming Events in September

See page 34 for a comprehensive list.

September 6, 2008

Midwest Association of Translators and Interpreters
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www.matiata.org

September 12-14, 2008

Tennessee Association of Professional Interpreters and Translators
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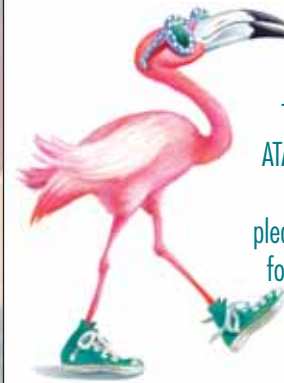


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Back Translation Revisited: Differences that Matter (and Those that Do Not)

By Richard S. Paegelow

Another article about back translation? This is definitely not a popular topic among many professional translators and translation companies. The unpopularity of the “back translation approach” to quality assurance is reflected in the relatively new ASTM translation standard that states: “back translations are no guarantee of accuracy.”¹ Nevertheless, many of us receive requests from

clients for a back translation “to verify the accuracy” of the original translation. Legal departments seem to be particularly enamored of this concept. Curiously enough, a more recent ASTM publication promotes the concept of having “a qualified second person, fluent in the specific language or dialect, back translate to assure the original meaning.”²

As a review, back translation is the

practice of taking a translated document and translating it back into the original language as a means of checking the accuracy of the translation. For example, you deliver the translation to the client, who then hands it to another translator for translation back into English. The client then compares the back translation to the original and checks for inaccuracies. The problem is that the client’s

Table 1: Back Translation Error: Example

Original source text:	premium (of an insurance policy)
English-to-Spanish translation:	<i>prima</i>
Spanish-to-English back translation:	female cousin

Table 2: A Difference that Matters: Example

Original source text:	water penetration
English-to-Korean translation:	홍수
Korean-to-English back translation:	flood

Table 3: Differences that Do Not Matter: Example A

Original source text:	physician
English-to-Spanish translation:	<i>médico</i>
Spanish-to-English back translation:	doctor

Table 4: Differences that Do Not Matter: Example B

Original source text:	Genes are tiny things you can't see that tell your body how to grow.
English-to-Spanish translation:	<i>Los genes son muy pequeños y no se pueden ver, pero le dan instrucciones al cuerpo sobre cómo crecer.</i>
Spanish-to-English back translation:	Genes are very small and cannot be seen, but they give the body instructions about how to grow.

translator might introduce errors into the text. Writing in the August 2005 issue of *The ATA Chronicle*, Mike Collins outlined two useful strategies for making back translations work:³

Method 1: When the client asks for a translation and a back translation, get them to agree to wait for delivery until the back translation is complete. Use one team to do the translation and another to do the back translation, and then do a source-to-back translation comparison and correct any discrepancies in the translation. Deliver both documents to the client.

Method 2: In some cases, the client will request delivery of the translation as soon as it is finished, followed later by the back translation. When the back translation is completed, compare the back translation, the translation, and the source document and correct any errors in the translation. When finished, deliver the back translation and a revised copy of the translation, along with a list of the corrections made to the translation and explanations of why they were made.

Both of these strategies presume that the same translator or translation

company will manage both the original and the back translation (albeit with different translators). What happens when a client insists on contracting independently with a second translator or translation company for the back translation? On the surface, such an approach seems reasonable enough, since any real or perceived conflict of interest inherent in either of Collins' approaches is avoided. Nevertheless, without careful client management and education, a major analytical task could easily be thrust upon the original translator or translation company.

Because most clients believe that a good translation will result in a back translation that parrots the original source text—ideally word-for-word and in the same order—it is highly probable that the client will send the back translation to the original translator with instructions “to fix the translation.” My company has had clients who changed the word order of several sentences in the back translation and instructed that the same be done in the original translation (to the detriment of a perfectly good translation). Unfortunately, this worst-case scenario is also a very likely one.

Some Guidelines

In order to streamline the process and hopefully avoid the worst-case scenario, let me suggest four guidelines that clients can use when they commission independent back translations. Such guidelines are necessary because a back translation by itself provides no guidance on how to fix the original translation.⁴

1. A back translation should be done by a professional translator and edited by a second professional. Errors in a back translation cast unnecessary doubt on the validity of the original →

Table 5: Source Text Ambiguity: Example

Original source text:	The unauthorized employee and supervisor were fired.
English-to-Spanish translation:	<i>El empleado no autorizado y su supervisor fueron despedidos.</i>
Spanish-to-English back translation:	The unauthorized employee and his supervisor were fired.

translation. They are time-consuming to resolve and can actually result in the end of a client-translator relationship.

For example, the Spanish word *prima* has more than 15 possible translations, including “the cost of an insurance policy” and “female cousin.” An incorrect back translation leads to a false conclusion about the accuracy of the original translation. This was the case when one of my company’s clients incorrectly back translated *prima* as “female cousin” and insisted that we use a different Spanish word for insurance premium (see Table 1, page 23). Lacking other choices in Spanish for premium, we held our ground. Unfortunately, the issue escalated up the company’s monolingual English-speaking management chain of command to the senior vice-president level. Several days later and after more than 10 telephone calls, we lost the client.

In summary, a quality back translation is essential so that “false positives” (i.e., errors in the back translation itself) are minimized.

2. A comparison of the back translation with the original document should focus on the “differences that matter.”

Table 2 on page 23 presents a real-life example from an English-to-Korean translation project for an insurance client who later commissioned a back translation. The term “water penetra-

tion” appeared in an insurance brochure as a covered item. When translated into Korean, the meaning was changed to “flood” (as evidenced by the back translation), which was NOT an item covered by the insurance policy. The difference is that “water penetration” from wind-driven rain is covered by the insurance company, while flood damage is specifically excluded. In this case, neither the translator nor the editor

caught the error, which was uncovered during the back translation process. Clearly, this is a case of a difference that matters, and anyone who manages the back translation process should focus on this type of difference.

3. Ignore “differences that do not matter.”

In Spanish, the word *médico* means both doctor and physician. No improvement is possible by asking either the original English-to-Spanish translator or the back translator to make a change because we are really dealing with a synonym here, so *médico* is correct (see Table 3 on page 23).

In the second example (see Table 4 on page 23), taken from a child assent form for young subjects in a diabetes study, the original English and the back translation vary considerably in sentence structure and word choice. The content, however, is the same. Very

Back Translation Guidelines

1. A back translation should follow the same quality control procedures as the original translation.
2. Comparisons of the source text with the text from a back translation should focus only on the “differences that matter.”
3. Ignore the “differences that do not matter.”
4. Source text ambiguities may arise that should be resolved by the author of the original source text.

little improvement, if any, will result from trying to force the back translation to be a word-for-word equivalent of the original English by editing the Spanish translation.

Both of these examples and many more like them can be quite time-consuming to resolve. They arise when clients fail to focus on the underlying meaning and seek to measure accuracy by focusing on how closely the source text and back translation match.

In general, appearances of synonyms and alternative word order in a back translation are examples of “differences that do not matter.” *The key to using back translation successfully hinges on the ability to distinguish between differences that matter and those that do not.*

4. Source text ambiguities may arise that should be resolved by the author of the original source text.

Sometimes a translation can reveal a problem with a word or phrase that no one ever considered when drafting the original English source text. The translator (and the back translator) can only offer their interpretations of what they thought the writer meant to say (see Table 5 on page 24).

Were *both* the employee and the supervisor “unauthorized,” or just the employee? The original English-to-Spanish translator and editor both assumed that “unauthorized” modified only the noun “employee,” which may not be what the original English author meant. At this point, it is critical that the author of the original source text clarify any ambiguities that have come to light before editing the translation.

Is a Full Back Translation Necessary?

Many of us have tried to dissuade clients from undertaking a complete

(and expensive) back translation as a means of quality control because we know that a back translation will not catch all the errors. For example, spelling errors, missed diacritical marks (such as accent marks), and incorrect foreign language punctuation (such as omitting the *¿* or *¡*) in the original translation will usually be overlooked by the party doing the back translation, since their job is to transmit the meaning of the source text to the target text. It is usually impossible to replicate a spelling error, incorrect punctuation, or missing diacritical marks in a back translation, unless the meaning has changed. The back translation process is simply not designed to catch these types of errors.

Like it or not, back translations are here to stay. Yes, they can flush out serious translation errors that even the best translator/editor teams make. But they are expensive—at least twice as expensive as a one-way translation—without allowing for the additional analysis of trying to explain and resolve differences between the original source text and the back translation.

Is there any way our clients could benefit from something less than an expensive back translation? Perhaps it might be more useful to limit the back translation process to a handful of critical terms in the more sensitive documents clients want to translate. After all, companies often invest a great deal of time drafting selected sections or phrases in a document. This “wordsmithing” has specific purposes such as limiting the company’s liabilities in the case of insurance carriers.

With the benefit of hindsight and the aftermath of the Hurricane Katrina-related insurance controversies, we might want to make sure that critical terms such as “water penetration” are subject to back translations

(even if the original translation was done in total conformance with the ASTM translation standard). Such an approach would be significantly less expensive than a complete back translation. Now all we have to do is convince our clients who think they need a complete back translation to settle for something less. When a client does insist on a complete back translation, hopefully the guidelines and examples provided in this article will help bring closure to a process that otherwise could be painfully long.

Notes

1. The ASTM International translation standard, formally known as “ASTM F2575 - 06 Standard Guide for Quality Assurance in Translation,” was developed after several years of discussions involving translators, academicians, and industry participants in the U.S. and Europe. It was published in June 2006. For complete information, go to www.astm.org/Standards/F2575.htm.
2. “International Consumer Product Testing Across Cultures and Countries,” edited by Alejandra M. Muñoz and Silvia C. King (ASTM International, June 2007), 13.
3. Collins, Mike. “Medical Back Translation: Strategies for Making it Work.” *The ATA Chronicle* (August 2005), 19-24.
4. “Why Back Translations Are a Bad Idea.” *ProTranslator* (Volume V, Number 1), www.inlinela.com/newsletter/inline_news_vol5_1.pdf.

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The Translator's Binoculars, Part 1: How to Search Monolingual Reference Texts

By Naomi J. Sutcliffe de Moraes

When most translators think of translation tools, they think of translation memory or terminology databases. But what about monolingual reference texts in the target language? There are three common situations where monolingual references will be provided or will prove useful:

1. When translating academic articles or reports containing a bibliography.
2. When translating marketing material or manuals for a client who provides you with similar material to consult in order to maintain consistent terminology.
3. When translating legislation, where terminology must be consistent with prior laws.

The primary advantage of using a tool like AntConc rather than just using Google to search the Internet at large is that you have much more control over which texts you are searching.

