

The ATA Chronicle 2005 Index (Feature Articles by Subject)

Business (Marketing)

Translating Feelings: Why Good Ads Make Bad Translations. Ian Hinchliffe. 34:22 January.

The translation of marketing texts highlights something commonly overlooked in many other types of translation: namely, that the words themselves are only one aspect of the message.

Guerrilla Marketing for Translation Agencies and Freelancers. Greg Churilov. 34:14 March. (See Independent Contractors)

In an increasingly competitive market, it is not enough to be skilled in localization issues and linguistic nuances. To gain and keep clients, knowledge of marketing is essential as well.

How Working for Ad Agencies Can Work for You. Grant Hamilton. 34:21 March.

Advertising is not an easy world for translators, but it can be a very satisfying and lucrative one. It takes time, creativity, and an unwavering commitment to customer service, but the results are often well worth the effort.

Finding the Elusive Translation Buyer. Renato Beninatto and Donald A. DePalma. 34:24 March.

Knowing who is buying lets you better target your marketing efforts.

The Value of the In-House Linguist. Memuna Williams. 34:23 June. (See Business [Workplace Communication]; Interpreting)

In-house translators and interpreters provide more value than is apparent at first glance.

Business Outreach: What Do Clients Want? Received Wisdom Revisited. Chris Durban. 34:21 July. (See Independent Contractors)

Two recent forays into client territory yielded comments worth pondering for professional translators keen to pitch their services to demanding buyers. But the same statements may be of interest to service providers convinced that public relations starts at home.

The Name Game. John P. Shaklee. 34:34 July.

Mentees in ATA's Mentoring Program often ask how they can get started in the business. Here's a step-by-step system for mentees to initiate and maintain contact with clients.

Business (Payment Practices)

Ensuring Payment. Ted R. Wozniak. 34:19 April. (See Independent Contractors)

Strategies, resources, and tips to help ensure timely and full payment for your professional services, including suggestions for actions to take when you do not get paid on time and/or in full.

And Furthermore...Still More Things Freelance Translators Can Do to Ensure Payment. Wendy Griswold. 34:19 November-December. (See Independent Contractors)

What can you do to help prevent payment problems?

Business (Workplace Communication)

The Art of Apology. Barton Goldsmith. 34:28 April.

How can something so simple and so helpful to business relationships be so underutilized?

Top 10 Tips for Resolving Arguments in the Workplace. Barton Goldsmith. 34:19 May.

If done correctly, argument can be a pathway to growth, problem solving, and higher profits.

A Real Approach to Virtual Teams. Graciela White. 34:20 May. (See Project Management; Translators/Interpreters and Computers)

A new concept is emerging in today's ever-changing environment...working together without being physically together.

The Value of the In-House Linguist. Memuna Williams. 34:23 June. (See Business [Marketing]; Interpreting)

In-house translators and interpreters provide more value than is apparent at first glance.

Communication, Communication, Communication. Manuela Garcia. 34:26 July. (See Independent Contractors)

Skills, experience, and professionalism are the three musts when working with a translation agency, but there is a fourth skill that is equally vital for successful cooperation—effective communication.

11 Tips for Improving Your E-mails. Kirk Jackson. 34:35 July.

We do not need to write every e-mail as if it were a formal business letter, but there are some adjustments we could make to improve the effectiveness of our communication.

Conferences and Seminars

One Member's Perspective on the ATA Conference Experience. Nicky Llamas. 34:14 January.

Translating for International Financial Institutions: A Joint Seminar in Washington. Alexandra Russell-Bitting. 34:19 January.

In September, a group of Washington-based international financial institutions that buy translations gathered together to address the need for targeted training for freelancers.

FIT Congress 2005. Miriam Lee. 34:11 May.

Even though the FIT Congress is only held every three years, its impact is far reaching.

2005 MICATA Symposium: Resources for Translators and Interpreters. Kathy Hall Foster. 34:30 July.

ATA Financial Translation and Interpreting Conference: The Most Bang for Your Buck. Brigid Robertshaw. 34:18 September.

