American Translators Association
Forty-Third
Annual Conference

Hyatt Regency Hotel

November 6 – 9, 2002
Atlanta, Georgia
Features

17 International Certification Study: Japan  
By Jiri Stejskal

20 Personalities at Work  
By Tim Lewis
Personalities are an important part of the success of businesses. Understanding your own personality traits and those of your employees or coworkers can reduce, if not eliminate, personality conflicts and improve productivity.

25 How to Speak the Language of Insurers  
By Kirk Hansen
Establishing strategic partnerships with insurance companies can provide a new market for translators/interpreters and create a growth opportunity. The challenge is to market yourself in a way that will make insurers take note of the skills you have to offer.

27 Lack of Due Diligence in Mexican International Reinsurance Translations  
By Ellen P. Walroth Sadurni
Lack of due diligence in the legal review process of international reinsurance contracts issued in Mexico is a serious danger to all involved parties.

28 A Translator Interpreting: Deal-Making 101  
By Kirk Anderson
This is the true story of a translator who got talked into being an interpreter.

31 Adventures in Online Learning: Introduction to Medical Interpreting  
By Holly Mikkelson
An existing course, Introduction to Medical Interpreting, was converted to an online environment. Students participated in nine weeks of online work, consisting of readings from websites, vocabulary-building exercises, and a threaded e-mail discussion. Then they journeyed to Monterey for a one-week intensive workshop in medical interpreting.

Columns and Departments
5 Display Advertising Index  
6 About Our Authors  
7 From the President  
9 From the Executive Director  
11 Letters to the Editor  
13 Candidates’ Statements for ATA’s Elections  
16 Conferences and Events  
47 The Onionskin  
48 Dictionary Reviews  
58 The Translation Inquirer  
60 Humor and Translation  
65 New Active and Corresponding Members  
66 ATA Chapters and Groups  
68 Marketplace

American Translators Association  
225 Reinekers Lane, Suite 590 • Alexandria VA 22314  
Tel: (703) 683-6100 • Fax (703) 683-6122  
E-mail: Chronicle@atanet.org • Website: www.atanet.org
An Easy Reference To ATA Member Benefits

Your ATA membership has never been more valuable. Take advantage of the discounted programs and services available to you as an ATA member. Be sure to tell these companies you are an ATA member and refer to any codes provided below.

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...And, of course, as an ATA member you receive discounts on the Annual Conference registration fees and ATA publications, and you are eligible to join ATA Divisions, participate in the online Translation Services Directory, and much more. For more information, contact ATA (703) 683-6100; fax (703) 683-6122; and e-mail: ata@atanet.org.
33 The Concept of Equivalence in Court Interpreting
By Marina Braun
To put restraints on translators/interpreters by demanding a “verbatim” translation is to disregard the fundamental tenets of modern language and communication theories. Instead, the goal of any translation/interpretation should be *semiotic equivalence* (i.e., achieving correspondence on the level of cultural units between the source language and target language).

37 What Can Interpreters Learn from Aristotle and Stanislavsky?
By Estela Herrera
How Aristotle’s and Stanislavsky’s methods can serve as valuable resources when training interpreters in the nontechnical skills which are not traditionally taught in interpretation schools.

42 Increasing Web Visibility for the Chinese Market
By Mike Adams and Sheh Lio
If you want your company, products, or services to be seen by Internet-savvy Chinese consumers, it’s essential that your site appear on Chinese-language search engines. Make it well worth their click, and you’ll be richly rewarded on a global scale!

Display Advertising Index

| 29 | Intermark | www.intermark-languages.com |
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Mark your calendar!

The 2002 Annual Meeting of the Upper Midwest Translators and Interpreters Association
Saturday, October 19, 2002 Minneapolis, Minnesota

Why attend?

- Help shape the translation and interpreting industry in the Upper Midwest.
- Meet local colleagues and agencies.
- Learn about the exciting new initiatives underway.

...And much more!

Contact: uppermidwestata@yahoo.com.
About Our Authors...

Mike Adams is the president and CEO of Arial Global, LLC (www.arialglobalreach.com), a localization and global marketing consulting firm focusing on Asian markets. Contact: mike@arialglobalreach.com.

Kirk Anderson is an ATA director and ATA-accredited translator (Spanish and French into English and English into Spanish). He specializes in legal, commercial, marketing, and literary texts. Contact: paellero@aol.com.

Marina Braun (Ph.D.) is a consultant, trainer, speaker, writer, and court certified interpreter. She has written on dealing with issues of cross-cultural communication, teaching effective communication in a foreign language, as well as theory and the practice of translation/interpreting. Her many publications include The English-Russian Dictionary of American Criminal Law (Greenwood Press, 1998) and Teaching Effective Communication in English [Mетодика Обучения Культур Общения на Английском Языке] (Moscow: Visshaya Shkola, 1991). Contact: marinabraun@faenov.com.

Kirk Hansen is the director of claims for the Alliance of American Insurers in Downers Grove, Illinois. The Alliance is a national trade organization representing 338 property/casualty insurance companies. Contact: khansen@allianceai.org.

Estela Herrera is a certified English-Spanish translator and interpreter in Buenos Aires, Argentina. She graduated from the University of La Plata with a degree in translation and English-language teaching. She completed her graduate studies in interpretation. She has worked as a freelance translator for the last 25 years. As an interpreter, she has worked extensively at medical conferences and in the human resources field, having interpreted for several years for a joint advanced certificate program of Cornell University and the Argentine Association of Human Resources Executives. She is an active member of the Colegio de Traductores Públicos de la Ciudad de Buenos Aires. Contact: e.herrera@abaconet.com.ar.

Tim Lewis is the owner of Lewis Communications, a technical writing service in Rockford, Illinois. He works on a diversity of projects for clients in the region. He has over 23 years of experience in the communications field. Prior to starting his business, he was a multimedia and video services manager for Siebe Environmental Controls. He has worked on over 145 technical documents in the past three years, and produced over 225 technical videos. He is the vice-president of the Rock Valley Chapter of the Society for Technical Communication. He was also a presenter at the Third Annual ATA Translation Company Division Conference in Chicago this past June. Contact: writer.lewis@att.net.

Sheh Lio is the globalization director at Arial Global, LLC, a localization and global marketing consulting firm focusing on Asian markets. Contact: sheh@arialglobalreach.com.

Holly Mikkelson is the director of quality assurance at Language Services Associates. She is an adjunct professor of translation and interpretation at the Monterey Institute of International Studies. She is an active interpreter and translator, has taught court and medical interpreting for many years, and has written numerous books and articles. Contact: holly@acebo.com.

Ellen Walroth Sadurní received her bachelor’s degree in biology and her master’s degree in business administration (specialization: international business) from the University of Miami in Coral Gables, Florida. She has many years of experience working with training program designs and assisting in the work of top risk analysts in the United States. She is an expert in corporate communications, is completely bilingual, and has dual nationality status in Mexico. Contact: epwalro@hotmail.com.

Join your colleagues at the 43rd Annual Conference in Atlanta, November 6-9, to discuss the establishment of an ATA Medical Division.

An information session will be held on Thursday, November 7, at 5:15pm.

Are you interested in an ATA Medical Division?

Associations Make A Better World

It pays ...

to keep your listings updated in ATA’s online Directory of Translation and Interpreting Services and Directory of Language Services Companies

(www.atanet.org)
From the President
Welcome to Atlanta

It is always a pleasure for the ATA president to welcome our members to the Annual Conference, but this year will be even more special than usual for me because I will also get to welcome you to my hometown. We have a saying down here in the South—“you have to go through Atlanta to get to heaven”—because so many flights connect through the Atlanta airport. Many of you will have probably passed through our airport, but you may not have ever ventured into the city. In this article, I would like to give you a few tips on how to get from the airport to the downtown Hyatt Regency, where our conference will be held. And, please note, that it’s the Hyatt Regency; we have more than one Hyatt in Atlanta.

If you’re coming in from outside the U.S., you will deplane at Concourse E, which is the international concourse. It is the farthest from the terminal, and you must take a train from Concourse E and pass by four stops before you get to the terminal. One odd thing about the international concourse at the Atlanta airport is that if you have checked your baggage to Atlanta, you must recheck it after you pass through customs and immigration. In other words, they will not let you carry your checked luggage on the train, so they make you recheck it and then reclaim it at the baggage claim in the terminal building.

The other odd thing is that they make you go through security again before you board the train for the main terminal, so expect to wait in another line with your hand luggage. Please note that these comments apply only to international flights. If you arrive from inside the U.S., you will still have to take a train to the main terminal, but you will not have to pass through security to do so.

Once you’re in the main terminal and have reclaimed your checked baggage, you will probably want to take the subway (“MARTA”) to the conference hotel. When you get to the subway platform at the airport, you can take any of the trains you find there. They are all northbound trains (because the airport is the last stop going south). Please note that it does not matter whether you take a train bound for Doraville or one bound for Dunwoody. The track does not split until after it passes the stop for the conference hotel. The stop you are looking for is called “Peachtree Center,” and the hotel is literally right next to the stop. The subway token will cost you $1.75 (compared to a $40 taxi ride). Across the street from the hotel is a Macy’s department store; there is also a Brooks Brothers downtown and a Hard Rock Café up the street. You can also take the subway from the hotel to Lenox Square and Phipps Plaza, two upscale shopping malls that are right across the street from each other in Buckhead. These malls have it all, from Hermès and Cartier to Restoration Hardware, Pottery Barn, Macy’s, Rich’s, Saks Fifth Avenue, and Neiman Marcus. Within walking distance of Phipps Plaza is a large Borders bookshop.

If you have time during the conference, you might enjoy a visit to the Atlanta History Center, which is a museum telling the story of our city. Other particularly “southern” sites are the Margaret Mitchell House, where she wrote Gone with the Wind; the Cyclorama, which is a painting-in-the-round of the Battle of Atlanta; and the Joel Chandler Harris House, home of the author of the Uncle Remus stories. On a more international front, you can tour CNN Center, visit the Jimmy Carter Presidential Library, or relax in Centennial Olympic Park.

When you get ready to return to the airport, remember to allow plenty of time to get to your gate, since you will have to take the train from the main terminal to the departure concourse.

All of us in the Atlanta Association of Interpreters and Translators look forward to welcoming you to our city.

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ATA’s Spanish Language Division 2nd Annual Conference
St. Anthony Hotel • San Antonio, Texas
April 25-27, 2003

This is an exciting opportunity for you to share your knowledge and experience with appreciative colleagues. For more information, contact: Virginia Perez-Santalla (virginiasp@comcast.net).
ATA Now Offers Customized Website Program

ATA and Two Radical Technologies (2RAD) have teamed up to provide ATA members an opportunity to build their own customized websites. Through 2RAD’s online creation tools—RADTown—ATA members will be able to set up their own online presence. The offer includes obtaining a domain name and creating links to the ATA online directories. For more information, please contact 2RAD at radtown@atanet.org or log on to www.atanet.org/radtown. See their ad on page 10!

Conference Update

The Preliminary Conference Programs for ATA’s 43rd Annual Conference, November 6-9, in Atlanta, Georgia, have been mailed. If you have not received your copy, please contact Maggie Rowe at 703-683-6100, ext. 3001 or Maggie@atanet.org. You may also see the most current information and register online at www.atanet.org/conf_2002.

NAJIT Spanish Certification Examination Complete

In May of this year I was able to attend the Annual Meeting and Educational Conference of the National Association of Judiciary Interpreters and Translators (NAJIT), held in Phoenix, Arizona. It was, as usual, a gathering of fascinating individuals involved in the many diverse aspects of judiciary language services. I was particularly interested to learn that the NAJIT certification examination in Spanish is almost complete. Dr. Mike Bunch and Ms. Donna Merritt, of Measurement Incorporated, who developed the examination together with the Society for the Study of Translation and Interpretation, the 501(c)3 arm of NAJIT, presented information about the process to date. Ms. Mirta Vidal, president of SSTI, also spoke about the examination and its current status.

This examination is unique in its combination of oral and written aspects of language work. Participants are required to demonstrate competence both in translation and in interpretation. In addition, the exam is bidirectional in English and Spanish. Finally, it includes both consecutive and simultaneous interpretation, in addition to sight translation. I am not aware of any other examination that combines these various aspects. It will be an excellent credential to earn. (The history and purpose of the examination was discussed in Dr. Dagoberto Orrantia’s article in the June ATA Chronicle, pp. 19-22).

The written examination has been fully developed and is now ready. The oral examinations were given for the first time in Phoenix. The oral exam demonstrates the benefits of new technology. It is given on CD-ROM and taped for grading, so it can be replicated exactly and the answers reviewed as many times as necessary. In June, the oral responses were reviewed and graded and the standard for passing set. The exam is now complete. Psychometric analysis of the written portion shows a high degree of reliability, and it is expected that the oral exam will also. The fact that one need not be a member of NAJIT to be certified adds weight and credibility to the examination—additional evidence, to my mind, that the ATA Board was wise to commit to opening our examination to nonmembers in the future.