AntConc and What it Can Do

In linguistics, a corpus is a collection of texts of a specific type or on a specific subject that is stored electronically and used for lexical, grammatical, or other linguistic analyses. A corpus is often used to check for occurrences of commonly used words in related texts and to validate terminology choices. AntConc is what corpus linguists call a concordancer. AntConc imports your reference texts

(your corpus) and can show you the contexts for all occurrences of a search term. Google also does this for texts on the Internet, but it uses algorithms to rank hits, whereas a normal concordancer like AntConc simply shows all occurrences of a term. Unlike Google, AntConc also shows collocations, that is, words that commonly appear together in the indexed texts, such as “dead serious” or “highly qualified.”

In my article, “Techniques for

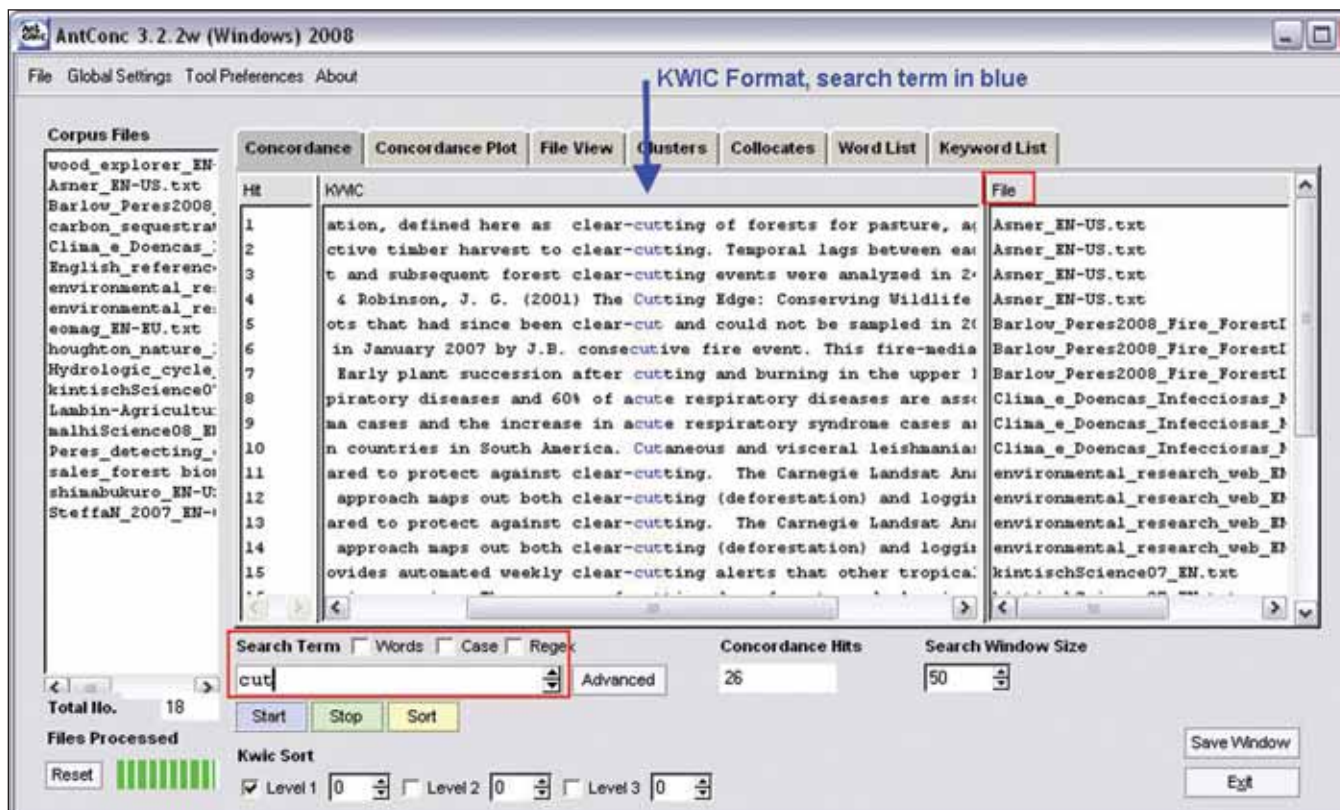


Figure 1: Search on “cut” using AntConc

Teaching Medical Translation into English,” in the January 2004 issue of *The ATA Chronicle*, I mentioned the importance of background reading when beginning to translate a technical

IntelliWebSearch in the July issue) and guessed that *corte* was probably “cut.” I then searched in my reference texts for this particular project. The result is shown in Figure 1.

ones. In this particular job the client wanted British English, so when faced with different collocations in British and U.S. English, I followed the U.K. standard. This search on the word “cut” shows me that “clear-cut” is a very common term in my reference texts and is probably the translation for *corte raso*. This can then be confirmed through other research methods, including reading sections of the reference texts to find a definition of the English term.

If you are translating material for a business client, even through an intermediary, ask for reference material if you think it would be useful.

article. Using a concordancer lets you cover much more ground and saves time by pinpointing just the terms you need. For example, I recently translated a long article on satellite monitoring of deforestation in the Amazon. One of the first terms I came across (in Portuguese) was *corte raso*. I used what I call the “guess and check” method (see my article on

In Figure 1, AntConc shows the search term in blue in the middle of the window in what is called the Key Word In Context (KWIC) format. The file in which the segment of text was found is listed in the right window. Note that I have indicated the dialect (U.S. or U.K. or foreign English) in the file name to help me separate out native collocations from non-native

Examples of Searches

Another example of how I used my reference corpus for the above project was when I was confronted with several terms used in a classification of forest cover types. I had to translate *Floresta Ombrófila Densa* and *Floresta Ombrófila Aberta*. I guessed that *densa* was probably “dense,” and the search results for “dense” are shown in Figure 2 on page 28.

The second hit in Figure 2 is “dense closed-canopy forest,” and the

same sentence mentions “open canopy forests.” Clicking on “dense” (in blue) opens the File View tab to reveal about 100 words before and after the search term. Note that AntConc allows you to sort on the form of the search word (e.g., dense, densely, denser), on the word immediately to the right (in red) or left, on the word two words to the right or left, and on various combinations of these. In Figure 2, I sorted only on the word directly to the right, which is why it is highlighted in red. Other searches I performed for this translation were:

1. Question: Can *sumidoro de carbono* be translated as carbon sink?
Search on: *sink*
2. Question: Is *cobertura florestal* forest cover or forest coverage?
Search on: *cover**

3. Is *regime hidrológico* hydrologic regime or hydrologic cycle, or hydrological cycle or water cycle?
Search on: *Hydro** then on *cycle*

Note that, unlike search engines, AntConc lets you search using wildcards and regular expressions. Regular expressions provide a concise and flexible means for identifying strings of text of interest, such as particular characters, words, or patterns of characters. Wildcards are characters that substitute for other characters in regular expressions. Some of the default wildcard settings are:

- * = one or more characters
(tree* = tree, trees, treed)
- ? = any one character
(wom?n = woman, women)

@ = zero or one word
(red @ brown = red brown, red and brown)

(See the references on page 32 for an excellent article on regular expressions by Jonathan Lukens that was published in the March 2008 issue of *LTD News*, the newsletter of ATA's Language Technology Division.)

Where/How to Get Reference Texts

The primary advantage of using a tool like AntConc rather than just using Google to search the Internet at large—in addition to the ability to use wildcards and regular expressions when searching—is that you have much more control over which texts you are searching. By looking at the names of article authors, their academic institutions, and where the articles were pub-

Figure 2: Search on “dense” using AntConc



Table 1: Corpus Tools

Tool	Price	Type of Files Indexed	Ease of Use	Languages	Operating Systems
AntConc	Free	Text and HTML/.xml files	Very intuitive. Must convert files into text format before indexing. Has best results screen.	All, Unicode compliant	Windows, Mac, and Linux
LogiTerm Pro	\$535 (includes one year of support and updates)	MS Word, Word Perfect, HTML, Excel, PowerPoint, PDF files not created as images, and text formats (.txt, .rtf, etc.)	Part of a larger program. No need to convert most files before indexing. Results screen requires extra click to see each hit.	Latin alphabet only	Windows
TextSTAT	Free	Windows MS Word files (.doc and .rtf), OpenOffice files (.sxw), ASCII/ANSI .txt files, and HTML files	Fewer options than AntConc, but very simple and easy to use. Results do not show file name.	All, Unicode compliant	Windows, Mac, and Linux

lished, you can get a feel for how trustworthy the English (or whatever language you translate into) will be before adding them to your corpus.

If you are translating an article for the authors, they probably have many of the references on their PCs, which they can send to you with no extra work. Some material can be downloaded from the Internet as you perform searches related to the translation, either in HTML or by cutting and pasting the text into a simple text (.txt) file. If the bibliography of the source document contains mostly English-language references, I usually copy the bibliography itself into a file and include it with the files I search. Finding a Wikipedia article on the general subject may also provide useful background material.

If you are translating material for a business client, even through an intermediary, ask for reference material if you think it would be useful. Look at the client’s site in the target language to see what is available. You can actually download an entire website automatically using a tool like the free HTTrack, which is sort of like a vacuum cleaner that picks out the kinds of files you want (e.g.,

.txt, HTML, and PDF, but not images like .jpg or .gif) and places them on your hard drive with the same file structure (see references on page 32). Note that HTTrack should not be used to download files for translation because it changes the HTML code.

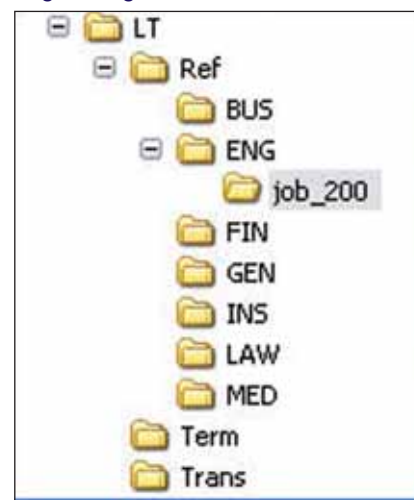
This kind of tool can also be used with *source language* files. Some projects contain many small files in no particular order. Sometimes the meaning of a word is not clear in the first context in which you encounter it, but a search on the word in all the project files will shed light on the meaning. This is very difficult to do without some kind of tool. I also found corpus tools useful when writing my Ph.D. dissertation. Each chapter was in a different file, and sometimes I would struggle to remember where I had written something I needed to reference. I simply

added all the files to my corpus and performed a search on them.



AntConc lets you search using wildcards and regular expressions.

Figure 3: My file structure for organizing reference files



How AntConc Works

AntConc is very simple. Convert your reference texts into .txt or HTML format and place them in a folder. In the AntConc File menu, choose Add Files and select the files you want to search. You can also choose entire directories. Next, fill in the search term and AntConc shows the results.