Translation Software Tools Seminar. Jordan Fox. 34:24 September.

Jost Zetzsche offered tips on maximizing your operating system, helpful programs and utilities, and computer-assisted translation tools during ATA's July seminar in Chicago.

Independent Contractors

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Internet Privacy for the Small or Home Office Environment. Roland Grefer and Jill R. Sommer. 34:26 March. (See Translators/Interpreters and Computers)

Internet privacy for the home and small office is of vital importance to all translators, since many of us work with sensitive and confidential information. Become aware of the risks associated with the tools you use to communicate with clients and colleagues.

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Can Freelance Translators Deduct Home Office Expenses on Their Tax Returns? John Matthews. 34:30 September.

Insights on tax matters of interest to the translation and interpreting profession.

What Business Expenses Can Freelance Translators Deduct to Reduce Income Taxes? John Matthews. 34:13 October.

Why is it important to take as many deductions and credits as you legally can?

And Furthermore...Still More Things Freelance Translators Can Do to Ensure Payment. Wendy Griswold. 34:19 November-December.

What can you do to help prevent payment problems?

I'm a freelance translator. What taxes do I have to pay? When do I pay? John Matthews. 34:21 November-December.

We may charge so many cents per word, but how much are we going to pay in taxes and how much are we going to keep in our pockets?

Interpreting

A Revolution in Consecutive Interpretation: Digital Voice Recorder-Assisted Consecutive Interpreting. Erik Camayd-Freixas. 34:40 March.

A revolution in consecutive interpretation is in the making. This article will tell you all about it and help you get connected so that you can quickly begin to profit from this new technology.

Culture Crash: New Refugees in the U.S. Biomedical System. Amy Wade. 34:19 June. (See Medical)

For the U.S. biomedical system, caring for refugees requires understanding and accepting the role of the interpreter.

The Value of the In-House Linguist. Memuna Williams. 34:23 June. (See Business [Workplace Communication]; Business [Marketing])

In-house translators and interpreters provide more value than is apparent at first glance.

Justice May Be Blind, But She Cannot Be Deaf. Isabel Frammer. 34:23 July. (See Legal)

Like any other profession, interpreting is not immune to unethical practices.

The Case That Went Wrong! A Mental Health Clinician Works with an Interpreter. Zarita Araújo-Lane, Edited by Vonessa A. Phillips. 34:14 August. (See Medical)

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The Court Interpreters Act of 1978: A 25-Year Retrospective: Part I. Nancy Schweda Nicholson. 34:36 August. (See Legal)

The first segment of a two-part series presenting a 25-year overview of developments at the federal and state levels since the passage of the Court Interpreters Act in 1978.

New Jersey: Is a Crisis Looming in the Court Interpreting Field? Virginia Pérez-Santalla. 34:26 September. (See Legal)

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California's Senate Bill 371. Alexander Raïnof. 34:16 October. (See Legal)

In the California interpreting community, many initially approved or acclaimed the idea of a law to provide protection and security for court interpreters. Many thought such a law long overdue.

Interpreters as Officers of the Court: Scope and Limitations of Practice. Isabel Frammer. 34:18 October. (See Legal)

When an interpreter enters into the equation, he or she becomes part of the judicial process.

Like to Travel? Conference and Escort Interpreting Might Be Your Ticket. Kathy Hall Foster. 34:26 October.

Just as there are different types of translation—such as technical, legal, medical, and literary—there are also different types of interpreting.

Veteran Interpreter Has Been at Center of Mideast Talks. Robin Wright. 34:18 November-December.

U.S. diplomats who have devoted their careers to brokering peace say Gamal Helal has played a quiet but pivotal role in the Middle East policies of the past three administrations.

Teaching Consecutive Note-Taking. Holly Mikkelson. 34:23 November-December. (See Translator/Interpreter Training and Pedagogy)

One of the biggest difficulties facing both students and practitioners of consecutive interpreting is preventing the act of taking notes from interfering with the more important process of listening to and analyzing the source message.