More than one U.S. state authority has already shown interest in this examination as a standard for certifying individuals to work as judiciary interpreters and translators. While there are other examinations available for Spanish interpreters in this country, I believe that this effort to develop a standard set by the professionals themselves will create a new benchmark for interpretation. ATA members involved in Spanish-language interpretation will certainly want to learn more about this opportunity. I commend our colleagues in NAJIT and SSTI on their efforts, and NAJIT members for their support of this extraordinary endeavor.

Ann G. Macfarlane
info@russianresourcesint.com
always enjoy seeing the updated demographic data of the ATA membership. Last year, we finished with a record 8,562 members. We will surpass that number this year, and will probably have 9,000 members by year-end if current membership trends continue.

For 2002, we once again asked ATA members to provide some demographic data with their renewal notices. The questions were optional, so I would like to thank those members who took the time to share their information. I would also like to thank Roshan Pokharel, ATA’s information systems manager, who compiled the statistics, and Teresa Ly, ATA’s membership and accreditation specialist, who keyed in the data.

The following statistics are based on the responses from 3,830 members. Obviously not all members responded, and we still have a couple of months left, but the numbers do reflect a solid sampling of the membership.

Employment Status

While the industry is going through some changes with various mergers and acquisitions of language services companies, the employment status remains relatively unchanged. ATA members were asked to check all of the following translation-/interpreting-related employment status categories that applied.

Full-time independent contractor: 42% (39% in 2000, the most recent year for comparison)
Part-time independent contractor: 29% (unchanged)
Company owner: 10% (11%)
Full-time private-sector employee: 9% (10%)
Academia: 6% (7%)
Government employee: 4% (unchanged)

Areas of Specialization

Members were asked to give their areas of specialization. More than one area of specialization could have been specified.

Business: 18% (unchanged from 2000)
Law: 13% (unchanged)
Arts & Humanities: 12% (unchanged)
Industry & Technology: 11% (12%)
Medicine: 11% (10%)
Computers: 9% (10%)
Social Sciences: 9% (8%)
Engineering: 6% (7%)
Natural Sciences: 6% (unchanged)
Other: 5% (4%)

Education

Here is the highest level of education completed.

High school diploma: 2% (3% in 2000)
Associate’s degree: 4% (unchanged)
Bachelor’s degree: 36% (34%)
Master’s degree: 43% (44%)
Doctorate: 12% (13%)
Other: 3% (2%)

Years of Experience

Here is the breakdown by years in the translation/interpreting profession.

0-5 years: 17% (19% in 2000)
6-10 years: 26% (27%)
11-15 years: 20% (18%)
16-20 years: 17% (unchanged)
>20 years: 20% (19%)

Gender

While gender was not specified on the questionnaire, I did want to include it to help round out the demographic profile of the membership. Gender was determined by the title selected (e.g., Ms., Mrs., Mr., etc.) on the membership application form. Please note, all respondents did not complete this field, and we did not include those who selected “Doctor” or “Professor” as his or her title. The following percentages do not represent a significant change from recent years.

Female: 70%
Male: 30%

It will be interesting to see if and/or how the demographics of the membership are affected by the changes in the industry—mergers and acquisitions, the growing global marketplace, and the economy. Regardless, ATA will continue to strive to offer valuable programs and services. Thank you again for being a member of the American Translators Association.
Build Your Own Website with RADTown!!

American Translators Association (ATA) and Two Radical Technologies, Inc. (2RAD) have teamed up to provide ATA members with an incredible membership benefit. ATA is offering members an opportunity to build their very own customized website by using one of the most advanced online website creation tools - RADTown. RADTown is a powerful, dynamic website creation tool that lets you be in complete control of your website and offers an extraordinary lineup of dynamic features that you can easily add to your site. RADTown will help ATA members harness the power of the Internet and establish an online presence for themselves in just minutes!

Below is a screenshot of a sample website created using RADTown:

**Benefits**

As a benefit to being an ATA member, you can sign up for a full-featured web page building program that is fast and easy to use for the low cost of $99/year. With RADTown, not only do you get to create your own unique website, but you can also use your own unique domain name (i.e. www.yourname.com), receive free hosting, PLUS your website will be fully integrated with the ATA online directories!

**SIGN UP NOW!**

log on to www.atanet.org/radtown
Email questions to: radtown@atanet.org

American Translators Association
225 Reinekers Lane, Suite 590
Alexandria, VA 22314
ata@atanet.org
Letters to the Editor

MIIS Graduate School of Translation and Interpretation Professional Exams (Response to Joel Stern)

Having read the interview with Joel Stern in the June 2002 issue (“Slavic Translation for the Determined: Reflections of a Polyglot Translator,” page 31), and having received a number of queries from current and former students regarding the accuracy of some of the statements therein, I would like to respond in my capacity as the director of translation and former Russian program head of the Graduate School of Translation and Interpretation (GSTI) at the Monterey Institute of International Studies.

Although I tend to agree with Mr. Stern’s contention that formal academic training is not essential to becoming a successful translator, I was somewhat taken aback by his gratuitous slighting of some examinees from the GSTI Russian program and, by extension, of the Institute. I thought perhaps your readers would be interested in some of the facts pertaining to the situation to which he alludes.

In 1999, to the best of my recollection, two M.A. candidates in the Russian T&I program and one graduate of the program took the exam. All three were native speakers of English and had Russian as a B-language. Two of these people passed the exam (Laurel Nolen and Jonathan Baram). In 2000 (again, to the best of my recollection), four or five people took the exam, none of whom passed. Of this group, only one was a native speaker of English and had Russian as a B-language. The other candidates either had Russian as a C-language or were not native speakers of English, but had nonetheless been encouraged by me (and State) to take the exam for experience, if nothing else. Thus, the pass rate for GSTI-R M.A. candidates who are native speakers of English with Russian as a B-language currently stands at 50%.

Now, a number of conclusions other than the one implied by Mr. Stern can be drawn from these statistics, but I’ll leave that to your readers, many of whom will no doubt accord Mr. Stern’s observations the proper degree of skepticism. I would only like to add that the exam in question is not usually administered to anyone with less than five years of professional experience, and that State was pleasantly surprised that two people with relatively little professional translation experience actually passed the exam.

Graduates of the Russian T&I program at MIIS have consistently distinguished themselves as professional translators and interpreters, and a good many of them have gone on to work for the U.S. Department of State, albeit primarily as interpreters. Moreover, GSTI’s professional exams have long been a regular recruiting stop for State, and the Russian-language sessions are often given high priority. Cavalier remarks like the ones made by Mr. Stern detract from this relationship.

Mike Gillen  
mgillen@miis.edu

Gone with the Wind

After reading ATA President Tom West’s column on the Société Française des Traducteurs in the July issue, I decided I had to write. When I read about Mr. Caillé, I remembered I had a copy of *Autant en emporte le vent.* After my grandmother died, I was given several of her books and I remembered this being one of them. I pulled it out and found that it was indeed the translation by Caillé. You say that it sold like hotcakes. Well, you weren’t exaggerating. My copy was printed in July 1939, and it is the 47th edition! (It shows a copyright date of 1938.) I mentioned this to my father. He was a teenager at the time, but he remembered his mother, his aunt, and their friends reading and talking about it. Thanks for the trip down memory lane!

Cristina Hendrix  
chendrix@hghouston.com

NOTIS Directory of Translators and Interpreters Online!

The Northwest Translators and Interpreters Society’s *Directory of Translators and Interpreters* is now online, enabling translation and interpretation users to find the right professional for the job. Go to www.notisnet.org (click on “Need a Translator or Interpreter?”), and be sure to share the link! The NOTIS website hosts a wealth of client education information, from “beginner” education to payment practice reminders. White papers on our letterhead (in PDF format) are ready to send to your clients as is, or you are welcome to use some of our text to incorporate into a letter to the editor. Just click on “About Translation & Interpretation.”
Proposed Amendments to the ATA Bylaws

The following section offers full coverage of the election: the proposed amendments to the Bylaws regarding the broadening of eligibility for student status and a change of committee name, and the candidates’ statements. Please note that the Bylaws revisions are denoted by crossing through text for deletions and underlining text for insertions. Ballots will be mailed in late September.

Proposed Bylaws Change:
Whereas the ATA Consultant, Paul O’Mara, has advised the Association of the benefits of broadening eligibility for student membership, and whereas the Board of Directors of the Association wishes to attract greater numbers of student members, and whereas greater numbers of student members will benefit the Association by ensuring a future stream of potential translators and interpreters who are aware of the work of the Association and value its activities, now, therefore, be it resolved that the Board of Directors present a Bylaws amendment to the membership of the Association, to be voted on in the Annual Meeting of Voting Members to be held in Atlanta, Georgia, November 7, 2002, to amend Article III, Membership Section 2, Item d of the Bylaws as follows:

Article III, Membership

d. Student: Any person who is a **full-time** student, or any person enrolled part-time in translation or interpretation, interpreting, foreign language, or related course of study at the non-degree certificate, undergraduate, or graduate level, curricula at the collegiate level shall be eligible for student membership. A person may not retain student membership status for more than a four-year period.

FOR ❏ AGAINST ❏

For your information, Headquarters requests candidates for student membership to provide verification of their eligibility for that status. The ATA Board of Directors recommends that you vote FOR this proposal.

Proposed Bylaws Change:
Whereas the Association’s Treasurer currently serves as chair of two committees with overlapping duties, namely the Budget Committee and the Investment Committee, and whereas a single committee encompassing the duties of the two committees above would streamline the Association’s operations and eliminate confusion as to which committee is responsible for which tasks, now, therefore, be it resolved that the Board of Directors present a Bylaws amendment to the membership of the Association to be voted on in the Annual Meeting of Voting Members to be held in Atlanta, Georgia, November 7, 2002, to amend Article VII, Sections 2 and 2a of the Bylaws as follows:

Article VII, Other Committees Section 2—Standing and Other Committees; Purposes

The Association shall have the following standing committees exercising the authority of the Board of Directors: Executive Committee, **Budget/Finance**, Ethics, Active Membership Review, and Nominating. The delegation to such committees of authority shall not operate to relieve the Board of Directors or any individual Director of any responsibility imposed upon them by law.

a. **Budget/Finance**. The **Budget Finance** Committee shall include, but not be limited to, the members of the Executive Committee. This committee shall **oversee the finances of the Association**, including, but not limited to, drawing up the draft budget for each fiscal year to be submitted to the Board of Directors for approval before the beginning of the fiscal year.

FOR ❏ AGAINST ❏

The ATA Board of Directors recommends that you vote **FOR** this proposal.

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Attention Exhibitors:

ATA’s 43rd Annual Conference

Atlanta, Georgia • Hyatt Regency Hotel

November 6–9, 2002

Plan now to exhibit at the American Translators Association’s 43rd Annual Conference in Atlanta, Georgia, November 6–9, 2002.

Exhibiting at the ATA Annual Conference offers the best opportunity to market your products and services face-to-face to more than 1,500 translators in one location.

Translators are consumers of computer hardware and software, technical publications and reference books, office products, and much more. For additional information, please contact:

Brian Wallace
McNeill Group Inc.
bwallace@mcneill-group.com
(215) 321-9662, ext. 38
Fax: (215) 321-9636.
Candidates’ Statements for ATA’s Election

The election this year is to fill three directors’ positions (each a three-year term). The ballots will be mailed in late September.

Kirk Anderson
paellero@aol.com

I am truly honored to be nominated to serve a second term on ATA’s Board of Directors. My last three years of service to the association have been a vastly enriching—not to mention deeply humbling—professional experience, and have undoubtedly represented the most rewarding volunteer experience of my life. It’s been a pleasure and a privilege to serve alongside many of the stars of our craft. I’d like to thank the membership for giving me this opportunity, and to offer some reasons why you should give it to me again.

I was first elected to the ATA Board amid the international accreditation controversy, as one of three freelance translators elected that year, and as its youngest member. Since then, the Board’s makeup has changed considerably and, thanks to you, the members, freelance translators and interpreters now have a significant voice in association affairs.

It’s undeniable that our industry is undergoing radical change, and it’s more important than ever that ATA do everything possible to give our translators and interpreters the training and resources they need to be the best in the world.

During my past three years on the Board, I spent much of my time chairing the Chapters Committee, meeting with local groups nationwide to discuss their relationships with ATA, support their growth and establishment, provide greater resources for local events, but most of all, to listen. In my three years as Chapters chair, I met hundreds of translators from all over the country, and their comments, concerns, and criticisms have informed my participation on the Board.

Most importantly, I continue to work as a freelance translator and interpreter, in the trenches, making my living by the word. Over the years, I’ve worked in a broader-than-average range of capacities in our industry, from project manager to in-house translator, from telephone interpreter to the deposition circuit, from desktop publisher to published literary translator, and have become ATA-accredited in three language pairs. I also teach translation at Florida International University. Through personal experience in a wide range of industry positions, I believe I can fairly represent a broad cross-section of our members, especially freelance translators and interpreters.