Instead of placing reference files in the project file directory, I keep all terminology, prior aligned translations, and reference files on my D drive in the

file structure shown in Figure 3 on page 29. I use subfolders for reference texts pertaining to business, engineering, financial, insurance, and other areas. Sometimes I create a folder for the job, as shown in Figure 3, and then move the files into the main folder for that category at a later time. You will often find that a reference file you downloaded for an earlier project will be useful again. If you convert the reference files into .txt files they will not occupy much space. I do not use AntConc to search my terminology

files, but I certainly could if I converted them into text or HTML format.

Other Corpus Tools

Table 1 on page 29 provides a summary of some corpus tools and their features. I prefer AntConc because of its results screen. TextSTAT displays the word with context, but you must click once to see the file in which it was found for each occurrence. LogiTerm Pro displays the names of the files in which occurrences were found, but you must click once to see

Figure 4: TextSTAT results screen

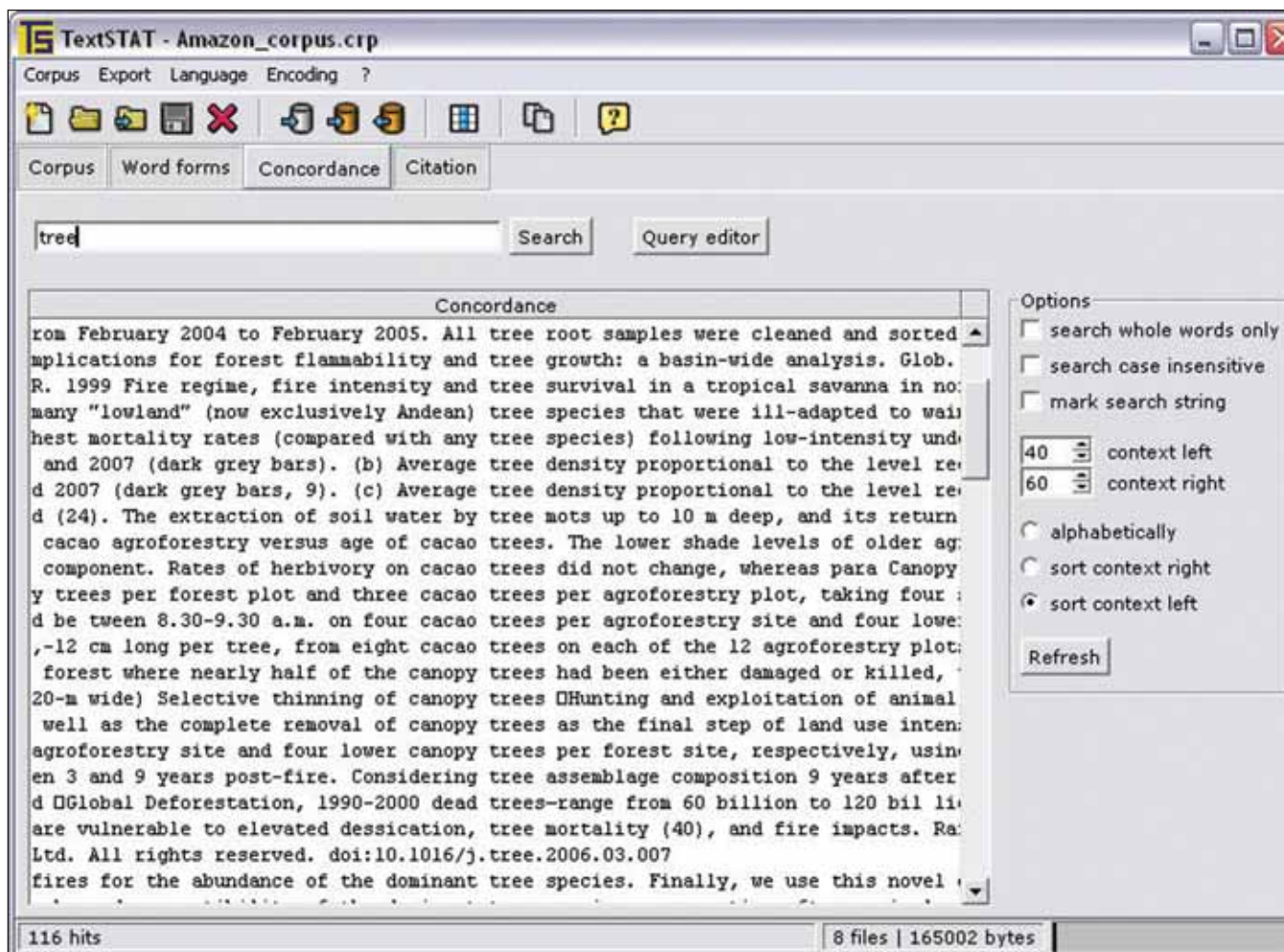
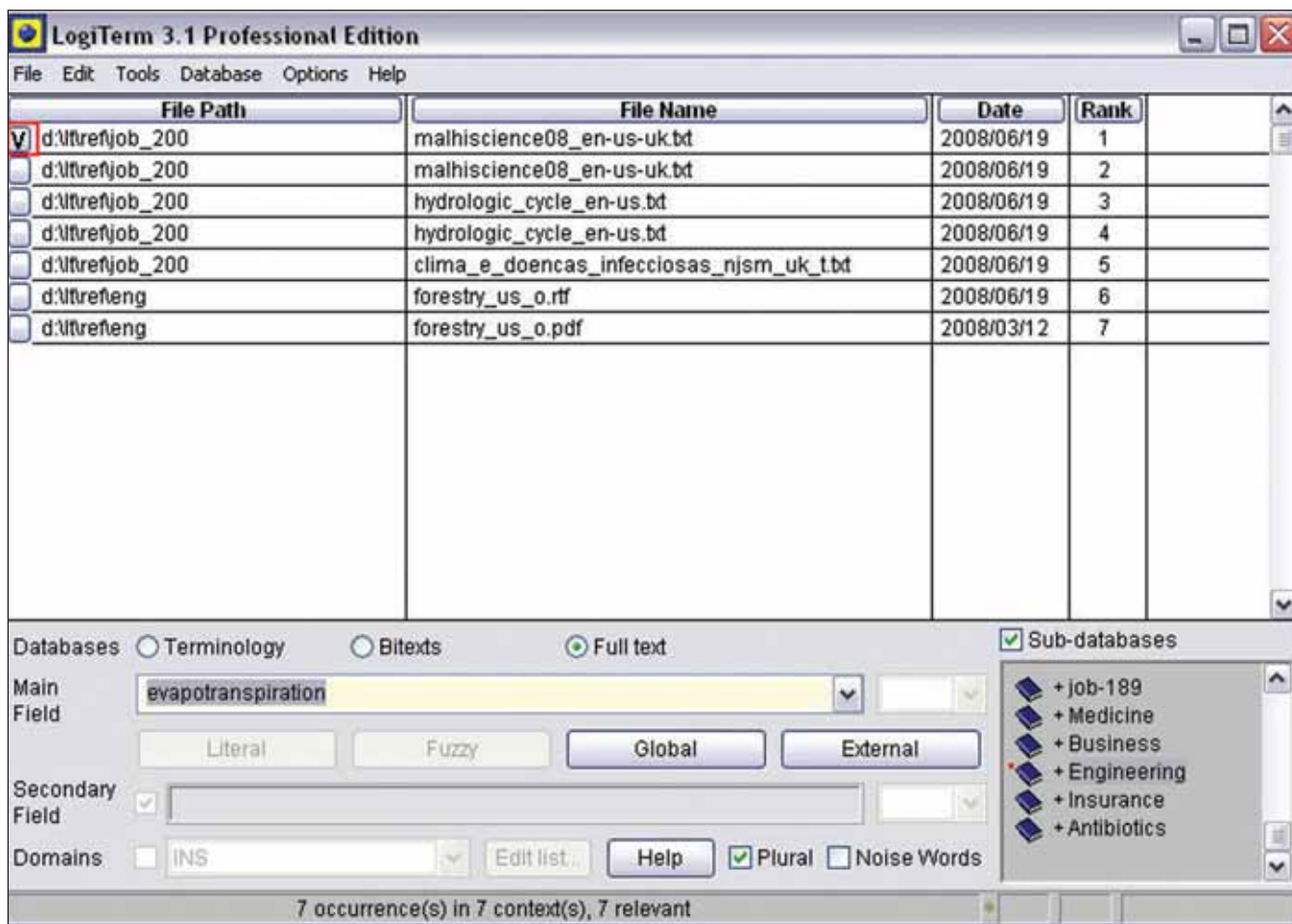


Figure 5: LogiTerm Pro search of reference texts



each occurrence. I like to see the context and the file name at the same time, since 10 hits in the same file is not as significant as 10 hits in 10 different files. These tools all permit the use of wildcards for searching, though the exact options differ from program to program.

TextSTAT

If you cannot run AntConc for some reason or do not want to convert your .doc/.rtf files into text, TextSTAT is a good alternative. It is simpler and also free. Figure 4 on page 30 shows a search on the word “tree” in the same

corpus used in Figures 1 and 2. The context is shown in the KWIC format. Unlike AntConc, you can only sort on the first word to the right or left. You can, however, use wildcards and regular expressions. An added advantage is that TextSTAT contains a Web spider that can download files from a website and add them to your corpus automatically. The interface is available in English, Dutch, and German.

LogiTerm Pro

For detailed information on LogiTerm, see my two-part review in the November 2007 and January 2008

issues of *The ATA Chronicle*, especially the second part where reference texts are discussed. The program can index almost any file type, including PDFs not created as images. This is a great advantage because almost no work is required. Just drag the reference texts into a folder, tell LogiTerm Pro where to look, and then update the index.

The LogiTerm Pro “Full text” search results window is shown in Figure 5. The search was performed for “evapotranspiration,” and seven hits were found in four different files, including one PDF file.

Note that LogiTerm Pro tells

you the file name and the folder where it can be found. In this case, it found a file on forestry in my general engineering reference texts that I had not even remembered I had, and it turned out to be extremely useful for this

project. LogiTerm Pro allows you to use the * wildcard to represent zero or any number of characters and the ? wildcard to represent a single character in a word. It also lets you use quotes to find a specific string of text

(do not forget to check the “Noise Words” checkbox).

The drawback of using LogiTerm Pro to search reference texts is that the results are not in KWIC format—you must click on the little “button” at the



References

Online

AntConc

www.antlab.sci.waseda.ac.jp/software.html

HTTrack Website Copier (Windows and Linux)

www.httrack.com

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www.terminotix.com

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[www.ata-divisions.org/LTD/
documents/newsletter/
2008-1_LTDnewsletter.pdf](http://www.ata-divisions.org/LTD/documents/newsletter/2008-1_LTDnewsletter.pdf)

TextSTAT

[www.niederlandistik.fu-berlin.de/
textstat/
software-en.html](http://www.niederlandistik.fu-berlin.de/textstat/software-en.html)

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“LogiTerm: Your Personal Search Engine, Part I.” *The ATA Chronicle* (November/December 2007), 32.