Symposium on Teaching Consecutive Interpreting. Carol J. Patrie. 34:29 November-December. (See Translator/Interpreter Training and Pedagogy)

A landmark symposium brought spoken and signed language interpreter educators together to discuss teaching consecutive interpreting in Portland, Oregon.

Healthcare Interpreting Education: Are We Putting the Cart Before the Horse? Claudia V. Angelelli. 34:33 November-December. (See Medical; Translator/Interpreter Training and Pedagogy)

It is evident that a serious discussion on healthcare interpreting education is long overdue. Confusing education with training will not take us far.

Language-Specific Articles

(Arabic)

Ten Essential Language Aids for the Arabic Translator, Plus One. Ronald G. Wolfe. 34:29 April.

A discussion of key dictionaries, grammars, and other reference works that an Arabic translator should be familiar with.

(Canadian English)

Canadian English: Eh to Zed. David C. Rumsey. 34:31 March.

Despite a 2,000-mile border and constant media pressure from its “neighbour” to the south, English Canadians have been able to maintain a fickle dialect between British and American. This article examines the history, orthography, vocabulary, and phonetics of Canadian English.

(French)

Rx&D: Translating for Canada’s Research-Based Pharmaceutical Companies. Alain Côté. 34:26 January. (See Medical)

In Canada, the Translation Group—Rx&D strives to improve French communications within brand-name pharmaceutical companies through its newsletter and terminology recommendations. This article gives an overview of the group’s work and the challenges it faces.

Translating Historical Technology: Henry Darcy and the Public Fountains of the City of Dijon. Patricia Bobeck. 34:25 May. (See Technical Translation)

Translation usually connects people across cultural differences and geographic distances, and can even sometimes connect people across vast expanses of time.

(German)

Can You Certify This? Barbara Müller-Grant. 34:32 February. (See Legal)

A discussion of some of the aspects concerning the certification of translations in Germany, including the qualifications necessary for a translator in Germany to be able to certify the correctness and completeness of his or her own translation of a document and the procedures for having such certifications recognized abroad.

(Haitian Creole)

Using Reference Resources for Haitian Creole: Some Advice for Translators.

Sharon M. Bell. 34:39 November-December.

A translator shares her advice and experiences working with Haitian Creole dictionaries while translating Jacques Stephen Alexis' *Romancéro aux étoiles* .

(Japanese)

Making a Mountain of Mountains: Understanding Fukada Kyuya's Meizan. Craig McGinty. 34:34 June.

Though normally understood to mean “famous mountain(s),” the Japanese term *meizan* is difficult to render into succinct English. This article examines the term and its relation to the 1964 book *Nihon Hyakumeizan* by the Japanese mountaineer Fukada Kyuya (1903-1971).

(Spanish)

Neutral Spanish: Is it Necessary? Does it Exist? Guillermo Cabanellas de las Cuevas. 34:19 January.

Is it possible to write in neutral Spanish, and is it necessary or even appropriate?

A 10-Year Retrospective on a Distance Revision Course: Most Frequent Translation Problems (Part II). Leandro Wolfson, Translated by Alicia Marshall. 34:29 January. (See Translator/Interpreter Training and Pedagogy)

Is it possible to come up with a translation acceptable to all Spanish speakers? Up to what point must the personal intensity of an expression be sacrificed by using a generic alternative that will be understood by more people? Is there a “trick” or hint that may allow the translator to recognize an intertextual reference?

Translation: The Importance of Getting the Whole Picture. María-Luisa Arias-Moreno. 34:36 February.

Recent trends in sociolinguistics, pragmatics, semiotics, and discourse analysis have helped us gain some insight into the way language really works. The author will examine some translations from Spanish into English where discourse indicators were ignored, resulting in serious distortions affecting coherence and cohesion.

***Don Quixote* Rides into U.S. Bookstores: Translator Edith Grossman Brings a 17th-century Spanish Novel to American Readers. Alexandra Russell-Bitting. 34:24 July. (See Literary)**

The prominent display of Edith Grossman's translation of *Don Quixote* at a major bookstore is very unusual for a work in translation, let alone for a 400-year-old Spanish novel. Could it be a sign of change?