I’m also a firm believer in giving back to our profession. In addition to my service on the Board and as Chapters Committee chair, I’ve also served twice on the Nominating Committee, contributed to several association and industry initiatives, made presentations at annual conferences, and published numerous articles in the ATA Chronicle, various association, division, and chapter publications, and other industry and general-interest periodicals.

If re-elected, I pledge to continue to listen to members’ concerns and criticism, to promote our professions through solid, proactive public relations efforts, to support and promote continuing education and professional development for translators and interpreters, to push for further improvements and transparency in accreditation and association governance, and to provide ATA members with an increasing quantity, and quality, of tangible membership benefits.

I hope you give me the chance to serve you for another three years.

Kathy Hall Foster
kfoster@sh3.com

I am honored to have been selected by this year’s Nominating Committee as a candidate for a position on the ATA Board of Directors. Throughout my 20 years as an ATA member, I have seen many changes in our profession, and ATA has always been there to provide translators and interpreters with a forum to discuss these changes, a structure within which to exchange ideas, and a means to seek guidance and training in order to become better able to prosper in the ever-evolving world of translation and interpretation.

During the past 20 years, I have had the opportunity to be active in ATA at the chapter level, serving my local chapter, the MidAmerica Chapter of ATA, as president, vice-president, secretary, treasurer, director, and nominating committee chair, as well as editing the chapter newsletter and assisting in preparations for our annual symposium. With this background at the chapter level, along with 25 years of working as a simultaneous interpreter and technical translator, I feel I have a solid foundation of experience which I can bring to the national organization.

Having spent the first half of my career as a simultaneous interpreter, and being currently employed as an in-house translator/editor for a translation agency where I interact with agency personnel, project managers, and freelance translators on a daily basis, I believe I can bring a complementary perspective to the ATA Board; one that is based on understanding the role of each link in the translation/interpretation process and how each is vital to the success of the whole.

In running for national office, I do so not because I have any personal agenda to fulfill, but rather out of a desire to continue to contribute to ATA in any way that I can, and to give back to the organization that has helped me throughout my career.

Alexandra Russell-Bitting
alexandrarb@iadb.org

A translator working from Spanish,
French, and Portuguese into English, I have over 20 years of experience, including several as a freelancer. For the past 14 years, I have been a staff translator-reviser at an international organization in Washington, DC. I’ve been actively involved with ATA since 1996, when I attended my first conference. I was so inspired by the chance to be around hundreds of colleagues who actually knew and appreciated what I do for a living that I’ve been coming back ever since.

ATA has given me a lot: a sense of pride in the profession; opportunities for professional development I could not have found elsewhere; and the chance to share my knowledge and experience with others; business opportunities to recruit prospective freelance translators and summer interns for my organization; a network of like-minded professionals with whom to exchange press clippings about language and translation; and many lasting friendships.

My key interests in professional development and communication have led me to write articles for the ATA Chronicle, deliver papers at the conference, and to join ATA’s Public Relations Committee. I believe these are the strengths that I could use on the ATA Board to get useful information to the membership, enhance the image of the profession, promote learning opportunities, and provide practical support to members.

I would like to work with the Public Relations Committee on several outreach projects we’ve talked about: brochures for client education in different languages, talking points on key issues for the press, and suggested topics for member presentations to various audiences (from grade school to university students).

In terms of professional development, I would like to help work with the divisions, local chapters, and organizers of specialized conferences. It is crucial that we provide these opportunities to the membership if we want to set standards of excellence for translation which will help us enhance the image of our profession.

Madeleine Velguth
velguth@uwm.edu

It is an honor to be nominated to run for a full term on the ATA Board of Directors. Working with my colleagues during my one-year appointment, I’ve been pleased to contribute and give back to the organization that has given me so much.

These are exciting times for ATA. Over 8,000 members strong, we are moving to further professionalize our organization so that it can better serve its members and to improve the public perception of translation and interpreting. I strongly support last year’s Board decision to implement the recommendations of the Hamm Report. Change is always unsettling. But improvement can’t take place without it, and the recommended changes to the accreditation program will make us better at what we do, enhance our professional image, and strengthen our credential. Decoupling the accreditation exam from membership is crucial to its acceptance as a standard. Eligibility requirements for the exam, ensuring a better fit between the exam itself and the people taking it, will improve the way it is perceived by the public. Implementing continuing education as a requisite for retaining accreditation will not only make visible the fact that we as a profession value the importance of remaining current with new developments in our many fields of expertise, but will also serve the very practical and desirable purpose of making us better translators and interpreters. The successful mentoring program is a prime example of our members’ commitment to excellence, as are the well attended topic-specific seminars like the ones on medical translation and interpreting and the business of translating and interpreting that were held this year in Chicago and Boston. As an educator of translators, I also support broadening student membership eligibility to give more young people interested in languages a chance to rub shoulders with experienced and successful translators and interpreters, and to learn about career possibilities and about the organization that will support them as professionals.

Accredited in French→English translation, I’ve been translating for 12 years and an ATA member since 1996. I direct the graduate certificate program in nonliterary translation at the University of Wisconsin-Milwaukee, where I also teach French and French translation. When I have the time, I translate literature, and was awarded the French-American Foundation Translation Prize in 1998. I’ve been active in professional development, helping to organize conferences and giving translation workshops, as well as in increasing the public’s awareness of the nature and importance of our profession through talks in high schools and at a state conference of foreign language teachers. This past summer, as part of a Board initiative to reach out to the foreign language community, I gave a presentation on our profession and the ATA at the annual convention of the American Association of Teachers of French in Boston.

I ask for your vote so that I can continue to work with my colleagues on the Board to help make our great professional organization even better.

Laura E. Wolfson
lauraesther@cs.com

The year turns, bringing me closer to my 10th anniversary this November as a full-time, freelance language services provider (Russian→English), both interpreter and translator. As the date approaches, I think more and more about the path I have traveled during this decade. At times, it seems to me that I have worked for every conceivable type of client in every conceivable sector (for federal
agents, the courts, some of the major international organizations, law firms, oil companies, dance troupes, publishing houses), and in every conceivable field (nuclear disarmament, diplomacy, education, sports, human rights, agriculture, the media, and banking). I have translated books on subjects ranging from Stalinism to slang for mainstream and academic publishing houses. I have provided consultation on lexicography, cross-cultural communication, and testing and evaluation of court interpreters. I have seen close-up how our professions are practiced in Western and Eastern Europe and in Canada. I have been a mentor to newcomers and written on the profession for a broad public.

Through it all, ATA has been crucial to my career, providing me with close friends, colleagues, and priceless and pleasurable opportunities for professional exchange. I have written numerous articles for the ATA Chronicle, including the popular “Miss Interpreter Speaks” series. I have been a frequent presenter at ATA conferences. For five years, I was an editor of Slavfile, the newsletter of ATA’s Slavic Languages Division, where I was one of the first to push to broaden the scope of the division to serve practitioners in Slavic languages other than Russian, and where I founded a distinguished speaker series.

In running for the ATA Board of Directors, my main concern is for the fate of freelancers. In my years on the market, I have seen conditions worsen. Rates have stagnated and, in some cases, dropped. This is due both to the domination of the market by a few large-volume clients and to the growth of a gray market in language services provided by bilinguals with few credentials and little experience. It is now not uncommon for interpreters to be asked to pay their own way to jobs in other cities and to work alone without a partner, even with large groups. More and more often, interpreters are brought into this country to work at below-market rates or for travel expenses only.

I know of no sure way to put a halt to these practices, but I believe that progress can be made if they are discussed audibly and often. We must place greater emphasis on training, credentials, and high professional standards. We must urge members of the profession to demand decent pay and working conditions and to refuse to work under unsatisfactory arrangements. The more we respect ourselves and the more clients and the public respect us, the better we will be treated. In me, freelancers, and particularly freelance interpreters (traditionally underrepresented in our organization), will find an advocate on the Board.

Timothy T. Yuan
yuan@pipeline.com

I have been a translator and interpreter since 1990 and an ATA member since 1991. I joined ATA’s Portuguese Language Division immediately after joining the association, and became its administrator in 1997. When my term ended in 1999, I ran for, and was elected to, a director’s position on the ATA Board. I have attended all the conferences, except for Austin, made presentations, and contributed to the ATA Chronicle and the PLData newsletter. Outside of ATA, I have attended and made presentations at several conferences abroad, and have lectured in the New York University Translation Certificate program.

During my tenure as an ATA director, I chaired the Divisions Committee for two years. This committee serves as a forum for divisions to coordinate policies and exchange ideas. In addition to establishing ATA’s Chinese Language Division, the committee’s greatest recent accomplishments, with the crucial support of Headquarters staff, include standardizing the division election calendar and procedures and successfully eliminating the Headquarters division overhead charge (thus increasing division budgets by over 25%).

I have always been a strong supporter of the accreditation program. I am ATA-accredited (Portuguese→English). As the only such credential in the U.S., ATA accreditation has helped me tremendously in my career. Whenever I fill out a translation company registration form, I proudly check the “ATA-accredited” box. Rarely do these forms not ask for ATA accreditation information, which indicates the credential’s acceptance in the market.

I applaud the ongoing effort to turn ATA accreditation into an even stronger credential and a standard of excellence in the industry. ATA members, and indeed the entire industry, will only benefit from these improvements. The Accreditation Committee and ATA Board have been responding to suggestions from the membership, including the use of computers, increasing exam security, fine-tuning grading criteria and the selection of exam passages, as well as looking into eligibility and continuing education requirements for maintaining accreditation. Some members disagree with opening the program up to nonmembers. I am persuaded that disassociating the credential from membership requirements, after improvements to the program have been introduced, will increase its credibility in the market and benefit us all.

The Board is forward-looking, and I am proud to have been a part of it for the past three years. It is representative of all segments of the association, and has worked hard and collegially to bring many new benefits to all of us. Ever-improving membership numbers and attrition rates, and finances, are an indication of our success.

If elected, I intend to focus on promoting improvements to ATA’s website. I have recently been appointed to

Continued on p.16
Conferences and Events

Washington, DC
Translators Discussion Group
Borders Books and Music
18th & L Streets, NW

Meets the second Wednesday of each month from 6:30-8:00 pm at Borders. For more information, please contact Borders at (202) 466-2152.

Minneapolis, Minnesota
2002 Annual Meeting
Upper Midwest Translators and Interpreters Association
Saturday, October 19, 2002

Why attend?
• Help shape the translation and interpreting industry in the upper Midwest.
• Meet local colleagues and agencies.
• Learn about the exciting new initiatives underway.

...And much more!
Contact: uppermidwestata@yahoo.com.

Cambridge, Massachusetts
6th Annual Massachusetts Medical Interpreters Association Conference
“Unheard Voices”
Cambridge College
1000 Massachusetts Avenue
October 25-26, 2002

For information or to be placed on the mailing list, contact either Joy Connell at (617) 626-8133 (joy.connell@dmh.state.ma.us) or John Nickrosz at (617) 636-5212 (jdnickrosz@aol.com).

Berlin, Germany
4th International Conference and Exhibition
Languages and the Media
Theme: Viewers, Languages, and Marketing
Hotel InterContinental Berlin
December 4-6, 2002

Who should attend: language industry specialists; manufacturers of language technology and tools; consumer representatives; decision makers and specialists on languages in the media; distributors of audiovisual media products and services; producers; exporters and importers of media programs; subtitling and dubbing companies; and experts in media studies and mass communication. Information: www.languages-media.com.

San Antonio, Texas
2nd Annual ATA Spanish Language Division Conference
April 25-27, 2003

This is an exciting opportunity for you to share your knowledge and experience with appreciative colleagues. For more information, contact: Virginia Perez-Santalla (virginiasps@comcast.net), or visit www.ata-spd.org.

Dublin, Ireland
14th International Japanese/English Translation Conference
IJET-14
May 17-18, 2003

The 14th annual IJET conference in Dublin will mark the first time that IJET has met in Ireland, and promises to provide an exciting and charming experience for all attendees. This venue was proposed in the hopes of not only providing a thoroughly enjoyable conference, but also to expand the horizons of IJET attendees. Just as translations serve to bring Japanese- and English-speaking cultures closer together, IJET conferences provide an opportunity for first-hand exposure to the languages and cultures. It is hoped that IJET-14 will be a learning experience, as well as a good time, for all participants. More information will be available at http://ijet.org/ijet-14/shortly.

Help Us Get the Word Out!
Please send us information on your upcoming events (including dates, venue, and contact information) to Jeff@atanet.org.

(Please send material at least two months prior to the event.)