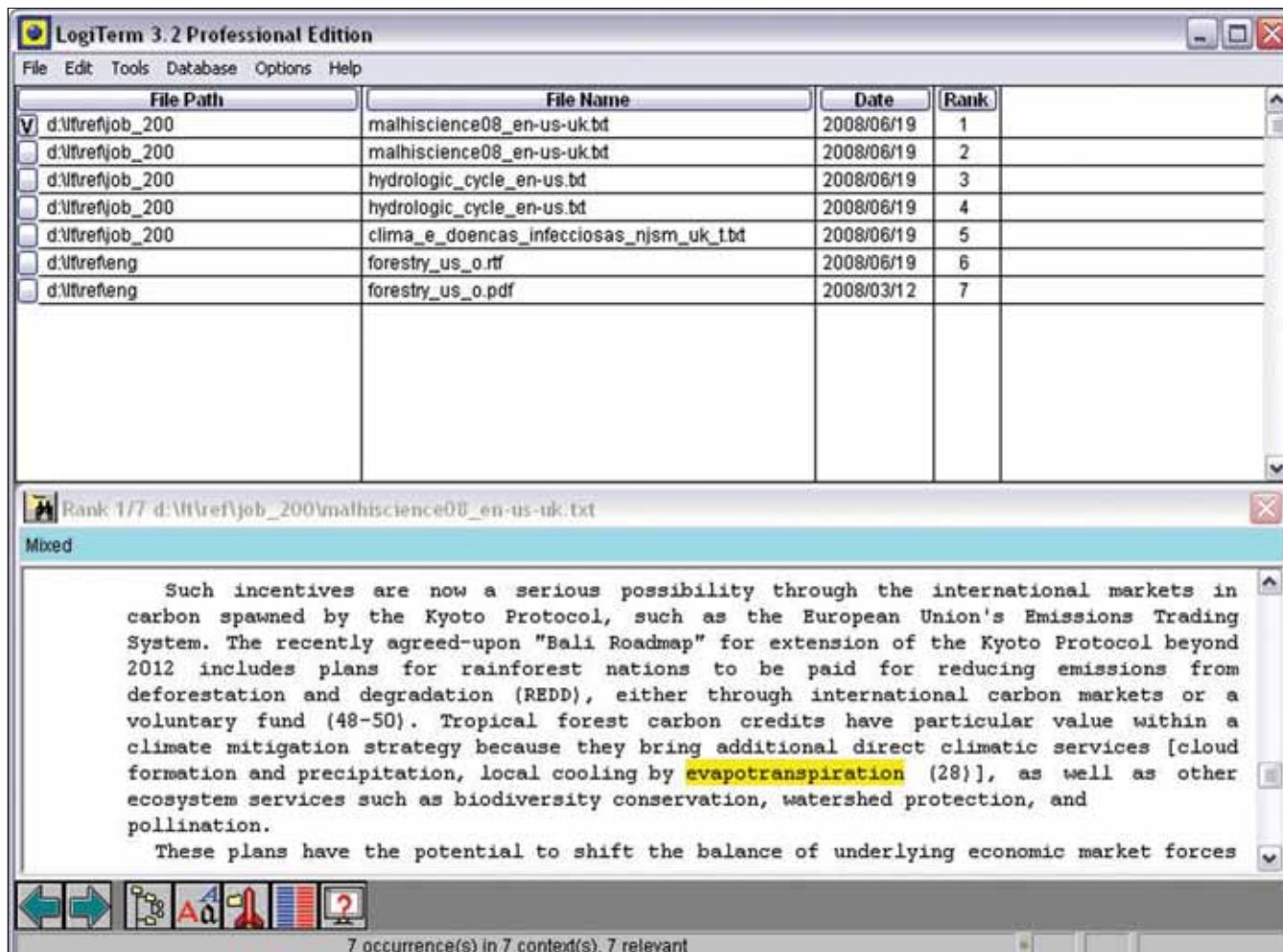
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Sutcliffe de Moraes, Naomi.

“IntelliWebSearch: A Configurable Search Tool for Translators.” *The ATA Chronicle* (July 2008), 26.

Figure 6: LogiTerm Pro context for reference text search



beginning of each line (circled in red at the top of Figure 5 on page 31) to see the context, as shown in Figure 6. I do not understand why, since when searching terminology files and bitext files the term or translation is shown without the need to click on an extra box. It must be due to some internal limitation in how information is stored.

In the context window (Figure 6), LogiTerm Pro highlights the word to make spotting it easier. If you want to see the original file in its original

format, click on the red rocket ship at the bottom of the screen to open the file. Note that after you click on a button to see the context, LogiTerm Pro marks the button with a V to indicate that you have already viewed the context.

I certainly would not recommend buying LogiTerm Pro *just* to search reference texts, since that is not its principal function and other tools can do this for free. However, if you already own it because of all the other functions it performs and are not using it for this purpose, take a look at

the manual to familiarize yourself with this function. I collect reference files all the time and just drag them over to my LogiTerm reference folders (shown in Figure 3 on page 29) for later indexing and searching.

Next month, the second part of this review will present some desktop search tools that can be used to search reference material and find files on your computer's hard drives.

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Visit the ATA Calendar Online

www.atanet.org/calendar/

for a more comprehensive look at upcoming events.

Upcoming Events

September 6, 2008

Midwest Association of Translators and Interpreters
5th Annual Conference
Chicago, IL
www.matiata.org

September 11-13, 2008

Mediterranean Editors and Translators Meeting
"Communication Support Across the Disciplines"
University of Split
Split, Croatia
www.metmeetings.org/?section=metm08_program

September 11-13, 2008

British Association for Applied Linguistics
41st BAAL Annual Conference
Swansea University
Swansea, United Kingdom
www.baal.org.uk/confs.htm

September 12-14, 2008

Tennessee Association of Professional Interpreters and Translators
2008 Conference
Nashville, TN
www.tapit.org

September 17-19, 2008

Société française des traducteurs
Legal Translation Conference
Paris, France
www.sft.fr/page.php?P=fo/public/evenement/accueil/fiche

September 26-27, 2008

Houston Interpreters and Translators Association
International Translation Day Conference
Houston, TX
www.hitagroup.org

September 27-28, 2008

Atlanta Association of Interpreters and Translators
2nd Annual Conference
"International Year of Languages"
Atlanta, GA
www.aait.org/events.htm

October 10-12, 2008

International Medical Interpreters Association
2008 International Conference on Medical Interpreting
Boston, MA
www.mmia.org/conferences/default.asp

October 13-15, 2008

Global and Localization Association
12th Localization World Conference
Madison, WI
www.localizationworld.com

October 15-18, 2008

American Literary Translators Association
31st Annual Conference
Minneapolis, MN
www.literarytranslators.org

October 17-18, 2008

International Translation Conference on Health Sciences
Lisbon, Portugal
www.tradulinguas.com/conf-med/index.htm

October 23-25, 2008

American Medical Writers Association
68th Annual Conference
Setting the Pace
Louisville, KY
www.amwa.org

October 29-31, 2008

Languages and the Media
7th International Conference and Exhibition
Berlin, Germany
www.languages-media.com/index.php

November 5-8, 2008

American Translators Association
49th Annual Conference
Orlando, FL
www.atanet.org/conf/2008

November 21-23, 2008

American Council on the Teaching of Foreign Languages
2008 Convention and World Languages Expo
Orlando, FL
www.actfl.org

November 29-30, 2008

Organización Mexicana de Traductores
XII International Congress of Translation and Interpretation
San Jerónimo 2008
Guadalajara, Mexico
www.omt.mx/general.htm

December 27-30, 2008

Modern Language Association
124th Annual Convention
San Francisco, CA
www.mla.org



Business Smarts

Effective Time Management

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.

Time management is an important skill for business owners so they can avoid stressful situations. This month's column discusses a few simple strategies for staying on target when doing deadline-driven work.

Dear Business Smarts,

Rushing from one deadline to another, I am beginning to question whether I have the right personality to run my own business. I have always been a procrastinator, leaving college essays until the night before they were due, and paying late charges on my bills. Although I carefully write down when projects are due, I always put them off until the last minute and then end up working late nights and impossible hours to get everything done. Somehow, I cannot motivate myself to get the work started when I know I should. At times, I wonder if I would be better off in an office with other coworkers to keep me on schedule.

Procrastinator

Dear Procrastinator,

In an age of many sources of electronic distraction, many people share your predicament, regardless of whether they work on their own or in an office with coworkers. Despite your best intentions to stay on schedule, the constant flow of e-mail messages, phone calls, and Internet news items makes it easier than ever to get off track and waste a lot of time on unrelated tasks. While pro-

crastination may be part of your personality and will never entirely go away, here are a few effective strategies that may help eliminate those stressful night hours and improve your productivity:

1. Break up your work into manageable parcels. Instead of thinking of "that awful patent that is due on Friday," break the project down into smaller, more manageable steps. In order to make the most of the allocated project time, define work parcels of 30 to 90 minutes. For example, the first parcel could be the required terminology research for the project in your dictionaries and online. Then define logical segments of the project that you can complete in one or two hours. Instead of just noting the project deadline, try writing down a detailed schedule of these steps.

2. Work during your most productive hours. Although there are slight variations, mornings generally are a more productive time than afternoons and evenings due to our built-in biological clock. Try to prioritize your work to ensure that projects needing the most concentration are scheduled for the morning. As an example, you can do your filing or billing in the afternoon, but always schedule your translation work parcels for your most productive time of day.

3. Eliminate distractions. Although it is important to be reachable and to

stay in contact with your clients, it is also perfectly acceptable to switch off your distracting communication tools for specific periods. The time you reserve for your most productive work should be as clear and uninterrupted as possible. Instead of reacting to every mail message, open your e-mail program only every 30 to 60 minutes, respond as necessary, and then close it again. Beware of discussion lists and Web alerts, which can draw your attention away from what really needs to get done. To cut down on your telephone time, switch off your cell phone and use caller ID.

4. Do the most difficult work first. Sometimes work gets held up because you dread a particular aspect of a project and keep putting it off. In translation, that may be the research associated with the topic, or a bothersome file format. Think about which aspect of a project you consider most difficult, and then resolve to address that aspect first. As you analyze your response to work assignments, also consider whether a different field of translation might be more enjoyable and cause less procrastination. For example, maybe you tend to put legal texts off because they require a lot of research, but you look forward to financial news items. In that case, it may be in your best interest to look for more assignments in a field you prefer, rather than trying to slog your way through work you do not like.

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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 USA; Fax: +1-703-683-6122; E-mail: businesspractices@atanet.org. Questions must be accompanied by a complete name and address, but will be published anonymously or pseudonymously upon request.