Parallel Journeys: Two Descendants of *Probatio*. Silvia San Martín. 34:23 October. (See Legal)

How does it happen that words that once pertained to the religious domain suddenly become part of legal terminology?

(SpanGLISH)

SpanGLISH: A Reality to be Ignored, or a Dynamic Phenomenon to be Acknowledged? Eduardo González. 34:30 May.

As linguists and translation/interpreting professionals, we cannot ignore SpanGLISH. Are we ready for it?

(Swedish)

The Association of Swedish Translators in North America: How STiNA Came To Be. Laura A. Wideburg. 34:24 April.

A short history of the Association of Swedish Translators in North America, which celebrated its first anniversary in March.

Legal

Bearing Witness Through Translation. Lorena Terando. 34:29 February.

The translator of resistance literature plays hybrid roles: the enabler of a story, the witness to an event, and the bearer of news.

Can You Certify This? Barbara Müller-Grant. 34:32 February. (See Language-Specific Articles [German])

A discussion of some of the aspects concerning the certification of translations in Germany, including the qualifications necessary for a translator in Germany to be able to certify the correctness and completeness of his or her own translation of a document and the procedures for having such certifications recognized abroad.

Inquisitorial Criminal Proceedings: The Cases of Argentina and Mexico. Pablo A. Fernandez Ruffolo. 34:48 February.

A brief description of the functioning of inquisitorial criminal proceedings, including a methodological and practical approach for translating the most significant legal terms.

What Could Be the Harm in That? Mary David. 34:15 April.

There is an obligation to not only set a high standard regarding antitrust, but also to abide by the spirit of the law as well as the letter of the law.

Justice May Be Blind, But She Cannot Be Deaf. Isabel Frammer. 34:23 July. (See Interpreting)

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Even though staff interpreter positions in New Jersey are filled within the prescribed time, there seems to be a need for new blood and stronger competition.

Plain English: The Cure Against Translating Infectious Legal-Speak. Matthew Adams. 34:28 September.

Notwithstanding the fact that in the event that during the course of the execution of said clause... Vaccinate your translations against this kind of gibberish by learning to translate legal English into plain English.

The Court Interpreters Act of 1978: A 25-Year Retrospective, Part II. Nancy Schweda Nicholson. 34:32 September. (See Interpreting)

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When an interpreter enters into the equation, he or she becomes part of the judicial process.

Banana Peels in Your Legal Translations? *Shall*: A Slippery Word for the Unwary and Wary Alike. Matthew Adams. 34:21 October.

Legal writing experts warn that you should delete every *shall*. As a translator, what shall you do? Learn about the pitfalls and the alternatives.

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How does it happen that words that once pertained to the religious domain suddenly become part of legal terminology?

Does it Mean What You Think it Means? M. Eta Trabing. 34:28 October.

A look at some words that take on special meanings in legal English that they do not have in everyday English.

Literary

Translating Proverbs. Peter Unseth. 34:39 January.

The techniques used to translate proverbs will vary greatly according to the genre in which the proverbs are found. This article categorizes three broad genres in which translators will encounter proverbs and provides guidelines for translating them in each genre.

Teaching Literature in Translation. Rosemary Arrojo, Marilyn Gaddis Rose, and Carol Maier. 34:19 February. (See Translator/Interpreter Training and Pedagogy)

A discussion of some of the pervasive issues associated with using translated texts in the classroom.

Translating Roberto Sosa: I Needed Kunitz and KFC. Jo Anne Engelbert. 34:21 February.

Translators often get a laugh by wryly observing how much easier it is to translate a dead poet than a live one. And from the writer's perspective, it must be a lot more comfortable to be translated after you've gone.

Playing with Food: A Problem in Theatrical Translation. Phyllis Zatlin. 34:24 February.

For texts that will be performed, translators have to fill cultural gaps for spectators and make sure that the language flows easily for the actors. When playwrights decide to play with food, the translator has to swallow hard and cook up solutions.

Translating Harry Part I: The Language of Magic. Steven Goldstein. 34:17 May.

Some of the linguistic and cultural issues involved in the translations of the Harry Potter series.