A Seminar of Interest to Spanish Legal Translators and Interpreters

Los Angeles, California
Spanish Legal Translators and Interpreters Seminar
Intermark Language Services
October 18-19, 2002

For more information on this 9-hour seminar, log onto www.intermark-languages.com
With the article on Denmark in the August issue we completed our overview of the highly regulated governmental certification systems in the Nordic countries. We will now examine certification in Japan, which represents the opposite side of the spectrum with no governmental involvement and with multiple certification systems being run by multiple professional and educational organizations. Contrary to the Scandinavian model, most of the Japanese certification programs have no eligibility requirements and provide for multiple-level certification, ranging from elementary knowledge of foreign language to expert translation capabilities.

Collecting information for this article proved to be particularly challenging because most of the relevant websites are available only in Japanese. Therefore, the information presented here relies on the following individuals who were willing to share their knowledge: Fred Uleman, a member of the Japanese Society of Translators (JST) and the Japanese Association of Translators (JAT); Tomoki Hotta, who, in addition to being the part-time executive director of the Japan Translation Association (JTA) in charge of a publicity committee and certification procedures, is the executive director of Babel Co., Ltd., and a member of the Northern California Translators Association; and Chuichi Kamei, a former liaison officer with the International Federation of Translators (FIT), and a member of JAT and the Japan Translation Federation, Inc. (JTF)

In addition to these organizations, Japanese translators and interpreters can join JAT or JST. Neither of these organizations, however, offers certification. They are mentioned here because the subject of certification has apparently been discussed within JAT a number of times, always with a negative result, with the administrative considerations (graders, proctors) being major dissuaders, in addition to the doubts of JAT members as to whether such a certification program would have any meaning in the real-life marketplace. For the same reason, JAT does not recognize certifications earned elsewhere. Even though JAT has cordial relationships with JTA and JTF, which have certification programs (described below), many JAT members view these organizations’ programs as efforts to generate revenues rather than as serious contributions to the quality of translation in Japan. Fred Uleman (fmu@gol.com) can provide further information in this respect. JST, another major player in the Japanese translation industry that does not offer certification, is Japan’s only full-status member of FIT. Selected Japanese organizations, for whom the certification process is meaningful and who believe that it enhances the quality of the translation and interpretation profession in Japan, are introduced below.

**Japan Translation Association**

In 1987, JTA received permission from the Ministry of Labor to be established as an association. The objective of JTA was to objectively measure the knowledge and technical skills of translators in the industrial area, and its current Translator Qualification Examination is apparently the most authoritative examination of technical translation skill in Japan. Following the discontinuation of public certification in 2001 due to the policy of privatization and deregulation introduced by the Japanese government, the association decided to continue using the Translator Qualification Examination as its qualifying examination.

The evaluations are intended for the fields of natural sciences, social sciences, and the humanities. There are four levels of achievement. The tests are geared toward “industrial translation,” and each level is comprised of both a knowledge examination and a technical skill...
examination. Every person who passes the exam is conferred a title by JTA according to his or her field and level (e.g., “Level 1 Translator [English–Natural Sciences]”). The four individual levels are:

• Level 4: Practical translation experience in basic language skills, particularly in English, is required.

• Level 3: The applicant must be proficient in comprehension, language expression, and have fundamental specialized knowledge in practical translation.

• Level 2: For persons with more than three years of practical translation experience. Even though the person hasn’t yet attained the level of a professional translator, it is necessary to have a skill level in which the person could become a professional with a small amount of correction.

• Level 1: For people with more than six years of practical translation experience. A mandatory requirement is to have not only a high level of proficiency in English expression, but also to be highly accomplished in written Japanese.

Babel Co., Ltd. and Babel University

In addition to the “English Translation Grammar Proficiency Test,” which is an entry-level test for translators, Babel Co., Ltd. offers a “Professional Translation Proficiency Test” designed to evaluate the competence of professional translators. Although individual examination questionnaires differ with each category, each test comprises approximately 1,000 words.

The Babel Professional Language Test (BPL Test) is administered by the Babel Professional Language Test Administration Committee. The candidates are not restricted to the alumni of Babel University, and public participation has been widely encouraged.

As an evaluation standard for business communication proficiency, especially for translation proficiency, the above-mentioned “Translator Qualification Examination” (Honyaku-Kentei), administered by JTA with the authorization of the Ministry of Labor, would come to mind first. However, according to the information provided by the Babel representative, the JTA test examines ability in the major categories of social sciences, natural sciences, and the humanities, but does not necessarily prove ability in a specific category. On the other hand, the BPL test, which is offered with greater frequency than the JTA test, has been designed to evaluate proficiency in a specific category.

As part of reforms led by Prime Minister Junichiro Koizumi, government agencies have ceased to support the evaluation of technical translation proficiency, such as the Society for Testing English Proficiency test. In other words, the BPL Test has come to compete for de facto standard status with other translation proficiency tests in the same arena of “privately run tests.”

The Professional Translation Proficiency Test has two features. The first feature is “grade evaluation.” Based on test results, examinees are given grades from 1 through 5. Grade 2 proves that an examinee possesses enough knowledge and technique to work independently as a professional translator (a goal for examinees for the time being). The other feature is “skill analysis.” An assessment sheet clearly points out an examinee’s deficiencies to provide guidance for further study after taking the test.

The eight categories of the Professional Translation Proficiency Test currently include English→Japanese translation of fiction, non-fiction, and movies (subtitles), law- and computer-related texts, as well as Japanese→English translation of patent specifications. Additional categories include French→Japanese and German→Japanese literary translation. Furthermore, the fiction category is divided into mystery and romance. Candidates usually take the test at home, but Babel Co., Ltd. recently administered its first test at a test venue to evaluate the productivity of candidates and to move toward a “practical” situation examination. Examination time was also shortened for those taking the test at home.

For further information on both JTA and Babel Co., Ltd., please contact Mr. Tomoki Hotta (hotta_t@nifty.com).

Japan Translation Federation

JTF is a nonprofit industrial organization striving to promote translation businesses through the implementation of research studies, seminars, the training of skilled persons, and participation in international conferences related to translation. Through its programs, JTF aims to contribute to the economic and social development of Japan. JTF was founded as a voluntary organization in 1981. The Honyaku Kentei (Translator Qualification Examination) was inaugurated five years later, in 1986. In 1990, JTF affiliated with FIT and became a corporate juridical entity upon obtaining the permission of the Ministry of Economy, Trade, and Industry. In 1992, JTF launched an online version of the Honyaku Kentei examination system. Finally, in 1993, JTF became affiliated with ATA. As of March 2002, JTF has
119 corporate members, 313 individual members, and 6 supporting members. JTF’s activities include:

- Conducting research and studies related to the translation business;
- Organizing seminars and lectures related to the translation business;
- Fostering skilled translators and administering examinations for the evaluation of translation proficiency: Honyaku Kentei (Translator Qualification Examination), and Issuing guidebooks for prospective applicants and commenting on past problems;
- Collecting and provisioning information on translation businesses;
- Serving as a liaison cooperating with foreign and Japanese organizations related to translation;
- Protecting intellectual properties related to translation; and
- Issuing commendations related to translation.

The **Honyaku Kentei (Translator Qualification Examination of JTF)**

Objectives:
1. To foster industrial translators and to maintain and improve the quality of translation, thereby contributing to the promotion of language services to the industry sectors requiring translation.
2. In order to achieve the above objectives, the following two levels shall be established:
   a. Practical use level—designed to certify the ability of the examinee as a professional translator;
   b. Basic level—designed to find promising future translators.

Types of certification:
1. The level and fields of specialization shall be as follows for each level:
   a. For the practical use level, the examinations shall consist of English→Japanese and Japanese→English;
   b. For the basic level, the examinations shall consist of English→Japanese and Japanese→English.

Number of grades of certification:
The number of grades shall be as follows for each level:
1. For the practical use level—from 1st grade down to 3rd grade;
2. For the basic level—4th grade and 5th grade.

Qualification for taking the examination:
There shall be absolutely no discrimination based on academic credentials, age, sex, or nationality.

Management and operating organization:
1. The examinations for certification shall be managed and operated by the Certification Committee.
2. The Certification Committee shall consist of the System Division, the Examination Paper and Marking Division, and the Operation Division.

Appointment of the chairman and members:
1. The expert members shall be men of learning and experience, or experts on the management and operation of the system.
2. The members of the Examination Paper and Marking Division shall be translators in active service in the relevant field of specialization.
3. In principle, members shall be members of JTF. Expert members and members of the Examination Paper and Marking Division can be nonmembers.

Venue of examinations:
Tokyo, Osaka, Hiroshima, and a special venue established on the Internet.

Frequency of examinations:
The examinations shall be given twice a year, on the fourth Saturdays of February and July.

Further information on JTF can be obtained directly from Mr. Chuichi Kamei (kameitrn@jb3.so-net.ne.jp), who generously translated the information presented here and who can provide, in English, a more detailed report on JTF’s activities and merits.

In the next issue, we will examine the situation in the Iberian Peninsula. As the editor of this series, I encourage readers to submit any relevant information concerning non-U.S. certification or similar programs, as well as comments on the information published in this series, to my e-mail address at jiri@cefra.com.

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**Looking for a freelance job or a full-time position?**

Check out ATA’s online Job Bank in the Members Only section of the ATA website at [www.atanet.org/membersonly](http://www.atanet.org/membersonly)
A business’s success is primarily due to human relationships, not technical skills. You can possess all the knowledge and skill necessary to be in business, but if your interaction with others needs improvement, you will have a hard time selling your product or service. Nor can you effectively lead people. Dealing with people is probably one of the biggest challenges a business owner will face. Some teams work well together, while others struggle with conflicts, thus reducing output. There are many reasons for conflict, but personality differences are a main factor.

Understanding personalities can reduce conflicts and on-the-job stress, improve productivity, and help you meet deadlines. If you are a manager, having this knowledge will help you oversee people more effectively, especially if you learn to match individuals to specific job requirements by using their personality strengths and minimizing their weaknesses. If you understand personalities, you will know why people behave in predictable ways. The information in this article is based on, among other research, Personality Puzzle, a book by Florence Littauer and Marita Littauer.

The theory of personality traits goes back to Hippocrates. Twenty-four hundred years ago, Hippocrates reasoned that even though each of us is unique, there are four basic personality traits: Sanguine, Melancholy, Choleric, and Phlegmatic. Most of us have a blend of all these personalities, but one trait usually controls our behavior more than the others.

We all are born with a dominate personality trait that tells us and others who we are. Over the course of our lives, we may learn new traits, but the foundation is always there. All personalities have strengths and weaknesses. It is possible to learn how to use our strengths and minimize our weaknesses to fulfill our goals. The key is to be aware of our own personalities before we try to understand others.

“As all personality types are valuable and contribute towards success...if you learn to understand them...”

As you explore personalities further, you will discover that there are many different theories, with the DISC (D = drive; I = influence; S = steadiness; and C = compliance) Personality System and the Myers-Briggs Type Indicator being the most common. Most of these theories use various names for the four basic traits, however, the characteristics of each remain the same and are rooted in Hippocrates’ theory. Each theory has its own method for testing people. For this article, we will use the terms that the Littauers use, since they are the easiest to remember. We’ll take a look at each of these traits and how they can be applied to the people in your working environment. Keep in mind as you read about each personality type that people can have varying levels of these characteristics. Also, think about how these personalities apply to you and others.

In order to understand other people’s personality traits you must first understand your own. If you know why you behave the way you do and how you interact with other people, you will learn to be more tolerant of others. You will realize that others are not wrong just because they act differently.

**Popular Sanguine**

Popular Sanguines are probably the easiest to recognize. They tend to wear the latest clothes so they will be noticed. You can hear them from across the room because they talk loud and fast, often saying things without thinking. These individuals can work in busy and noisy environments. In fact, the busier the better. Their workspace is often cluttered with current and past projects, unopened mail, toys of all sorts, and things that should have been filed or tossed long ago. If you ask them for a file for a project, they probably won’t be able to find it in the mess. You won’t find a datebook or PDA on their desk because they generally don’t write down appointments or keep a to-do list. The exception to this is that they may have a PDA because it is a trendy toy.

Popular Sanguines are cheerful and glad to see you. They are extroverts, fun-loving, easygoing, vibrant, optimistic, and enjoy working with others. If you need someone to boost morale, Popular Sanguines are the best choice. They prefer freedom to move so that they can interact with people. They are the ones who can come up with ideas and then convince others to buy into them. Because of this, they can be good leaders, but do not like to do the job themselves. However, they have the ability to motivate others to complete the task.

Their strengths, if carried to extremes, can lead to incessant
talking, monopolizing conversations, and exaggeration. They do not like to follow rules, especially in corporate environments. If there is a way to bend established rules and procedures, they will do it. They can generate a lot of ideas but cannot focus on details; therefore, they have difficulty implementing their ideas. Sometimes it is difficult to follow their conversations because they start out talking about one thing and then suddenly change the topic. Because they don’t write down appointments, they are often late. Even if someone reminds them of a meeting, chances are they will be late because they stop on the way to talk to someone else, which then leads to talking to another person. They also have difficulty in saying “no,” and soon have more projects than they can handle.