Dictionary Reviews

Compiled by

Peter A. Gergay

PGergay@aol.com

Traducciones de contratos inglés-español español-inglés

Author:

Liliana Bernardita Mariotto

Publisher:

Liliana Bernardita Mariotto

Publication date:

2008 (second edition)

Number of pages:

346

ISBN:

978-987-05-4063-2

Price:

\$65

Available from:

Intrans Book Service
<http://intransbooks.com>

Reviewed by:

Sharlee Merner Bradley

The present review should be read as a continuation of the review of the “second” edition of the first edition of the same title, which was published in the January 2008 issue of *The ATA Chronicle*. This new volume updates *Contratos Civiles y Comerciales II*, published in 1996, which was also reviewed in the January issue. Now, as then, I cannot recommend this volume too highly to those who translate contracts to or from Spanish.

Features

In addition to the translations updated from the earlier edition and a thousand-word contextual glossary, the author has provided the Spanish↔English legal translator with several valuable tools:

- A brief contrast and explanation in both languages of certain concepts associated with contracts, such as the two legal systems (the law of Argentina representing the Spanish system), notary public, types of corporations, shares and stocks, power of attorney, and agency.
- An index of translator’s notes, practical references to plain language and *Lenguaje Claro*, with translation solutions.
- A good bibliography for translators beginning to collect their own reference works.

In the second edition, as in the first, the author has improved usability by placing the source and target texts on opposite pages. She has retranslated, revised, and corrected the texts to bring them up to date.

I have found some topics to be particularly useful, such as the following corporate documents: *acta de constitución (y estatuto)*, *contrato de*

sociedad, and *carta de intención*. A good way to determine whether this volume will be useful to you is to look over the table of contents, here excerpted, with more details available online from Intrans Book Service at <http://intransbooks.com>.

English contracts with their Spanish translation:

Security agreement
Mortgage
Agreement to form a corporation
Corporate bylaws
Certificate of incorporation
Simple partnership agreement
Power of attorney
Proxy
Technical assistance agreement

Spanish contracts with their English translation:

Cancelación de hipoteca
Contrato de prenda con registro
Contrato de fianza
Carta de intención
Acta de constitución
Reconducción de sociedad
Cesión de cuotas
Carta poder
Revocación de poder

Importance of Context

Here are several examples demonstrating how much context influences the translation:

- *asamblea ordinaria*: “annual meeting” of stockholders (page 92)
- *reunión ordinaria*: “regular meeting” of the board of directors (page 100)
- *asamblea extraordinaria*: “special meeting” (page 92)
- *con derecho a voto*: “voting” (page 94) or “entitled to vote” (page 94)

- *otorgado con mi firma*: “given under my signature” (page 121)
- *otorgado ante*: “sealed and delivered in the presence of” (page 178)
- *otorgado a + date*: “executed on” (page 83)
- *Prosecretario de*: “assistant secretary of” (page 21); a translation of this term is not easily found elsewhere.

Translator’s Notes by the Author

Placed at the end of each contract, these notes include variant translations and explanations of terms that are untranslatable because the concept does not exist in the target system. For the latter, plain language equivalents are included.

I was pleased to see that in the English translations the author uses the masculine pronoun to include the feminine gender as well. This is, of course, a personal choice to be made by the translator or the client.

In translating the articles of a certain type of business organization in Argentina that does not exist in the U.S. (page 301), the original term is retained with an explanatory footnote. A *sociedad de capital e industria*, with the abbreviation *SCI* after the company

name, is “a type of limited partnership in which one or more partners invest money and are personally liable for partnership debts, and one or more partners invest services and are personally liable only [up] to the extent of undistributed partnership profits.” This original definition from *Contratos II* is the one used in Tom West’s *Spanish-English Dictionary of Law and Business*, which is indispensable to all Spanish and English legal translators.

In a *Revocación de Poder* from Venezuela (page 336), a translator might be at a loss as to the best translation of the opening words, *Primer Testimonio*. When we look at the English translation on the opposite page, we find “First Certified Copy.” At the end of the document, the author translates *copia simple* as “informal copy,” seemingly in contradiction. Tom West’s “uncertified copy” or “plain photocopy” do not fit here either, since we are dealing with a first certified copy.

To the excellent bibliography the author has compiled I would like to add, for those who translate into English, William C. Burton’s *Legal Thesaurus*, now in its fourth edition. It is useful for suggesting related ideas to a translator searching for the *mot juste*.

Do not be put off by the occasional British spelling found in the author’s text; changes into U.S. English are easy

enough, for example, speaking of notaries: “requirements for *practising...*” (page 43).

I found very few typos, but would quibble with the following translation: “Conference of the Commissions of Uniform State Laws in 1994” (page 44). Here is what I learned on the Internet in the Texas Government Code and the State of West Virginia site: Commission on Uniform State Laws (one commission in each state); National Conference of Commissioners on Uniform State Laws (annual meeting of commissioners from all states).

Overall Evaluation

The copy reviewed was impossibly difficult to consult as there was no way to keep the book open. The author told me that the version now on the market comes in a sewn binding, so you can purchase this book with the assurance that you will not need three hands.

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.



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**Fuzzy
Term**
NXT
www.star-transit.net

Hard Rock Miners Technical Dictionary in English/Spanish (Diccionario Técnico para Mineros y Petroleros en Inglés/Español)

Author:

Jack N. de la Vergne

Publisher:

Jack N. de la Vergne

Publication date:

2008 (third edition)

Number of entries:

24,000

ISBN:

978-0-9736379-1-5

Specialty/field:

Oil and mining industries

Reviewed by:

Ruben A. Sidicaro

Considering that the vast majority of translation work related to the oil, gas, and mining industries encompasses the upstream process (exploration and production that is done before the industrial processing to manufacture the retail product), the fields and terminology pertaining to these areas were the most intensively scrutinized within this dictionary.

In search of specific terminology commonly found in technical documentation that is part of the everyday portfolio of a technical translator in this field, one would expect to find certain terms and expression that are not present in this self-published dictionary. The following are a few examples of missing entries:

- Progressive cavity pump (*Bomba de cavidad progresiva*)
- Mature field (*Yacimiento en declinación*)
- Topside (*Estructura superior*)
- Differential sticking (*Atascamiento por diferencial de presión*)
- Upstream (*Exploración y producción; preindustrialización*)
- Downstream (only defined as an underground stream) – (*Post-producción; post-extracción; fase de industrialización*)
- PDC (polycrystalline diamond compact) – (*Diamante policristalino compactado*)
- NTU (nephelometric turbidity units) – (*Unidades nefelométricas de turbidez*)
- Spool (*Empalme bridado; empalme con bridas*)

- Spooling (*Devanado de líneas auxiliares*)
- Slickline (defined as a tube for cement transport, but not as the auxiliary line or cable used to lower or recover components or equipment in wells) – (*Línea auxiliar*)
- Box and pin (as in “box up / pin down”) – (*Acople hembra/Acople macho*)

Shortcomings

Although the inclusion of localisms in a dictionary sometimes could be an added benefit, they should not be the only meaning cited for an entry. This brings us to the following shortcomings that are just examples:

cavity (geol), *bolsada* [This could have been expanded to a myriad of more recognizable terms, such as *cavidad, hueco, and caverna.*]

facility (const) (mec), *medios, instalación* [Since “facility” is a term that is used in English as virtually a “wildcard” applied with a broad brush to a vast number of situations, it could have been very useful to add to that definition: *planta, sede, obra, lugar.*]

field, field of work (adm), *ramo, rama* [Other options, such as *especialidad, campo, or orientación*, could have been added.]

die (mec), *dado, terraje, (cortarrasca)* [The term is *terreja* (not *terraje*), and it could have been expanded to *macho de roscar, molde.*]

downstream (only defined as an underground stream) [This is also *post-producción, post-extracción, or fase de industrialización.*]

The Spanish into English section seems to be better endowed than its counterpart. For instance, some terms used on a daily basis in the mining industry are covered from every possible angle:

- *Galería* (over 20 types defined)
- *Voladura* (over 10 types defined)
- *Relleno* (8 types defined)
- *Recuperación secundaria* (oil industry), which for all intents and purposes is the equivalent in English to “remediation” or “secondary recovery,” can be found in the Spanish section only. This is a term that is frequently used in the oil service industry.

Convenience of Look-up

The CD-ROM version used for this review contains a PDF file so the convenience of look-up is limited to PDF capabilities, whether through bookmarks on the left panel or the software’s “Search” feature. The CD-ROM version is issued free of charge at certain professional get-

together (such as conventions) of the mining industry. There is also an online version with free access that bears the typical format of a glossary, with hyperlinks to each letter and a “Search” function for direct look-up.

“Filler” Words

In a “casual walk” through the contents of the dictionary, one can hit many words that hardly belong to this specialization, since they can be found in general dictionaries. For instance:

English into Spanish

First aid
Company
Training course
FAQ – frequently asked questions
Maintenance
Mechanical engineering
Mechanic
Memo pad
Mile

Spanish into English

Cobrar
Comprar
Pixel
Pared

Overall Evaluation

The word that comes to mind to qualify the undertaking of a task such as writing a dictionary is “commend-

able,” particularly in the technical field, where “plenty of information” is a phrase that is seldom heard. As such, this is a useful resource for those who have to search for basic orientation or a starting point, but it is not really a comprehensive answer for the hardcore everyday technical junkies. This is not to say that it could not grow into such a reference in the future.

Ruben Augusto Sidicaro worked for several years as the head of maintenance in a lead, zinc, and silver mining complex, and in the iron and steel industries for two multinational companies in Argentina. He has worked as a freelance technical translator for over 10 years, concentrating on the energy industry, from solar panels and windmill generators to conventional power plants and transmission lines. He has done extensive translation and advisory work for the oil and gas industry in the U.S., from technical specifications of drilling equipment and training courses for offshore platform operations to technical proposals for the refurbishment of oil refineries. He has an MS in electrical and mechanical engineering. He is an ATA-certified English→Spanish translator. Contact: rass1@earthlink.net.

ATA Annual Conference | Job Analysis Focus Group

You’ve explained your job at parties, business meetings, and even to the cashier at the grocery store. Now you have the opportunity to make it official in a job analysis focus group being held at ATA’s 49th Annual Conference. Participants will be asked to offer feedback on prepared statements that describe the job of a translator, such as published articles on translation competence and international standards. This free session will include lots of brainstorming and a fun exchange of ideas. Open to ATA-certified translators. More information: www.atanet.org/ata_activities/job_analysis_focus_group.php.