Translating Harry Part II: The Business of Magic. Steven Goldstein. 34:28 May.

Various contractual, procedural, and otherwise special challenges that translators of the Harry Potter series faced.

***Don Quixote* Rides into U.S. Bookstores: Translator Edith Grossman Brings a 17th-century Spanish Novel to American Readers. Alexandra Russell-Bitting. 34:24 July. (See Language-Specific Articles [Spanish])**

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Reviewing Translated Literature—Through a Glass Darkly? Anne Milano Appel. 34:29 August.

How does the reviewer understand, analyze, and judge the translator's accomplishment? The proper object of the reviewer's gaze is not the original work itself, but the original work as rendered by the translator.

Using Reference Resources for Haitian Creole: Some Advice for Translators. Sharon M. Bell. 34:39 November-December.

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Common Statistical Errors Even YOU Can Find: Part I. Tom Lang. 34:34 January.

A description of several of the more common statistical errors found in biomedical literature that can be identified even by those who know little about statistics.

Common Statistical Errors Even YOU Can Find: Part II. Tom Lang. 34:43 February.

More common statistical errors found in biomedical literature that can be identified even by those who know little about statistics.

Translating Psychiatric Texts. Maria Rosdolsky. 34:35 March.

When translating psychiatric documents, awareness and understanding of cultural differences in psychiatric symptomatology is essential. For translations of psychiatric texts, the translator's most important tool is the *Diagnostic and Statistical Manual of Mental Disorders* in both the source and target languages.

Equivalence: What Clients Need and What Translators Need to Know. Jason Bredle and Tamara Herzberg. 34:25 April.

What does equivalence mean in health questionnaire translation, and what can translators do to ensure the best translation possible?

Culture Crash: New Refugees in the U.S. Biomedical System. Amy Wade. 34:19 June. (See Interpreting)

For the U.S. biomedical system, caring for refugees requires understanding and accepting the role of the interpreter.

The Case That Went Wrong! A Mental Health Clinician Works with an Interpreter. Zarita Araújo-Lane, Edited by Vonessa A. Phillips. 34:14 August. (See Interpreting)
Interpreters and providers need to share a common understanding of their respective roles and expectations before they meet with the client.

Medical Back Translation: Strategies for Making it Work. Mike Collins. 34:19 August.

Mentioning the term “back translation” among translators can have the same effect as raking your fingernails across a blackboard.

Coronary Heart Disease—Death American Style. Rafael A. Rivera. 34:21 August.
A discussion of various types of procedural and surgical interventions designed to reduce the risk of coronary heart disease.

Source Language, Source of Trouble. Elena B. Sgarbossa. 34:25 August.
Could our focus on proficiency in target languages be detracting us from paying enough attention to the requisite proficiency in our source languages?

Healthcare Interpreting Education: Are We Putting the Cart Before the Horse? Claudia V. Angelelli. 34:33 November-December. (See Interpreting; Translator/Interpreter Training and Pedagogy)
It is evident that a serious discussion on healthcare interpreting education is long overdue. Confusing education with training will not take us far.

Project Management

A Real Approach to Virtual Teams. Graciela White. 34:20 May. (See Business [Workplace Communication]; Translators/Interpreters and Computers)
A new concept is emerging in today's ever-changing environment...working together without being physically together.

Translation Quality. Shuckran Kamal. 34:11 August. (See Quality Assurance)
The translator, the translation manager, and the user of the translation: all have roles to play to ensure that a translated text is a quality text.

Organization: A Last Mile Alternative! David Santori. 34:22 September.
Can't find your phone when it rings because your desk is a war zone? Here is some flash organization therapy to help the suffering project manager avoid project chaos.

Translators and Project Managers: What it is All About. Carmela Pacchioni. 34:34 October. (See Quality Assurance)
The translator and project manager can work very well together if they are aware of the importance of each other's role.

Working with a Translation Editor: Improving Your Translations While Increasing Your Productivity. Elizabeth Vaughan Urner. 34:28 November-December.

Working with a translation editor can improve your productivity—and the quality of your translations.