Popular Sanguines have all kinds of excuses for why projects are not completed or where they went wrong, but everything usually turns out okay. If they get someone else to do the work, they usually take all the praise. They get away with things that others would be fired over because their charm and outgoing personality gets them out of trouble.

Popular Sanguines perform well in positions requiring face-to-face dealings with people, such as salespeople, receptionists, or customer service representatives. They create a positive first impression (the receptionist answers the phone with a cheery “Good morning, XYZ Translations”; the salesperson makes friends with clients). They are also very good at generating ideas. If you are having a meeting to discuss ways to win a bid on a translation project, listen to their ideas and refrain from dismissing them. They may not all be good, but somewhere in there is one idea that could land the project.

If you manage a Popular Sanguine, you will need to give them plenty of attention and approval, especially when they meet their goals. It is the motivation for their decision making and gives them the energy to keep going. When assigning projects to Popular Sanguines, move the deadline up and remind them occasionally of when a project is to be completed. You will have to maintain tight control because a full-fledged Popular Sanguine can easily get out of control. For instance, they may know what the sales goals are, but they might not pay attention to the cost of generating those sales. Make sure they do not take on more work than they can handle. Make instructions clear and stress the importance of the project.

If your boss is a Popular Sanguine, be sure to give them a lot of attention. When they give instructions or offer a lot of ideas, be sure to write them down. These individuals have a tendency to forget what they say because they have not really thought it out. You may go off and do exactly as they said, but when you present the work they might say “That’s not what I wanted.”

**Perfect Melancholy**

Like Popular Sanguines, Perfect Melancholies are easy to identify, but for different reasons. Where the Popular Sanguine wears flashy clothes, the Perfect Melancholy dresses conservatively. If you have a dress code in your business, they will follow it to the letter. They are often introverted, shy, quiet, and private. They prefer to keep a low profile, so much so that others may not know who they are. They need a quiet work environment so that they can concentrate. Their workspace is neat and professional. Their current projects are usually the only ones out on the desk and works in progress are lined up in the order of importance in a file organizer. At the end of the day, they straighten out their desk and put the project that they will be working on the next day right where they can see it when they come in. They keep a datebook and have a to-do list where they check off completed tasks and write down new ones.

You can count on Perfect Melancholies being reliable workers who can work alone with little supervision. You can assign a project and they will determine the best way to complete it. You can expect perfect translations from these people because they expect it of themselves. Unlike Popular Sanguines, Perfect Melancholies are detail oriented, which makes them ideal in jobs where accuracy is important. They are very analytical and pessimistic. If you are bidding on a large project and need to know what problems the project could present, the Perfect Melancholy will uncover them and avert cost over-runs. Given the time to think about it, these individuals have the ability to solve problems.

When their strengths are carried to extremes, they become brooding, depressed, and impatient. They expect their work to be perfect even though perfection is unobtainable. Because of this, they may not see the big picture and might lose sight of deadlines, budgets, and schedules. Projects can go on longer than required as they strive for perfection when it is not necessary. They may appear to be procrastinating because they think out the project before they start. They get hurt easily and are sensitive to criticism and comments about their work. Melancholies are suspicious of compliments. You could compliment them about their excellent translation of a 700-page manual and they will think it was not perfect and say...
something to prove it, such as, “well, there is a missing period on page 589 and a misspelling on page 13.” Perfect Melancholies can also be pessimistic in a negative way. Their first reaction to an idea might be to say that it cannot be done. However, given time to think about it, they can come up with a solution.

The best position for the Perfect Melancholy is where attention to detail and deep thinking are important. If you have a highly technical or difficult project to translate, assign it to the Perfect Melancholy. They are good where data, charts, and graphs have to be recorded and maintained. They are also very good technical writers because they make sure all the procedures are described so that the user will accomplish the task correctly.

Managers of Perfect Melancholies should understand that these individuals need everything in their lives to be orderly. Allow them time to think about and organize their projects. If you know about a project that you will be assigning later, let them know ahead of time so they can start thinking about it even though they have not finished their current project. Knowing that a new project is coming motivates them to complete other tasks first. Perfect Melancholies need a feeling of accomplishment. Unfinished projects make them feel that they failed to do the job they set out to do. To prevent procrastination and the tendency to “perfect” their project, give clear milestones and deadlines. They need to be reminded to let go of the project. Give them sincere praise for completed projects.

Perfect Melancholy bosses want detailed information. When you meet with them, be prepared to tell them what has been accomplished and what needs to be completed. Allow them to offer solutions to your problems. Understand that their questions and suggestions have been well reasoned.

**Powerful Choleric**

Powerful Cholerics avoid fashion trends, preferring to wear functional, but professional, clothing that lasts. They do not want to be bothered with keeping up with the latest fads because it serves no purpose in achieving their goals. When you see them walking, their stride is powerful, determined, and purposeful. As they approach you, they may have a scowl on their face and not even say “hi” as they pass you. This is because they have things on their mind and are on their way to solve a problem or going to an important meeting. Although they are extroverts, Powerful Cholerics generally do not develop on-the-job friendships because such individuals often feel that they do not need friends. So you won’t see them participating in non-work conversations or activities. Their work area is usually functional and devoid of frills (their desk may not match the file cabinet and bookcase).

Powerful Cholerics are very good in leadership positions or being in control of projects. They love challenges, opposition, and the victory of competition. They tend to make quick decisions and act fast without researching the ramifications. However, they are often correct. Powerful Cholerics can fix problems and right wrongs. If you have an ailing company, they can turn it around. They see the big picture, understand the challenges, set goals, and work diligently to implement the plan. Once a plan is in place, they will stick to it, even if later on it is apparent that the plan will fail. They will work long hours to get the job done. You will find that they are very productive and work harder than others.

When their strengths are carried too far, they become bossy, controlling, and manipulative. They can become overconfident, opinionated, expect too much from others, insist on high production, and have a low tolerance for those who do not follow orders. Because they do not develop friendships, the saying “it is lonely at the top” is true for them—and they tend to like it that way. They frequently hurt people by what they say (they don’t mean to hurt people, they just speak with authority). Powerful Cholerics do not like to be told what to do or to be corrected. Their biggest fear is losing control.

Powerful Cholerics are at their best in positions that demand strong control and authority. This does not mean that they have to run the company. They can be in supervisory positions or even just in charge of a particular client’s project. They excel where quick decisions are required. When you have projects that need instant action, assign them to the Powerful Choleric. Such individuals are often in management or own the business. If they are not in a leadership position, they soon will be.

A Powerful Choleric can be your best worker when you acknowledge their accomplishments. Give them challenging work where they realize a sense of accomplishment. When one challenge is complete, immediately give them new assignments. If they are not challenged, they will move on to another company. Rather than giving them specific instructions, give them goals and let them determine the best course of action. Insist on two-way communications. Realize that others may resent the Powerful Choleric’s high productivity because it makes them look like they are slacking off.

If you have a Powerful Choleric boss, it is important to keep them
updated on your projects and to let them know when they are complete. They need to know that you are being productive. If a project is running behind, let them know what is causing the delay and what you are doing to rectify the problem. Never keep them waiting for meetings or anything they ask for. Also, it might help sometimes to let your boss think that the solution to a problem was their idea.

Peaceful Phlegmatic

Peaceful Phlegmatics are introverted, soft-spoken, and maintain a low profile, even more so than Perfect Melancholies. Peaceful Phlegmatics tend to dress as casually as they are allowed and do not keep up with fashions, to the point of wearing clothes that are several years old. When, and if, they speak during meetings, their tone is so soft that sometimes you have to listen intently to hear what they have to say. Their workspace is generally neat except for the piles of unfinished projects. They prefer to keep projects within easy reach. They are perfectly happy in almost any work environment.

Peaceful Phlegmatics are faithful, competent, reliable, and easily trained. They rarely miss work and when they do, they feel guilty about it because they do not want to let others down. Peaceful Phlegmatics are good at routine or boring jobs that others shun. They are also good at administrative, bookkeeping, and accounting positions. They avoid conflict and if they become involved, they try to restore peace and order. They are the peacemakers. They listen to other people’s problems and don’t tell them what to do. They can be good leaders if they are trained. With the proper training, they can also be good salespeople.

An extreme Phlegmatic may appear stubborn or strong-willed because they have difficulty making decisions or changing the way they do things. They tend to become indifferent, indecisive, don’t care about much, and can’t get excited about new projects. They can kill projects with inaction. They procrastinate and are not self-motivated. This is why they have unfinished projects piled on their desks. Even though they may be well trained and competent, they have low self-worth and feel less talented than others.

Peaceful Phlegmatics are best in positions that are routine and where life is consistent. They are very good in positions where they mediate conflict and can bring unity to a team. They can calm the storms with their soft speech and by listening to everyone’s viewpoint. Because they are easily trained and their ability to listen, they can accomplish most tasks and hold a variety of positions.

If you manage a Peaceful Phlegmatic, realize that they need respect. They feel overlooked and undervalued. Let them know how important they are and acknowledge their work. Because they are not self-motivated, they require direct supervision. Give them specific instructions and deadlines and then monitor their progress. When they do speak up and offer suggestions, listen to them carefully and help them bring out their ideas. They respect those who listen to them.

For those with Peaceful Phlegmatic bosses, if you listen to their ideas, they will respect you. Give them your respect and let them know they respect and let them know they

| Table 1: Personality Strengths |

<table>
<thead>
<tr>
<th>Popular Sanguine</th>
<th>Perfect Melancholy</th>
<th>Powerful Choleric</th>
<th>Peaceful Phlegmatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extrovert</td>
<td>Introvert</td>
<td>Extrovert</td>
<td>Introvert</td>
</tr>
<tr>
<td>Loves people</td>
<td>Works well alone</td>
<td>Born leader</td>
<td>Develops relationships</td>
</tr>
<tr>
<td>Friendly</td>
<td>Analytical, deep thinker</td>
<td>Business minded</td>
<td>Patient, kind</td>
</tr>
<tr>
<td>Optimistic</td>
<td>Pessimistic</td>
<td>Practical</td>
<td>Low-key</td>
</tr>
<tr>
<td>Emotional</td>
<td>Intelligent</td>
<td>Commanding personality</td>
<td>Unemotional</td>
</tr>
<tr>
<td>Creative and colorful</td>
<td>Detail oriented</td>
<td>Organized</td>
<td>Competent and steady</td>
</tr>
<tr>
<td>Cheerful</td>
<td>Artistic</td>
<td>Decisive</td>
<td>Administrative ability</td>
</tr>
<tr>
<td>Thrives on activity</td>
<td>Perfectionist</td>
<td>Persistent</td>
<td>Mediates conflict</td>
</tr>
<tr>
<td>Thinks up new ideas</td>
<td>Sets high standards</td>
<td>Risk taker</td>
<td>Good listener</td>
</tr>
<tr>
<td>Volunteers for jobs</td>
<td>Planner</td>
<td>Motivational</td>
<td>Finds easy way</td>
</tr>
<tr>
<td>Inspires others to join</td>
<td>Schedule oriented</td>
<td>Authoritarian</td>
<td>Strong-willed</td>
</tr>
<tr>
<td>Lots of energy and enthusiasm</td>
<td>Long-range goals</td>
<td>Logical</td>
<td>Handles pressure</td>
</tr>
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</table>
are appreciated. Help them arrive at decisions without interrupting. Repeat your understanding of what they said. They welcome your suggestions and like it if you do their work for them. Help them accept new challenges.

**Solutions**
If you are running a business, it is to your advantage to employ people with different personalities and to ensure that their personalities fit the job. All of the above personality types are valuable and contribute towards success. In the workplace, we all need:

- Popular Sanguines to bring ideas and fun;
- Perfect Melancholies to solve problems and keep us organized;
- Powerful Cholerics to hold everything and everyone together; and
- Peaceful Phlegmatics to bring peace and balance.

Where it is allowed, test your employees and applicants using one of the many personality tests available (refer to the reference list at the end of this article). When testing people, explain to them that you want to make sure that you assign tasks that best suit their personality. Be sure to test yourself first.

Learn what your personality is so that you can better understand the people you work with. Lead your staff into their strengths and help them overcome their weaknesses. Hire people to fill your weaknesses. Personalities are at work in the workplace; if you learn to understand them, you will be in a better position to work with others and succeed.

**References**


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**Looking for a freelance job or a full-time position? Need help finding a translator or interpreter for a freelance job or a full-time position?**

Check out ATA’s online Job Bank in the Members Only section of the ATA website at [www.atanet.org/membersonly](http://www.atanet.org/membersonly)
How to Speak the Language of Insurers

By Kirk Hansen

9:00 a.m.—An insurance company receives a report of an automobile accident from its policyholder. The policyholder reports that he was backing up at a speed of about three miles per hour and bumped an elderly lady he hadn’t noticed. The policyholder reports that an ambulance was not called and that he isn’t sure whether the lady was hurt. He doesn’t think that she speaks English.