Member News

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

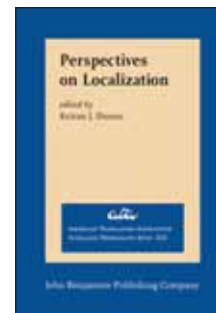
- **Josephine Bacon** received the 2008 World Gourmand Cookbook Translation Prize for her translation of Sanda Nitesco's *A Sprig of Dill*, published by Pholiota Publishing. Bacon has translated several other cookbooks that have won various World Gourmand awards, including *4000 Champagnes* (1997) and *Uncooked* (1996).
- **Pascale Daniel's** *Translation: A Flawless Career* has been published by TransposePrinting. Daniel, a translator and consultant, is the owner and founder of Transpose.Info, Inc.
- **Eriksen Translations** received the Access New York City Award in the Women Presidents' Educational Organization's Done Deals Challenge. This is the third year Eriksen has been recognized.
- **Eva Molina** received the Interpreter of the Year Award from the California Healthcare Interpreting Association.
- The Translation Link, LLC, owned and operated by **Alina Mugford**, was one of three businesses to win a Rookie Small Business of the Year 2008 award. The Translation Link, LLC won the second place award for "exceptional performance and business practices." The award is sponsored by the Longboat Key Chamber of Commerce of Longboat Key, Florida.

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American Translators Association Scholarly Monograph Series **Perspectives on Localization, Volume XIII**

In recognition of the growing importance of localization, *Perspectives on Localization* explores a number of key issues, including:

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- Moving from **translation reuse to language reuse**



Edited by
Keiran J. Dunne

ISBN: 978-90-272-3189-5
Price: \$173

Available from:
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Since 1993, John Benjamins has been the publisher of ATA's Scholarly Monograph Series. This series has an international scope and addresses research and professional issues in the translation community worldwide. To order, call (800) 562-5666 or visit www.benjamins.com (be sure to identify yourself as an ATA member).

ATA Certification Exam Information

Upcoming Exams

Colorado

Denver
October 4, 2008
Registration Deadline:
September 19, 2008

Georgia

Atlanta
September 27, 2008
Registration Deadline:
September 12, 2008

Utah

Salt Lake City
September 20, 2008
Registration Deadline:
September 5, 2008

Florida

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

Tennessee

Nashville
September 14, 2008
Registration Deadline:
September 5, 2008

All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at +1-703-683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from ATA's website or from Headquarters.

New Certified Members

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

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Active and Corresponding Membership Review

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

Active

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San Diego, CA

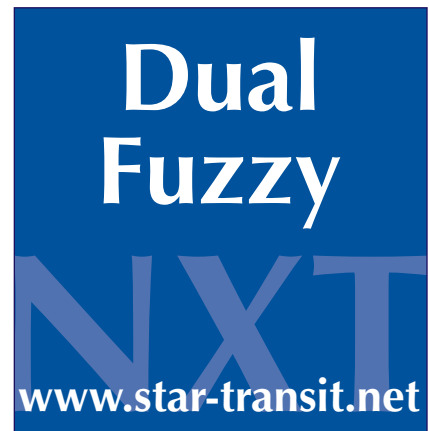
Rodney D. Bogardus
Chicago, IL

Sarah Lindholm
Houston, TX

Lorena A. Terando
Milwaukee, WI

Corresponding

Carolina A. Cohen
Chapel Hill, NC





The Onionskin

Chris Durban

chrisdurban@noos.fr

The Onionskin offers a behind-the-scenes look at translations in the public domain—kudos for best practice and advice for perpetrators who could surely do better. Comments and leads for future columns are welcome (please include full contact details).

Contact: chrisdurban@noos.fr.

Through a Glass Darkly at Crédit Agricole

With financial markets reeling from rogue traders' multi-billion euro losses and the U.S. sub-prime loan crisis taking a toll worldwide, most bankers are going out of their way to reassure shareholders, public authorities, and clients.

Not Crédit Agricole, which claims the top spot in France and Europe in retail banking, ranks among the top 10 in Europe in corporate and investment banking, and has 11,000 branches in 23 countries.

Through a striking mistranslation, the French giant has just reminded observers worldwide of some of the pitfalls of “international English”—and why it makes sense to take communication in a foreign language very seriously.

Crédit Agricole's annual report to shareholders, detailing key figures and deals done in 2007, was pulled from its website in June when observers alerted its financial communications team to a blooper in the title: “The Crédit Agricole Group Under Scrutiny.” For native English speakers, the phrase implies regulatory authorities—perhaps even law enforcement officials—poised to step in, which was clearly not the intent. The original French (*regards*) is better rendered “close-up” or “focus.”

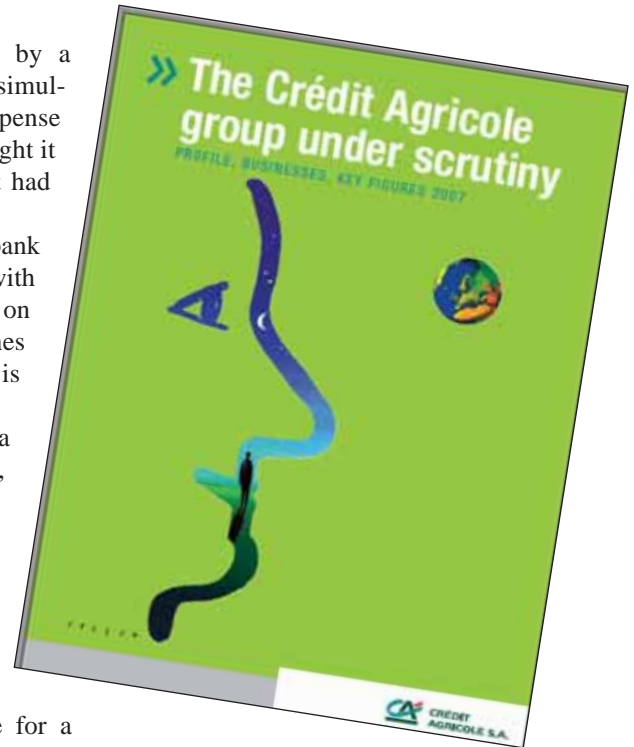
As usual, finger-pointing followed. Insiders on the production end swore up and down that the title had

been vetted (nay, proposed!) by a native English speaker. They simultaneously downplayed the expense incurred in reprinting (“we caught it before going to press; we just had to redo the films”).

But sources outside the bank confirmed that paper copies with the skewed title were sitting on their desks, and Internet searches confirm that the flawed version is definitely out and about.

Above all, the incident is a reminder that no translator, native or non-native, can translate accurately without context. “Crédit Agricole Under Scrutiny” might be fine for an investigative reporter's filing with a wire service (“...as the tax brigade waited in the wings”...), but is inappropriate for a factual presentation of key corporate data to shareholders that one presumably wants to keep on board.


So who is to blame? In our view, the problem starts with (understandable) ignorance of the subtleties of language by non-native speakers. And here the French have no monopoly. We once sat through an excruciating 15-minute presentation on risk management by a U.K. investment banker in Lille, who valiantly trotted out his very best French, only to pronounce *baisser* (decline) as *baiser* (fuck) every single time. The local audience



snickered. At Crédit Agricole, the issue appears to have been compounded by the (unfortunate) arrogance of a non-native team of financial communicators convinced they “speak English,” who zapped the crucial last stage (“run it past a native speaker just to be on the safe side”).

For other global players, the incident is a reminder that professional translators' insistence on the importance of review and revision makes good sense—cents and euros.

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Scam Alert Websites

Federal Bureau of Investigation/
National White Collar Crime Center
The Internet Crime Complaint Center
www.ic3.gov

Security Fix
Brian Krebs on Computer Security
<http://blog.washingtonpost.com/securityfix>

The Nebraska Association for Translators and Interpreters (NATI) was established in 1998, and was formally incorporated as a 50(c)(6) professional association in 1999. Since then, its membership has grown from eight very dedicated members of a steering committee to over 220. NATI's membership is comprised of practicing interpreters and translators, educators, nonprofit and government organizations, and those interested in the professional development of language access services. The board election takes place each year at NATI's annual meeting, which is held in conjunction with the annual regional conference.

Quick Facts

- Established: 1998
- Website: www.natihq.org
- E-mail: nati@natihq.org
- Telephone: (402) 598-4186
- Contact: Nebraska Association for Translators and Interpreters
PO Box 3306
Omaha, NE 68103

Mission

- To educate, associate, and advocate for the good of the profession.
- To develop a broad-based pool of professional translators and interpreters in Nebraska and the surrounding region.

Benefits

- Annual Regional Conference.
- Medical Division

- Website providing information on interpreting and translation resources and training opportunities around the world.

Additional Information

For complete information on what NATI has to offer, please visit its website at www.natihq.org.

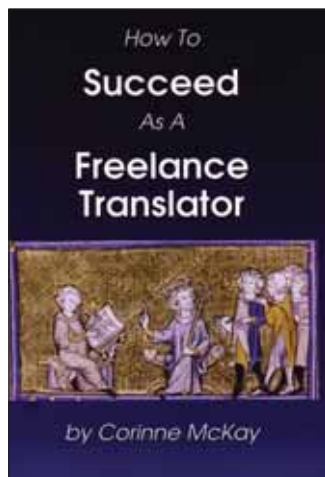
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ATA's chapters and its affiliates, along with other groups, serve translators and interpreters, providing them with industry information, networking opportunities, and support services. This column is designed to serve as a quick resource highlighting the valuable contributions these organizations are making to the profession.

How to Succeed as a Freelance Translator

The road to a successful translation business is often much harder than it has to be. In this guide to setting up shop, freelancer Corinne McKay offers lessons learned and shows you how to avoid the most common mistakes—from finding clients to collecting payment. This how-to is great for translators and interpreters just entering the field as well as for old hands who want to make their businesses run better.

How to Succeed as a Freelance Translator (members \$20, nonmembers \$30) is available from ATA's website. Look for the online order form at — www.atanet.org/publications or call 703-683-6100.



To register for ATA's 49th Annual Conference, please see page 49 for a copy of the registration form.

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The Translation Inquirer

John Decker

jdecker@uplink.net

The Translation Inquirer probably first heard the word “dragoman” at the 2000 ATA Annual Conference in Orlando, Florida, when Lynn Visson used it during an entertaining and very funny lecture in honor of Susana Greiss. Thereafter, the word sat in my subconscious for years. During that time, if you had bumped me awake at 3:00 a.m. during an average night and asked me the meaning of “dragoman,” I probably would have associated it with the Russian *narkoman*, and would have answered, “a drug addict!” In the full

light of day, I would have reconsidered and defined it as an obsolete name for a nationality somewhere in the vicinity of Syria. Finally, in June 2008, my cultural ignorance was nailed to the wall within the span of one week. First, I saw “dragoman” in a book by Bat Ye’or, and then I encountered it again as part of the e-mail address of one of the respondents to this column. The term comes from Aramaic, and *Webster’s* defines it as an interpreter of Arabic, Turkish, or Persian. This is a very old word indeed for one segment of our profession!

Abbreviations used with this column

Ca-Catalan
D-Dutch
E-English
[E]-English
acceptable as an
answer, the
original query did
not involve English
F-French

G-German
I-Italian
N-Norwegian
Po-Polish
Pt-Portuguese
R-Russian
Sl-Slovenian
Sp-Spanish

New Queries

(E-I 8-08/1) “Capacitance recharge” was troublesome for a ProZer in the following sentences: “The switching behavior of power semiconductors is controlled by the gate **capacitance recharge**. This **capacitance recharge** usually is controlled via a gate resistor.”