Public Relations

NAJIT and ATA Form Outreach Partnership. Lillian Clementi. 34:9 April.

ATA seeks to expand its public relations effort through a newly formed partnership with the National Association of Judiciary Interpreters and Translators.

Translation Issues. Kevin S. Hendzel. 34:15 July.

We have now reached a critical mass in our public relations mission in the national and international media.

ATA and American Red Cross Partner for Preparedness. Giovanna Lester. 34:17 July.

The first pilot program for ATA's Crisis Network Language Support Project will be held in Worcester, Massachusetts. Find out how you can get involved!

Quality Assurance

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School Outreach

A Visit to Your Local School Could Take You All the Way to Seattle. Lillian Clementi and Amanda Ennis. 34:14 February.

ATA is now actively recruiting volunteers to speak at schools in your area and to help coordinate the school outreach effort through a national speakers bureau.

2005: The Year of Languages Shows Value of Multilingual Skills. 34:11 April.
2005 has been designated the “Year of Languages” across America. Learn more about how you can participate.

No Summer Vacation for School Outreach. Amanda Ennis and Lillian Clementi. 34:18 July.
School may be out, but school outreach is still in session.

Technical Translation

Technical Writers and Translators: When the Twain Meet (Part I). Ury Vainsencher. 34:15 February.
A discussion of how technical writers and translators can work together to streamline the process of translation, improve quality, and lower costs.

Technical Writers and Translators: When the Twain Meet (Part II). Eliezer Nowodworski. 34:17 February.
Learn what you can do to make your next technical translation progress more smoothly.

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Free and Open Source Software for Translators. Corinne McKay. 34:32 April.
Free and Open Source Software is an increasingly viable option for translators who want to enjoy the advantages of cost, security, stability, and the flexibility offered by open source applications.

A Little Paranoia Can Go a Long Way. Jill R. Sommer. 34:13 May.
Paranoia may not be a good thing most of the time, but when it comes to the Internet and scam artists whose objective is to steal our hard-earned money, a little paranoia is the best defense.

A Real Approach to Virtual Teams. Graciela White. 34:20 May. (See Business [Workplace Communication]; Project Management)

A new concept is emerging in today's ever-changing environment...working together without being physically together.

De-Hyping Translation Memory: True Benefits, Real Differences, and an Educated Guess about its Future. Jost Zetzsche. 34:29 June.

Many tools on the market today provide methods for analysis, quality assurance, and productivity that go way beyond the typical functions of a mere "translation memory" tool.

11 Tips for Improving Your E-mails. Kirk Jackson. 34:35 July.

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MONTHLY COLUMNS

(Dictionaries Reviews Compiled by Boris Silversteyn)

(Beginning Professionals)

***Beginning Translator's Survival Kit.* Authors: Susana Greiss and George Fletcher.**

ISBN: 0-9631999-3-5. Price: \$15 (includes shipping). Available from:

www.globelanguage.com. Reviewed by: Gloria Barragán. 34:50 January.

(Chinese)

***A Reverse Chinese-English Dictionary.* Publisher: Commercial Press. Publication**

date: 1986. ISBN: 7100016118. Reviewed by: Rob Albon. 34:41 September.

***Color Atlas of Human Anatomy, 5th edition.* Editor: Johannes Rohen. Publisher:**

Igakushoin. Publication date: 2004. ISBN: 4260100777. Reviewed by: Rob Albon.

34:43 October.

***New Atlas of Human Anatomy.* Editor: Zhicheng Ceng. Publisher: Guangdong World**

Publishing Co., Ltd. Publication date: 2004. ISBN: 7506254794. Reviewed by: Rob

Albon. 34:43 October.

(Folklore, Literature, Art)

***Elsevier's Dictionary of Symbols and Imagery.* Authors: Ad de Vries. Publisher:**

Elsevier B.V. Publication date: 2004. ISBN: 0-444-51345-0. Available from:

www.elsevier.com. Reviewed by: Lynn Visson. 34:48 August.

(French)

***Grand Bilingue – Dictionnaire de la santé.* Publisher: Mysoft Innovation et Ingénierie**

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