10:00 a.m.—The claim is assigned to a claims adjuster.

10:30 a.m.—After confirming the details of the accident with the policyholder, the claims adjuster calls the pedestrian. Unfortunately, the pedestrian doesn’t speak a word of English. After a 10-minute futile attempt at communicating with the pedestrian, the claims adjuster ends the call without the needed information.

The claims adjuster is frustrated and isn’t sure where to go with the next step. The insurance company would like to find out whether the pedestrian is hurt, has seen a doctor, and has any medical expenses. The claims adjuster might want to take a statement, but it would have to be in the pedestrian’s own language. If the claims adjuster could figure out a way to communicate with the pedestrian and settle the claim, a release in the pedestrian’s own language would be needed.

11:00 a.m.—The claims adjuster decides that the services of a language professional are needed, but becomes even more frustrated because he doesn’t know where to find one.

If insurance companies better understood what your translation/interpreting firm has to offer, would they beat a path to your door? Would your financial results improve if you tapped into the insurance claims market?

Establishing strategic partnerships with insurance companies can provide a new market for your business and create a huge growth opportunity. Unlike most sectors of our economy, insurance companies don’t pick and choose their times to buy goods and services. Insurable losses, for which they must pay, occur in good, as well as bad, economic times.

“…Beyond the Yellow Pages, most claims adjusters do not know where to turn in order to find qualified language professionals…”

Experts estimate that between 20% to 40% of all insurance claims require the claims adjuster to find and use at least one service provider or contractor with whom he has no significant prior experience. Beyond the Yellow Pages, most claims adjusters do not know where to turn in order to find qualified language services. The challenge facing language professionals is to market themselves in a way that will make insurers take note of their skills.

The first thing claims adjusters are likely to look for when evaluating a language service provider is a competitive fee structure. Translators/interpreters are likely to find that by giving insurance companies a good deal, they are able to add to their volume, and will be strongly considered for additional assignments.

“In selecting service providers, we look at a number issues,” said David Narigon, senior vice-president of Employers Mutual Casualty Company. “While costs are a factor, more important are experience and dedication to quality. We want to make sure that the service provider adds value to the claims process.”

The impression that language professionals make on claimants is also important. However, the translator/interpreter must not express any judgments about the validity of a claim or work as an advocate for claimants. Their activities should be confined to clear and concise translation/interpretation.

“The translator [and interpreter] must recognize that not only does he represent his own business, but also the insurance company,” added Narigon.

“As a direct extension and representative of our company, we expect that service providers will consistently uphold our commitment to quality, accuracy, and accountability,” added K. Sue White, manager of property loss for Liberty Mutual Insurance Company. “It is essential that translators [and interpreters] provide a prompt response, accuracy at a competitive price, and demonstrate a profound commitment to customer care.”

Teaming up with insurance companies can be difficult, but once a relationship is established, they can become loyal customers.

One way to catch the attention of an insurance company is to simply give them a call. You can contact the local claims supervisor or claims manager and schedule a meeting to promote your services.

Language professionals also may find it beneficial to join some of the same organizations that insurance claims people do, or attend some of their seminars (which are often hosted by local law firms free of charge). In this way, they can get to know claims professionals on an informal basis and learn what skills they are looking for.
Another way translators/interpreters can penetrate the insurance market is to take advantage of e-commerce. An emerging means of gaining access to insurance companies is through extranet websites where service providers can post information about what they have to offer. One such site is ClaimsGate (www.claimsgate.com), which is used by members of the Property Loss Research Bureau (PLRB), a nonprofit, national insurance claims association formed in 1947. The site reports that claims professionals from 900 different insurance companies visit it daily. These insurers are looking to locate service providers who can give estimates and perform work on insurance claims. In total, PLRB’s member companies have about 130,000 claims adjusters that use the website. This represents about two-thirds of the U.S. property and casualty insurance market. These insurers spend about $80 billion a year resolving claims.

Prior to ClaimsGate, penetrating the insurance industry market was difficult and required a great deal of “legwork” for language service providers. ClaimsGate provides a level playing field that gives smaller businesses the same market access to the adjusting world as big businesses. For a fee, translators/interpreters can sign up to be part of a network of product, repair, and service providers to the insurance industry. Once at the site, companies can click on the “Sign Up” button and obtain a password. Once a member, a company enters its business information, such as the services it can provide.

ClaimsGate allows a language service provider to:

- Edit its company profile;
- Post its contact information;
- Choose the search categories to be listed under;
- Edit the content of each page of its site by typing or pasting text or pictures;
- Change the look and feel of its site by using new templates;
- Upload images or a company logo to the site;
- Post a weekly or monthly e-newsletter to be sent to clients and adjusters;
- Receive and reply to “Request For Proposals” from claims adjusters;
- Include links to other websites;
- Display a portfolio of work or a services line; and
- Post a calendar of upcoming events or seminars.

The website is designed to give claims adjusters an efficient means of locating and communicating with the type of expertise they need, when they need it, at the right price and with high quality results. ClaimsGate creates a communication tool that helps claims adjusters quickly find and select the best qualified and most competitive services.

“We believe electronic search engines like ClaimsGate will replace more traditional search avenues,” said Peter Reid, senior assistant vice-president for Amica Insurance. “If we need a service provider beyond our usual, we’re going to ClaimsGate first to find providers interested enough to be on an industry site. We haven’t the time for endless phone calls and meetings to develop potential partnerships. When we have a need, we need solutions NOW. As we learn of new service providers, we expand their knowledge of who we are.”

The insurance industry can be an important customer for translators/interpreters who are successful in finding ways to reach this market through the formation of strategic partnerships.

“[Translators and interpreters] who make it happen receive further assignments from us,” Reid noted.

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### ATA Chapter Seed Money Fund

Is your ATA chapter planning an event? Does that event have need for a distinguished, dynamic, industry-relevant speaker? If so, ATA’s Professional Development Committee wants to help! ATA’s Professional Development Committee offers a seed money fund for speakers. Be sure to call ATA today for application guidelines and a list of fabulous speakers who could be a guest at your next meeting, workshop, or seminar.

ATA’s chapters play a key role in the continuing education of their members. Since the chapters vary greatly in number and composition of members, it can be hard for some chapters to offer educational opportunities to everyone. As a service to all ATA members and as a benefit of charterhood, ATA would like to support these educational efforts by subsidizing presentations that might otherwise prove to be a financial burden for individual chapters.

The fund was designed for ATA chapters, so don’t let the opportunity pass you by. Contact Mary@atanet.org at ATA Headquarters soon for all the details!
Lack of Due Diligence in Mexican International Reinsurance Translations

By Ellen P. Walroth Sadurni

Several glaring problems confront the translator when completing any project involving international reinsurance in Mexico.

The first is that Mexico’s laws, based on the codified Spanish and French legal systems dating back to colonial times, lack synchronicity with the common law concepts of England, the British Commonwealth, and the U.S. and Canada. At first glance, any translation clause in an insurance contract should suffice when stating that, in case of controversy, the original contract wording will prevail. However, the insurance company reissuing the contract locally for a fronting fee will frequently deny such precedence and insist that it is the wording in Spanish that must prevail. Individuals involved in issuing international reinsurance often find themselves in situations presenting a conflict of interest, since the broker and the reissuing company want their fees/commissions, the client urgently requires insurance to comply with government regulations to initiate operations, but it is the insurance beneficiary who is left in the lurch when the insurance issued is neither valid or enforceable. The translator is often blamed for these problems, serving as the whipping boy for the lack of due diligence put into effect in executing the contract. When a loss occurs, the beneficiary(ies) are often faced with expensive, time-consuming, and usually dissatisfactory arbitration processes which do little to ameliorate the stress of a loss, and often ruin the success of a project.

The second problem translators of international reinsurance contracts face is that the standardized products (general conditions), having already been established by either the original underwriters or the reissuing company, frequently do not concur with the conditions required by the client. There is often no analytic reading of an insurance contract, either by the broker or the insurance sales division, to ensure that the client’s needs are being met by the product issued. Time pressures to proceed to the next step in establishing business operations create a communications gap between what the translator processes and what the intention of the contract should be. Remarkably, the translator is often the only individual to read the materials analytically and to realize that there is a lack of concurrence between the insurance specifications and the general conditions attached to the contract. What, then, is the responsibility of the translator in terms of advising the parties involved that the contract may be invalid?

In addition to what has already been stated, there is also the problem that the general and individual conditions issued by a local reinsurance company are tailored to comply only with local laws. In situations where international transportation, shipping, packaging, or quality standards must be met, these local laws are, more often than not, at odds with said international norms. Once again, the beneficiary of the insurance coverage pays an expensive price for lack of due diligence on the part of the parties issuing a contract to supposedly protect the client’s interests. Once again, the translator is caught in the middle. The problem can become serious enough to involve lawsuits and counter lawsuits, not to mention millions of dollars in losses.

One might argue that these are growing pains involved with that new trend, globalization. But there may be another answer, which gains validity at the time of this writing in light of the Enron, Xerox, WorldCom, and other corporate scandals rocking the market today. Transparency in most, if not all, cases involving international reinsurance has been deliberately compromised to maximize the gains of a few at the expense of the many. The close-knit world of legitimate translators who have been tested under valid international conditions focuses entirely on clear lines of communication. This is not always the goal of the certified translators authorized locally, who function as protected guilds in foreign countries, where the translator is often awarded a bogus license and/or has not been acceptably certified. The result is a contract that is not valid in either the original language or the translated version...and where, inevitably, when a risk is incurred, stockholders and other innocent parties pay the price.

In Mexico, where I worked for four years as the manager of the translations department for the largest reinsurer in Latin America, these problems are now being addressed, but too slowly. The thousands of business initiatives underway in the country require a review process for the validity of their insurance coverage, and a guarantee that when a beneficiary incurs a loss, said loss will be protected against by existing coverages.
A Translator Interpreting: Deal-Making 101

By Kirk Anderson

The following is a true story of a translator who got talked into being an interpreter. Some of the names and vital details have been changed or omitted to protect the innocent, but the story is presented to illustrate some of the issues facing translators, interpreters, and those who practice both crafts, when they play a pivotal role in business negotiations.

Over the past 10 years or so, I’ve been doing sporadic work for a medium-sized international manufacturer. The work has covered an extremely broad range of subject matter, from quality control specifications, employee manuals, and print advertisements, to consulting reports, business proposals and contracts, and even some product name consulting—until very recently, all written translation work. A little over a year ago, I received an unexpected call from the CEO of the company himself, who told me that he appreciated my translation services, and was wondering if I’d be available to accompany him on a business trip to Spain as his interpreter.

Years ago when I started working with the company, I was doing a lot of interpreting. I’d had some limited training as an interpreter and had amassed some solid learning experience as a hospital and telephone interpreter, gradually moving up into the deposition circuit and doing some escort interpreting. Along the way, I fell on my face many times, learned from countless mistakes, received great advice from many of my more experienced colleagues, and had reached a level where I was confident that I was doing a fairly decent job. Even so, I eventually came to the realization that I was much more comfortable with the written word. The performance aspect of interpreting stressed me out, and I often found myself frustrated by the impossibility of editing the spoken word. So I stopped interpreting, and after a few years felt like I had lost my chops and forgotten how to ride my interpreting bicycle.

So I politely declined this first request, offering to refer him to a number of very competent colleagues I knew. He said he’d get back to me.

“…After a good five years of not interpreting, a table of 10 with everyone speaking at once was quite a warm-up…”

The translation work continued to trickle in periodically. Then came a series of business letters from Spain. It became clear to me that the two companies were trying to negotiate a huge deal that clearly seemed in both parties’ best interest, but they were just butting heads like two ornery mountain goats fighting over a tuft of grass.

Then came the second call. The CEO was on the speakerphone from his boardroom with a bunch of executives. “We need your help,” he said. “We have a conference call scheduled with Spain in 10 minutes, and we need to be sure our message gets through…” Well, that certainly put me on the spot! I took advantage of the 10 minutes I had to get as much information from them as I could about their message, how they wanted it presented, any key technical terms, and so forth.

The conference call went surprisingly well—all two and a half hours of it. I was pacing my office like a madman, sweat dripping from my brow, frantically flicking through dictionaries to check technical terms, and struggling to understand trade names of obscure U.S. products through a thick Spanish accent. But in the end, both parties were pleased with the progress they had made and had set a date in Spain for final negotiations. They wanted me to be there…

Again I expressed my concerns about interpreting to the CEO. He was a man with vast international business experience, a respected author of books in his field, and someone I was sure was accustomed to top-notch interpreting services. I still wasn’t sure I was up to the job. But flushed with the success of the conference call—all parties involved seemed like reasonable, professional, and genuinely nice people—and calmed by the CEO’s assurance that the Spanish company had their own interpreter and that I was simply going to accompany him to “make sure their message got through,” I tentatively accepted, saying I’d get back to him with the details.