(E-Pt 8-08/2) In a manual that evidently takes a user step-by-step through the process of compiling a financial statement, the verb *untabulate* brought a ProZer to a full stop. I confess that I have never heard of or seen this verb in print. Here is the context: “To **untabulate** a graph: 1.) Select the **Untabulate** button on the bottom toolbar. Note: Be sure to select this button on the bottom toolbar, not the similar-looking button on the Graph toolbar that creates a summarized table. You should now be back to your graph that shows Gross Profit and Sales \$ by Vendor.”

(E-SI 8-08/3) For many reasons, I really feel sorry for the ProZer who had to deal with the term “vibrating disk pelletizer.” First, it is obviously a term for a new sports-and-fitness piece of technology, so it is not in any dictionary.

Second, the English text from which this ProZer was working was clumsy and clearly written by a non-native speaker. Third, the “fast vibrations” it transmits to the body are probably not a means to obtain significant muscular strength. Fourth, anything that “pelletizes” probably should be kept far away from a human body. Anyway, what would this be in Slovenian?

(F-E 8-08/4) Here is a recipe, which is a welcome change from all the high-tech stuff surrounding it. A ProZer denizen was puzzled by the term *grigner en saucisson*, although *grigner* clearly refers to slashing the top of shaped bread dough before baking. The steps in the recipe are thus: *Prélever la quantité de pâte nécessaire; Faire des pâtons de 340 g; laisser reposer 20 min; façonner en long (longueur: 25 cm); laisser un apprêt sur couche de 1h30 à 1h45; grigner en saucisson; cuire*. What does the instruction in bold tell you to do?

(G-D 8-08/5) Forget about providing the English for *Schleuderwalze*, because looking it up in the *Ernst Dictionary of Engineering and Technology* is child’s play. It is already

there. How is it rendered into a language of limited diffusion, namely Dutch?

(G-Pt [E] 8-08/6) A quote from an engineering text included *Entstatisierung*, which caused the translator to go to the ProZ site for help. The entire sentence has to do with equipment used in the printing and publishing business: *Verkleidungstüren für Hauptantriebsgetriebe und Entstatisierung müssen montiert und fest verschraubt sein*. What is this process?

(G-R [E] 8-08/7) A ProZer stumbled over this sentence when trying to translate it into Russian. The context deals with mechanical engineering: *An der Schweißnaht darf kein Einbrand entstehen*. Providing the answer in English is acceptable.

(I-E 8-08/8) *Concertante* is the troubling word in the phrase *Dramma concertante in due atti*, as found as the subtitle to the name of a fictional play involving music and theater. The ProZer who encountered it was translating an Italian novel. What sort of dramatic production could this be?

(R-E 8-08/9) The term *вырваться* в

дикое поле caused problems due to its slanginess in a Russian into English assignment involving a quote from the already translated Золотой Телёнок, the translation of which evidently did not cover itself with glory in dealing with this sentence. It reads: И «Антилопа-Гну **вырвалась в дикое поле**, навстречу бочке с авиационным бензином. Who can help?

(Sp-E 8-08/10) *Quiebra* quickly evoked four responses on ProZ, but they were quite divergent, leaving an unresolved feeling. The text involved was in the field of environment and technology. Here is the sentence: *Somos conscientes de que las respuestas que damos a las **quiebras de la seguridad ambiental** afectarán a la paz y la seguridad, no solo de nuestro país o región, sino de todo el planeta.* Is there a single word in English to nail this down?

Replies to Old Queries

(Ca-E 5-08/1) (*presa*): Paul Sadur and Peter Christensen say that this might correspond to the French *prise*: jack, receptacle, socket, connection point.

(E-Sp 5-08/4) (*AEs*): Greek has a commercial term, *Anonimes Etairies*, meaning limited companies by shares, says Andonis Godis. So, AE stands simply for Societés Anonymes.

(E-Sp 6-08/3) (*toggling machine*): Unless, says Gonzalo Ordóñez, the term is very specific to the tannery industry, it could mean *máquina activadora – desactivadora*.

(E-Sp 6-08/4) (*source heads*): In her response to this query, Gonzalo Ordóñez takes into account only the context given by the phrase. The meaning of “source heads” (*cabezas emisoras* or *fuentes de radiación*) does

not seem to be dependant upon the kind of radiation emitted.

(F-E 6-08/6) (*objectif de carrière*): Judith Hinds, who finds this column fascinating, and Amy Lamborn reply that this is simply “career objective.”

(F-Sp [E] 5-08/5) (*Sur quoi la Cour*): Betty Osiek suggests “judged by the court” or “under court judgment.” Kate White prefers “based on this, the court” or “after these deliberations, the court.”

(G-E 5-08/7) (*pedikulieren*): Peter Christensen said the ProZ responses he consulted were plausible to him. They gravitated around “pedicle screw fixation,” which is a legitimate term. Its German equivalent is what is odd.

(I-F [E] 6-08/8) (*godibile*): For Amy Lamborn, this means enjoyable.

(N-E 5-08/9) (*sist på fallen sjø*): Peter Christensen says that given the context, “at the end of low tide” is the only thing this could be.

(Po-E 4-08/9) (*pozataryfowe*): Paul Hopper would like to propose an alternate answer to what appeared on page 45 of the June issue, and suggests, for the whole phrase, “non-tariff restrictions in trade between the Union and third countries.”

(Pt-E 5-08/10) (*ausência de estruturas que permitam formar médicos*): Kim Olson provides a suggested English rendering for the entire sentence from page 51 of the May issue: “The main problems identified during the Congress are the shortage of dental professionals and **the absence of a framework that allows for the formal training of dentists** in Macau.” John Chellino likes “a shortage of pro-

professionals and **a lack of institutions for training dentists.**”

Beth Bredlau says the phrase does not deal with dentistry per se. The complete sentence would be: “The lack of professionals and absence of infrastructure that facilitates the formation (or training) of dental doctors in Macau was one of the principal issues raised during the session.” Peter Christensen accuses the author of the original Portuguese of lazy writing, the prime example of which is *estruturas*, a weasel-word that is used if you are not quite sure of what you mean and do not want your reader to know.

(G-E 6-06/7) (*rechtsgängige Gleichschlag-Drahtseile*): Providing a rescue for a long-dormant query, Carl Stoll consulted his technical dictionaries and came up with “right-hand parallel-lay (wire) cables.”

(Sp-E 6-06/10) (*aberturas*): Re-examining a pair of two-year-old items, Carl Stoll essentially agrees with Rut Simcovich’s October 2006 finding that these are windows.

(Sp-E 6-06/11) (*quintados*): Carl Stoll came to the same conclusion as Cristina Villanueva when she wrote in the September 2006 issue that the word is actually *quintales*, a unit of weight. Carl says that replacing the final “e” with “o” is typical of Quechua speakers.

(Sp-E 5-08/11) (*su voluptuosa plástica y refracción artificial*): Selma Benjamin’s offering for this is “its voluptuous modeling and artful deflection have haunted me.” Diana Israel likes “its voluptuous appearance and artificial refraction.”

John Chellino’s English rendition of



the entire sentence reads: “For some time, I’m not sure how long, I have been feeling **its voluptuous plasticity and artificial refraction.**” John is probably right in saying that artists tend to sound pretentious when describing their work, and unsurprisingly, visual artists often express themselves better visually than with words. Translating descriptions of visual art can be as daunting as literary translation.

Betty Osiek says it is “its voluptuous plasticity and artificial light refraction.” Peter Christensen focuses in on *plástica* as one of those words artists love to use to confound their admirers, and their translators. It normally substitutes for “form.” Possibly “three-dimensionality” is what is meant here.

(Sp-E 6-08/10) (*chascarrillo*): For Gustavo Ordóñez, this is a verbal joke or funny story. The context sentence

on page 44 of the June issue contains such bad grammar that a coherent meaning can hardly be gleaned: “We need a really smart woman, able to tell **funny things.**”

(Sp-E 6-08/11) (*plurinacionalidad*): Yes, this is definitely a neologism, says Amy Lamborn, meaning multinationality. It is a theme that occurs, for example, when proposals are made to declare a state *plurinacional*. This means that the state is made up of several indigenous nationalities, and the argument is that those nationalities should be legally recognized and their languages considered official. Gustavo Ordóñez says that the noun form, *plurinacionalidad*, does not appear in the *Real Academia Dictionary*, but that the term is totally logical and acceptable. Its meaning: “related to being of two or more nationalities.”

Oh, my goodness, there is a lot of gratitude to be radiated to all those who answered queries during June and early July! Why mince words? I love you all!

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

ATA and the American Foundation for Translation and Interpretation, Inc. (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 award may obtain a nomination form from the AFTI website (www.afti.org) or from AFTI at the address listed in this notice.

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
www.afti.org/award_Berger_Nomination_Form_2008.pdf



Humor and Translation

Mark Herman

hermanapter@
cmsinter.net

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.

A Matter of Degree

Perhaps no specialty or sub-specialty of our profession is as esoteric as Ronnie Apter's translations of diplomas from Latin.

It may come as a surprise to many ATA members that some educational institutions still issue diplomas in Latin. They do, and it is amazing what meanings can hide in the phrases of a not-quite-dead language, as examples supplied by Dr. Apter illustrate.

An English diploma may speak of the academic achievements of the recipient, and even of his moral worth, but few would say, as did a Latin diploma from a university, that he "has conducted himself with modesty and sobriety."

A Latin diploma can attest to the venerability of the school issuing it, trumpeting its authority in capital letters (see box).

The diploma goes on to say that the graduate is joining the ranks of highly learned men.

For some diplomas, more than a Latin dictionary is needed: interpretation may require the services of an ancient Roman. Consider the first two lines of:

Datum Regioduni
Ante Diem IV Kalendas Octobres
Anno Salutis Humanae
MCMLXXVII

The two lines literally mean: Given in the Royal Town Four Days Before the Kalends of October.

Say what? It helps to know that the institution is located in Kingston, that the Kalends, etymologically related to English "calendar," is the first day of the month, and that four days before actually means three days before because the Romans counted the final day when reckoning such dates. Therefore, the four lines translate into English as:

Given in Kingston
on the 28th of September
in the Year of Human Deliverance
1977

I love Anno Salutis Humanae, so much more descriptive than Anno Domini.

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QUOD BONUM FELIX FAUSTUM FORTUNATUMQUE SIT
EX PRIVILEGIIS
ANNO MCCCCLX IN ACADEMIAM BASILIENSEM COLLATIS
AUCTORITATE ET AUSPICIIS
SENATUS POPULIQUE BASILIENSIS...

[Since it is good, felicitous, auspicious, and fortunate,
according to the privileges
conferred on Basil Academy in the year 1460
by the authority and under the auspices
of the Senate and the People of Basil...]