Not having interpreted in years, I had no idea what to charge, and having never accompanied an executive abroad, I didn’t know what to expect. I immediately started leaving messages for all my interpreter colleagues, looking for some quick advice. But before I actually received any, information was flooding in regarding travel plans and background information, which meant I had to come up with some rates, and quick. Before I had a chance to consult with anyone, the CEO was on the phone again wanting to finalize the details. I was instructed to meet him at a hotel in a small town in Spain the following week for two days of meetings. I gave him a rate, which I later learned was quite high, but which he accepted without comment.
After savoring my first transatlantic business-class flight, and after having breakfast with a buddy in Madrid, I hopped on a train to La Mancha and made my way to the hotel. Upon my arrival, I found a note telling me to take a nap and to meet for a strategy session before dinner.

I stretched out a bit and hung up my clothes, nerves building, still wondering what I had gotten myself into. But there was no turning back at this point. At the strategy session, I discovered that the CEO had brought two other executives with him, the president of the division making the deal and the chief engineer. They briefed me on the negotiations to date, their strategy, and the key points for them in the negotiations. I had already been given copies of draft agreements that had passed between the parties, and got a brief description of the key technology involved in the proposed transaction. I’d had the previous week to review some of these materials and to brush up on my interpreting skills, so I had a fairly solid understanding of the topics that were likely to be addressed.

What I wasn’t prepared for was dinner. Not long into the strategy session, the Spanish company’s interpreter appeared. He turned out to be the company’s sales director, basically their number three executive. I quickly discovered that although he did know all the technical terms of the deal, his comprehension of American English, not to mention his skills as an interpreter, left a great deal to be desired. He escorted us to the restaurant where we met the Spanish company’s representatives, all six of them. We were quickly ushered into a private dining room and seated around an enormous table for 10.

After the introductions, it became very clear that I was to interpret for the table. Luckily, I had the assistance of the sales director and a little help from the Spanish company’s outside counsel, but after a good five years of not interpreting, a table of 10 with everyone speaking at once was quite a warm-up.

After interpreting the menu directly from the waiter (of course, the restaurant didn’t have a written menu to help me) and getting the orders in, specifying that two of the American executives were “allergic” to garlic, things went downhill very fast.

The Spanish CEO waved his hands, and his whole team immediately became silent. The Americans shifted uneasily in their chairs, wondering what was up. After taking the floor so abruptly and absolutely, the Spaniard cleared his throat and launched into his opening statement. He welcomed us graciously, and continued…

“As you know, I returned from a business trip to Madrid this morning, and only had the chance to review your most recent proposal this afternoon. I’m sorry to say that if I hadn’t known you were already on your way here, I would have called and told you not to bother coming…”

The gloves were off right out of the gate. The negotiations had begun. Questions were flying across the table from all sides. The American CEO began to sweat. His colleagues’ jaws were slack. My shirt was already wringing wet, despite the chilly evening. Amidst the flurry of interpreting, emotions flared, Spanish fists banged the table, and I noticed something that had to be addressed. The Spanish sales director seemed intent on jumping in and interpreting certain things for his CEO, but on several occasions I found myself correcting his understanding of the English. This may be the root of all the miscommunication, I thought. It seemed that his interpretations were brutally tailored to what his CEO wanted to hear, or what he wanted him to hear. With the help of the Spanish attorney, I managed to calm things down a notch or two, and by the time the appetizers were served, civil conversation had resumed, but the deal seemed to be in grave jeopardy.

After a little more polite conversation, dinner was served and the Spanish CEO clarified the issues that were the true deal-breakers for him. Once this was clear, the American CEO diplomatically restored hope that a deal could be reached, though his colleagues didn’t seem nearly so sure.

After dinner, back at the hotel, I informed the American team of...
A Translator Interpreting: Deal-Making 101 Continued

...some of the communication problems I had observed, and they dispersed to consult with their legal and financial teams in the U.S., setting another strategy meeting for 7:00 the next morning. I fell asleep exhausted, but concerned, at about 1:00 a.m.

The next morning, the American CEO was waiting for us all in the hotel’s café. He hadn’t slept all night, but was completely energized, with a folder full of charts and graphs he had developed over the course of the night. He announced a completely new strategy for the negotiations. The original plan had been to have the whole group meet again at 9:00 a.m. to begin negotiations. He said that his new plan was to request a meeting alone with the Spanish CEO and his attorney, and me as his interpreter...

...Now it was my turn to get energized. He reviewed his strategy with me and explained his various graphs and charts, basically rehearsing his pitch for my benefit and that of his colleagues. The basic idea was to remove all potential obstacles to communication between him and the Spanish CEO, and to explain, in simple numerical terms, why the variation of the deal the Spaniards were proposing couldn’t work.

When we got to the boardroom, the Spaniards were ready for us. The CEO and his attorney listened patiently as we made our presentation. As I mentioned before, most of my previous work had been with the written word, and although I had interpreted a few business negotiations before, they had been relatively simple affairs. They were either issues that the parties were more or less immediately prepared to resolve, or addressed gaps so hopelessly large that there was little or no real expectation of bridging them. There were also a few plain and simple shouting matches. But here, once we got into the meat of the deal, I quickly realized I was dealing with two master negotiators. Both CEOs were wise, experienced men who had built their companies on their own personal reputations. Both companies had amazing employee loyalty, and both were quality-driven enterprises at all levels—in many ways, impressive models for the contemporary corporate world. Both of these men had negotiated hundreds of deals, and when looking into each other’s eyes, they each knew the other had what it took to be a successful negotiator: the willingness to walk away from the table.

At the same time, however, it was becoming increasingly clear to me that this particular deal, worth many millions of dollars, was a total win-win situation if there ever was one. It was just a matter of resolving a handful of details each side was concerned about. Of course, that’s always easier said than done.

Once the CEOs had ironed out the basic framework of the deal, the respective teams were called back in to work on the details. In the end, the main issues each party considered critical were accepted by the other, with a certain amount of nitpicking on both sides. The most recent draft agreement was projected on a screen and everyone proceeded to edit it simultaneously, while the interpreter frantically tried to keep everyone abreast of what everyone else was saying.

As the U.S. team’s departure time was rapidly approaching and the talks were winding up, I was already basking in the glow of a deal nearly closed, but the fists pounding the table, papers flying through the air, and the projected draft agreement jittering on the wall quickly reminded me that the fat lady had yet to sing. The U.S. side had conceded on the dispute resolution provisions, but was still pushing the Spaniards to strengthen their guarantee. This was very close to the last straw for the Spanish CEO, who literally rose from the table. There was no need to interpret this silent move.

While the U.S. team’s private jet was waiting at a nearby airstrip to whisk them off to Germany for other meetings, the final details were scribbled out on notepads and a letter of intent to enter into the final deal was signed. I was left at the train station with the Spanish attorney, with whom I had to finalize the Spanish and English versions of the final agreement.

Three weeks later, back in the U.S., after even more negotiations by conference call, a few more near deal-breaking episodes, and almost nonstop translation and editing work for me, the final agreement was signed, amid much hoopla and a banquet luncheon (this time with about 30 people around a long table). Although the speeches were impromptu, they were, thankfully, simple and brief. The luncheon’s organizers were thoughtful enough to seat me next to the Spanish CEO and across from his U.S. counterpart, so I could diplomatically limit my interpreting to the two of them, and actually manage to eat a few bites of food.

The lessons learned were countless. The experience was priceless. And though it’s only an anecdote, I hope it’s one that will provoke some thought, and perhaps even inspire some dialogue, on the issues facing translators and interpreters involved in business negotiations.
Adventures in Online Learning: Introduction to Medical Interpreting

By Holly Mikkelson

Introduction to Medical Interpreting (Spanish->English) had been offered several times over the past few years at the Monterey Institute as an intensive certificate course lasting two to four weeks. Enrollment was usually relatively small, even for our normally small classes. This was most likely due to two factors: 1) the high cost of attending a course at a private school located in an expensive area; and 2) the lack of incentive for obtaining specialized training in medical interpreting in a field where standards and pay have traditionally been low. Nevertheless, we continued to search for ways to boost enrollment, and settled on distance learning as a way to make the course more affordable and accessible.

After exploring the different modalities of distance learning by taking classes, reading books and articles, and attending conferences, I decided I was ready to teach my first distance course. I settled on a combination of web-based and face-to-face instruction, commonly known as “blended” learning. Students would spend nine weeks at home doing background reading and studying Spanish->English medical terminology, and then would come to the Monterey Institute of International Studies for a one-week intensive workshop in consecutive interpreting and sight translation. It was expected that the online portion would require approximately 10-20 hours a week of self-study, depending on the individual’s experience and aptitude. The course was advertised and, to my great surprise, a total of 16 students registered (compared to a previous average enrollment of 6).

The Students

As part of their application for the course, students had to fill out a questionnaire about their educational background and reading habits. They were also required to make a tape to demonstrate oral proficiency in English and Spanish. Participants in the course came from a wide variety of backgrounds. Their ages ranged from early twenties to mid-sixties, and their level of education ranged from a high school diploma to a Doctor of Medicine. Although about half were Spanish mother-tongue and the other half English mother-tongue, most were English-dominant. Some were very computer literate and comfortable in the online environment, while others were new to computers and had trouble using e-mail or logging on to the Internet. A few had extensive interpreting experience, but the majority had little or none. Most lived somewhere in California, but two students lived on the East Coast and one was in Nicaragua.

Course Content

The online component of the course was delivered by means of a webpage that contained the syllabus and weekly assignments. Each week a different topic was covered: 1) the role of the medical interpreter and ethics; 2) Latin and Greek roots and Spanish-English anatomy terms; 3) diseases and symptoms, diagnostic testing; 4) therapy, surgery (pre- and post-op, discharge), and medication; 5) medical instruments and devices, nutrition, diabetes; 6) folk medicine and cross-cultural communication; 7) labor and delivery; 8) internal medicine, AIDS, and TB; and 9) review.

…”It was gratifying to confirm that a complex skill such as interpreting can be taught with a combination of distance and in-person instruction…”

The assignments consisted of readings (usually the students were referred to a website via a hotlink on the assignment page), terminology research, and interactive Java-script exercises. Students were also required to participate in a discussion on a topic related to that week’s theme. For the first two weeks, the discussion took place via regular e-mail, but some students complained that there were too many messages for them to download every day. We then moved the discussion to my faculty webpage, where students did not have to fill up their personal mailboxes with messages and where the software allowed for a “threaded discussion” (i.e., e-mails categorized into topics to allow the reader to be more selective). Additional issues arose spontaneously, such as working conditions, pay, professional associations, and resources for medical terminology. A new thread was added for each new topic. Because so many students had limited computing power available to them, we did not ask students to download video or audio files; and because of the difference in time zones and work schedules, we did not conduct real-time chats.

To make sure students were keeping up with the reading assignments and to give them feedback on their progress, weekly quizzes (either essay questions or translation passages) were e-mailed to them. They were given a few days to complete the quizzes and return them by e-mail. The other instructor and
I reviewed the quizzes and gave the students narrative comments (no letter grades were awarded for this course). We also participated actively in the threaded e-mail discussion.

About halfway through the online part of the course, students were told they could begin working with the textbook, *The Interpreter’s Rx* (Mikkelsen: Acebo, 1994) to practice sight translation and consecutive interpreting. Most were so overwhelmed with the required coursework that they did not spend much time practicing before they came to Monterey.

On the 10th and final week of the course, the students arrived at the MIIS campus for 30 hours of practice in interpreting skills. The two faculty members who had been involved in the online course were joined by a third instructor for this week, and the students were divided into two groups. This arrangement allowed us to group the students by ability and to provide plenty of individual attention. As expected, some students were still mastering basic medical terminology and had trouble with simple consecutive interpreting and sight translation exercises, while others were eager to move at a fast pace and challenge themselves with more difficult interpreting tasks. Fortunately, we were able to accommodate both groups.

Classes met for three hours each morning and three hours each afternoon, spending roughly equal amounts of time on consecutive interpreting and sight translation. The consecutive practice involved role-playing from scripts of provider-patient interviews, with questions in English and answers in Spanish. Texts for sight translation were typical documents that patients encounter in English, such as questionnaires, fact sheets, and consent forms, as well as Spanish letters and reports. Most came from *The Interpreter’s Rx*, but additional materials were supplied by the instructors from their own work. On the last day of the course, each student was given an individual oral exam and critique.

### Results

At the conclusion of the online portion, and again at the end of the week of face-to-face instruction, students filled out questionnaires to evaluate the course. Overall, they were happy with their experience, but some said they had not expected it to be so difficult and time-consuming. They felt they had learned a great deal, though many expressed the wish that more time had been allocated to the in-person interpreting classes. Of the 16 students who originally signed up for the course, only 1 dropped out due to lack of time; another student was unable to come to the final week’s session because of an emergency at work. Distance learning courses tend to have a high attrition rate, and we were pleased that most of the students stayed with us for the duration.