New ATA Member Benefit

Organization of American States Staff Federal Credit Union

Individual ATA members can now join the OAS Staff Federal Credit Union and benefit from a wide range of banking services, typically with lower fees and better interest rates.

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OAS Staff Federal Credit Union is a non-profit, full-service financial cooperative, organized and chartered in 1962. It is regulated by the National Credit Union Administration (NCUA), a U.S. government agency that insures individual member deposits up to \$100,000 per account.

Unlike a bank, a credit union is established to serve members of a particular community, profession, or organization. Only individuals within that defined field of membership are eligible to join.



For additional information: www.atanet.org/creditunion.php

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City State/Province Zip/Postal Code Country

Telephone Fax

Email Optional: Provide onsite contact for the List of Attendees (email, mobile phone, etc.)



CONFERENCE REGISTRATION

49th Annual Conference of the American Translators Association

Hilton in the Walt Disney World Resort Orlando, Florida November 5-8, 2008

Registration Fees

	ATA Member	Nonmember	ATA Student
Early Registration (available until Oct. 3):	<input type="checkbox"/> \$295	<input type="checkbox"/> \$390	<input type="checkbox"/> \$145
One-day (indicate day _____):	<input type="checkbox"/> \$150	<input type="checkbox"/> \$195	N/A
Standard Registration (after Oct. 3):	<input type="checkbox"/> \$355	<input type="checkbox"/> \$470	<input type="checkbox"/> \$170
One-day (indicate day _____):	<input type="checkbox"/> \$180	<input type="checkbox"/> \$235	N/A
Late Registration (after Oct. 24):	<input type="checkbox"/> \$430	<input type="checkbox"/> \$565	<input type="checkbox"/> \$190
One-day (indicate day _____):	<input type="checkbox"/> \$215	<input type="checkbox"/> \$285	N/A

Preconference Seminar Fees

<input type="checkbox"/> Seminar A 9am-12noon \$50	<input type="checkbox"/> Seminar F 9am-12noon \$50	<input type="checkbox"/> Seminar K 2-5pm \$50
<input type="checkbox"/> Seminar B 9am-12noon \$50	<input type="checkbox"/> Seminar G 9am-12noon \$50	<input type="checkbox"/> Seminar L 2-5pm \$50
<input type="checkbox"/> Seminar C 9am-12noon \$50	<input type="checkbox"/> Seminar H 2-5pm \$50	<input type="checkbox"/> Seminar M 2-5pm \$50
<input type="checkbox"/> Seminar D 9am-12noon \$50	<input type="checkbox"/> Seminar I 2-5pm \$50	<input type="checkbox"/> Seminar N 2-5pm \$50
<input type="checkbox"/> Seminar E 9am-12noon \$50	<input type="checkbox"/> Seminar J 2-5pm \$50	

Special Event Fees

<input type="checkbox"/> TCD Dessert Reception , Wednesday 7:30-9:30pm \$35 per person x _____ = \$ _____	<input type="checkbox"/> GLD Wine & Cheese Reception , Thursday 7-8:30pm \$30 per person x _____ = \$ _____
<input type="checkbox"/> Skill-building Seminar for Mentors & Mentees Thursday 2-3:30pm, FREE Please indicate: <input type="checkbox"/> Mentor <input type="checkbox"/> Mentee	<input type="checkbox"/> ND Wine & Cheese Fest , Friday 5:30-6:30pm \$33 per person x _____ = \$ _____
<input type="checkbox"/> Round Robin Tennis , Thursday 4:30-6:30pm \$35 per person x _____ = \$ _____ Please indicate: <input type="checkbox"/> Casual Player <input type="checkbox"/> Avid Player	<input type="checkbox"/> LTD Wine & Cheese Networking Event , Friday 5:30-6:30pm \$25 per person x _____ = \$ _____
<input type="checkbox"/> ID Tropical Dessert Reception , Thursday 7-8pm \$30 per person x _____ = \$ _____	<input type="checkbox"/> SPD Dinner Reception , Friday 6-8pm \$45 per person x _____ = \$ _____
	<input type="checkbox"/> FLD Wine & Cheese Networking Hour , Friday 7-8pm \$25 per person x _____ = \$ _____

Proceedings, Paperback Format **\$35** per copy x _____ = \$ _____
All attendees receive the Proceedings in CD format, including session handouts and more.

Conference DVD-ROM **\$99** each x _____ (add \$15 for international shipping, if applicable) = \$ _____
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Payment

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Cancellation Policy

Cancellation requests received in writing by October 24, 2008 are eligible for a refund, subject to a \$25 administrative fee. Refunds will not be honored after October 24, even in the case of program changes or session and event cancellations.

3 Ways to Register

Register online at www.atanet.org/conf/2008

Fax registration form to +1-703-683-6122

Mail registration form to ATA, 225 Reinekers Lane, Suite 590, Alexandria, Virginia 22314 USA

Don't Forget

Include payment with form
Make your hotel reservations
Tell a friend about this event

Please indicate if you require special accessibility or assistance and attach a sheet with your requirements.



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ATA Membership

To learn more about ATA membership, visit www.atanet.org or contact ATA at ata@atanet.org or +1-703-683-6100.

Dues are non-refundable and non-transferable.

Dues are not deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense.

If applying for ATA Membership, please provide this additional information:

Last Name First Name

Website Address

Native Language Native Country

I am a U.S. Citizen or permanent resident of the U.S. Yes No

Applicant's Signature

Please check this box if you have ever been an ATA member.

Print the letter of your last name under which you wish to be listed in the online Membership Directory: _____

Do not include my information on lists rented to qualified advertisers.

Do not list the following in the online Membership Directory:

Do not send me ATA broadcast announcements via email. (Does not include payment confirmations or receipts.)

- Telephone Number
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- Email Address

The publication cost of *The ATA Chronicle* magazine for one year (\$43) is included in membership dues.

If applying for Corporate, Institutional, or Joint Membership, please provide the following information:

Name of Corporation or Institution

Name of Contact Person Title

I hereby apply for ATA Membership:

- Associate Membership, \$145 \$_____
- Student Membership, \$80 \$_____ (proof of student status required)
- Corporate Membership, \$300 \$_____
- Institutional Membership, \$180 \$_____ (proof of nonprofit status required)
- Joint Membership, \$380 \$_____ (Individual & Corporate Membership combined)

I also apply for the following division(s) at no additional cost:

- Chinese Language Division Literary Division
- French Language Division Medical Division
- German Language Division Nordic Division
- Interpreters Division Portuguese Language Division
- Italian Language Division Slavic Languages Division
- Japanese Language Division Spanish Language Division
- Korean Language Division Translation Company Division
- Language Technology Division

International Postage for Non-U.S. Residents:

- Countries *except* Canada & Mexico, \$35 \$_____
- Canada & Mexico *only*, \$15 \$_____

Membership Directory: (optional)

- Printed* 2009 Membership Directory, \$25 \$_____
- The *online* Membership Directory is free to all members and is continuously updated and available throughout the year.

Note: Corporate and Joint members will receive a complimentary copy of the printed Membership Directory.

Total Membership Dues (Add membership dues to Conference Registration Form on reverse side) = \$ _____

Did you know...

that one of the benefits of joining an ATA division is the opportunity to participate on its listserv?

Use these members-only forums to post problems, suggest solutions, discuss ideas, and share experiences:

Chinese Language Division

www.ata-divisions.org/CLD

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<http://finance.groups.yahoo.com/group/CLDlistserv>

French Language Division

www.ata-divisions.org/FLD

Listserv:

www.ata-divisions.org/FLD/listserv_info.htm

German Language Division

www.ata-divisions.org/GLD

Listserv:

<http://groups.yahoo.com/group/gldlist>

Interpreters Division

www.ata-divisions.org/ID

Listserv:

<http://groups.yahoo.com/group/e-voice4ATA-ID>

Italian Language Division

www.ata-divisions.org/ILD

Listserv:

www.ata-divisions.org/ILD/maillinglist.html

Japanese Language Division

www.ata-divisions.org/JLD

Listserv:

<http://tech.groups.yahoo.com/group/jld-list>

Korean Language Division

www.ata-divisions.org/KLD

Listserv:

<http://tech.groups.yahoo.com/group/ataKorean/>

Language Technology Division

www.ata-divisions.org/LTD

Listserv:

<http://tech.groups.yahoo.com/group/ataLTD>

Medical Division

www.ata-divisions.org/MD

Listserv:

http://finance.groups.yahoo.com/group/ATA_MedDiv

Portuguese Language Division

www.ata-divisions.org/PLD

Listserv:

<http://tech.groups.yahoo.com/group/PLData-Online>

Slavic Languages Division

www.ata-divisions.org/SLD

Listserv:

<http://groups.google.com/group/ata-divisions-sld-slavfile>

Spanish Language Division

www.ata-divisions.org/SPD

Listserv:

<http://espanol.groups.yahoo.com/group/espalista>

Translation Company Division

www.ata-divisions.org/TCD

Listserv:

<http://tech.groups.yahoo.com/group/ataTCD>

Division membership is included in your ATA annual dues. Visit www.atanet.org/divisions/division_admin.php to join any or all ATA divisions without additional fees.


International Translation Day

Terminology: Words Matter | September 30, 2008

In honor of International Translation Day 2008, the International Federation of Translators (FIT) is paying tribute to terminology and to the crucial work of terminologists. The official theme for this year's celebration is "**Terminology: Words Matter.**" FIT invites you to pay homage to the work of terminologists, those creators of state-of-the-art technolinguistic tools, lexicons, glossaries, and terminology and linguistic databanks that constitute the working tools of choice for all language professionals.

For more information, see www.fit-ift.org/download/en/itd-2008.pdf.

The International Federation of Translators is the world federation of professional associations, bringing together translators, interpreters, and terminologists. It has 80 member bodies in over 60 countries and represents over 400,000 professionals. Please visit www.fit-ift.org.



Don't get hung out to dry

Tips for cleaning up your online profile

A listing in ATA's online *Directory of Translation and Interpreting Services* or the *Directory of Language Services Companies* can be one of your most valuable member benefits. With more than two-million plus hits in 2007, consumers and businesses have clearly learned to look at ATA's directories first when shopping for professional translation and interpreting services.

Six Tips to Help You Make Contact

1. Check spelling, grammar, and punctuation.
2. Update your contact information, especially your e-mail address and phone numbers.
3. Use the "Additional Information" field, noting education and career experiences, unusual specialties, and any dialects you can handle. By using a "keyword" search, clients can find your services based on a set of very specific skills and experience.
4. List your areas of specialization.
5. Review your listing monthly to experiment with different wording or add new information that may set you apart from others.
6. List non-English-to-non-English language combinations, such as Portuguese into Spanish and French into Italian.

Make those updates online at www.atanet.org/onlinedirectories/update_profile.php.



ATA Professional Liability Insurance Program

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