A common complaint about online learning is that it lacks a “personal touch,” but we were able to develop a true learning community. Thanks to e-mail introductions and the threaded discussion, the students felt they knew each other well before they met in person the final week. When we had our first get-together over coffee and bagels just before class Monday morning, they enjoyed guessing who was who based on their expectations. Despite the differences in age, country of origin, interpreting experience, and educational background, the class was remarkably harmonious.

Another common complaint about online learning comes from faculty, and that is that it is far more time-consuming than traditional face-to-face instruction. Although I had taught this course before, adapting the materials to the online environment took many hours. Because I was enjoying it so much, I did not keep track of the amount of time I spent researching websites for the students’ background reading. The (literally) countless hours my administrative assistant devoted to developing the website were also a labor of love. Once the course began, participating in the threaded e-mail discussion and reading the students’ translation quizzes, in addition to answering all their practical questions (e.g., how to open e-mail attachments) and putting out fires on the technology front (e.g., inability to log on to the password-protected website), required several dozen additional hours each week. Fortunately, the MIIS server never went down during the nine weeks of online learning, though a few glitches did arise. All things considered, the 30-hour interpreting workshop at the end of the course was far the easiest week for the faculty and staff.

This course was offered on a pilot basis, but, due to completely unrelated circumstances, it will not be given again at the MIIS. Nevertheless, I found the experience extremely illuminating and rewarding, and I hope to explore this alternative further in the near future.

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**The Concept of Equivalence in Court Interpreting**

By Marina Braun

A district attorney resorted to the following joke in his opening statement describing the mindset of the defendant and the motive for the murder he allegedly committed.

“Some men’s idea of a perfect morning is when, at the breakfast table, they see their kid’s picture on the package of Wheaties, their girlfriend’s on the cover of *Playboy,* and their wife’s on the milk carton.”

Then he proceeded to tell the jury:

“This joke stops being funny and becomes somewhat sinister when you become aware that it is what this defendant would consider a perfect morning, after he’s murdered his wife. He’ll attempt to show you, ladies and gentlemen of the jury, that it was he who put his wife’s picture on the milk carton, but he’ll be lying. He didn’t even bother faking chagrin after her death. Moreover, he waited for a week before he reported his wife missing, all this time cavorting with his girlfriend.”

Linguistically, there is nothing arcane about this text: no legal concepts or terminology and no convoluted syntactic structures (for which “legalese” is so famous). So “legal equivalence,” seen as the goal of court interpreting by some theorists (Gonzalez et al., 1991, p. 16), does not play any role in this or numerous other court situations where participants use only the “common core” vocabulary at best, or slang and street jargon at worst (cf. witness or defendant testimony). However, the text presents a challenge to a translator, and can be a nightmare for a court interpreter. (Please note that by “translator,” we mean anyone who is serving as a conduit to interlingual communication, regardless of the medium.) Not that jokes are a frequent part of the legal procedure. It is just that we find this example quite illustrative in the context of the debates concerning equivalence in court interpreting.

“…It is the missing cultural context that is the major hurdle in intercultural/interlingual communication…”

As D. Crystal points out: “expression of humor is one of the most distinctive of all linguistic contexts” (Crystal, 1993, p. 62). And arguably, there is no other linguistic context that more vividly demonstrates the necessity to strive for functional equivalence in translation/interpretation; in other words, for a response on the part of the target-language audience that is similar to the response expected from the source-language audience/listener/reader. E. Nida refers to this as dynamic equivalence, stating that: “Dynamic equivalence is therefore to be defined in terms of the degree to which the receptors of the message in the receptor language respond to it in substantially the same manner as the receptors in the source language. This response can never be identical, for the cultural and historical settings are too different, but there should be a high degree of equivalence of response, or the translation will have failed to accomplish its purpose” (Nida, 1969, p. 24).

The juxtaposition of a jocular remark concerning the randy, if paternally ambitious, nature of some men versus the gravity of the charge may indeed be an effective rhetorical device. However, our exemplary D.A.’s rhetoric would be lost on a juror who happens to be a nonnative speaker of English and/or who is not familiar with present-day American culture. No dictionary would shed light on the seemingly incongruous use of such lexical units as “a box of Wheaties,” “*Playboy,*” and “a milk carton.” It is required that all nonnative speakers of English (defendant, witnesses, and jurors alike) be provided with an interpreter in the courtroom. Therefore, it is up to the interpreter to bring the speaker’s message home to the non-English speaker in such a way as to, as Nida would put it, achieve “a high degree of equivalence in response.”

The linguistic problem here, obviously, lies not in the referential meaning of each of the lexical items we singled out, but in their cultural meaning, which can be drawn only from the cultural context. It is the missing cultural context that is the major hurdle in intercultural/interlingual communication. In some instances, its lack is somewhat compensated for by the shared knowledge the interlocutors have in a given field/area/discipline. (For example, compare the amount of shared knowledge among participants at an international scientific conference.) An immigrant in a court in a foreign country, especially in the capacity of a defendant or a witness, presents a diametrically opposite situation. As is the case in any communicative act, the bulk of what a person says or perceives is framed by the system of his native culture, but, in this case, the amount of shared knowledge between the nonnative speaker and the rest of the actors of this scenario is minimal.
Each of the previously-mentioned lexical items (a box of Wheaties, \textit{Playboy}, and a milk carton) must be treated separately by the interpreter. Let us analyze these terms in order to find out how the interpreter might present them to a non-English speaker. Though the analysis will be based on the intersection of American and Russian culture and the English and Russian languages, the theoretical conclusions can be applied to all languages.

\textbf{Lexical Unit 1: Milk Carton}

The seemingly simple term “milk carton” in the D.A.’s statement presents a serious challenge to the interpreter. The word combination “milk carton” (its sound and/or graphic image) is a “signifier” (\textit{signifiant}, in Saussure’s terms) of a concept recognized by all Americans. If we were to translate this word combination literally (or verbatim) by translating each word with the help of a bilingual dictionary, the result would be a sound or graphic image for which there would be no concept, no “signified” (\textit{signifié}, according to Saussure), in the Russian culture.\footnote{Saussure referred to the relationship of the signified to the signifier as a linguistic sign, which he defined as the basic unit of communication within a community (Crystal, 1993, p. 407). In the absence of the signified, our newly created sound/graphic image simply does not stand for anything. It is unable to form a relationship that could produce an offspring (a sign). Thanks to the linguistic context and the extralinguistic situation described in the text (consider the other words in the D.A.’s statement: “morning,” “breakfast,” “milk”), understanding, and hence communication, would be possible to a certain degree. However, only to a certain degree, since the intended humor of the context, “the wife’s picture on the milk carton,” will still be lost. But, interestingly, even if we stepped away from the literal translation and came up with the more culturally appropriate “butilka moloka” (“milk bottle”), this rendering would still not elicit a response from the Russian addressees that would be similar to the response expected from the American receptors.

To substantiate this, let us take a look at what is communicated with the help of the linguistic sign [milk carton]\footnote{In the given linguistic and cultural (American) context. The “signified” is not only a concept for a receptacle for milk available for retail distribution, but also serves as a mini billboard, if you will, due to the fact that certain public notices, specifically about missing persons, are often printed on the sides of the carton. Communication (in English) can occur only when the sound image (“milk carton”), as the “signifier,” dovetails with the above concept, the signified, thereby giving birth to a linguistic sign and creating meaning. It is only when this linguistic sign falls into place that correct decoding of the context (“a picture of the wife on the milk carton”) becomes possible.} in the Russian semiosphere (Lotman, 1984) is a common route of searching among the signs. Instead of taking the more functional equivalent in the Russian semiosphere, “butilka moloka” (“milk bottle”) is destined to remain forever barren, since it can never produce a sign that could be similarly decoded. The reason for this is quite simple: there is no concept (Russian milk bottles do not have any writing on them), no “signified,” with which it can form a relationship.

The semiotic approach that we have taken for the above analysis should leave little doubt as to what the interpreter needs to do. As a conduit to interlingual communication, the interpreter, in her search for “the right words,” must, instead of using sound images empty of meaning (in a semiotic sense), find language means that could participate in creating linguistic signs. Instead of taking the more common route of searching among the possible “signifiers” (“milk bottle,” “milk carton,” “milk package,” and the like), it is more logical to use the “signified” as the starting point. The “milk carton” problem becomes easily solvable if we single out those aspects of the “signified” that are of primary importance in the given context: 1) its function as a place for posting notices; and 2) something that is a part of the average person’s morning routine. Its functional equivalent in the Russian semiosphere (Lotman, 1984) is a morning paper, or a certain section of it. The next step, finding the signifier (the sound/graphic image), is easy. Only after that will the humorous implications of at least one part of the original text become comprehensible to listeners. In this way, the interpreter will have assisted in creating a linguistic sign that conveys meaning to the target audience.

\textbf{Lexical Unit 2: Wheaties Package}

After we have laid down the groundwork, we can now skim over the “Wheaties package” problem. It is quite similar to the previous one. In this case, the functional equivalent of the signified might also be a morning paper (the sports section), since, unlike Americans, Russians still rely mostly on the morning newspapers rather than on packages of commercial products, like cereal, for information.

\textbf{Lexical Unit 3: Playboy}

Unlike the two previous cases, the signified of \textit{Playboy} is easy to locate. As a result of the lifting of the “Iron Curtain” and a subsequent flooding of the virgin Russian market with all
things American, *Playboy* has already made a triumphant, if controversial, appearance in Russia. So, chances are that the average Russian speaker might be familiar with this piece of Americana and with its cultural connotations. However, the sound image of the concept, the signifier, needs to be modified. The magazine’s name is transliterated in Russian, so it will sound “foreign” in a Russian text. Also, given the term’s very short history in the Russian language, it will not be subject to the rules of noun declension. In cases like this, theorists suggest that the word “magazine” be used in conjunction with its name (“the *Playboy* magazine”).

Here is the result of the translation efforts we have undertaken (back-translated from Russian):

> Some men’s idea of a perfect morning is when, at the breakfast table, they see their kid’s picture in the “Promising Young Athletes” section of the morning paper, their wife’s in the “Missing Persons” column of the same paper, and their girlfriend’s on the cover of the “*Playboy* magazine.”

Thus, with the help of several modifications, the cultural, or semiotic, context is recreated in translation.

There seems to be a consensus among linguists regarding categorizing the modifications (a.k.a. translation/interpreting techniques) that language professionals have to resort to when dealing with cultural differences between two languages. A translator/interpreter can select from among the following linguistic modifications: addition, omission, generalization, substitution, or compensation (Barhudarov, 1975). In the above example, we used substitution (for “the milk carton” and “the Wheaties package”) and addition (for “*Playboy*”). The factors (both linguistic and extralinguistic) determining this selection and how one learns to perform such operations on the text lies beyond the scope of this article.

As if the linguistic complexities described above are not enough, a court interpreter operates under strict state and federal guidelines that effectively outlaw the use of modification techniques. According to the “Code of Professional Responsibility for Interpreters in the Oregon Courts,” the interpreter: “shall render a complete and accurate interpretation or sight translation, without altering, omitting anything from, or adding anything to what is stated or written…” This requirement is taken to its extreme in the following pronouncement: “The interpreter is required to render in a verbatim manner the form and content of the linguistic and paralinguistic elements of a discourse…” (Gonzalez et al., 1991, p. 16).

On the other hand, when a concession is made allowing interpreters to use “additions” and employ other similar techniques, they are still warned that they will need to do so with “great caution,” since interpreting cultural meaning is an “intuitive process” (Gonzalez et al., 1991, p. 311).

The conflict between the requirement of verbatim interpretation and the nature of the translation/interpreting process is apparent. The result is confusion and frustration among interpreters, who, instead of getting assistance from linguists regarding the practical steps to take in their demanding profession, are confronted with an avalanche of prescriptions that reflect the concerns over possible liability more than they address the underlying linguistic issues.³

The concept of legal equivalence cannot provide a practical roadmap, since it is not a linguistic, psycholinguistic, or sociolinguistic concept. Legal equivalence, by definition, cannot elucidate the complexities of the interpreting process, nor set a linguistically valid goal for court interpreters. Moreover, such equivalence does not, by any measure, encompass all types of discourse in court. As we pointed out earlier, interpreting the defendant’s testimony before the jury, which is arguably the most crucial part of the legal proceedings (possibly even a matter of life or death), has nothing to do with legal terminology.

Given the far-reaching significance of errors in judicial proceedings and the liability constraints under which court interpreters operate, it is imperative that consensus on solid linguistic grounds be reached as soon as possible. At present, it is nowhere in sight. Moreover, even the word “interpretation,” a widely accepted linguistic term denoting the oral form of translation, is sometimes called into question by a party in a legal case. It can even, it seems, constitute grounds for appeal. The following extract demonstrates this only too vividly.

After retiring to consider a motion, the presiding judge, Lord Sutherland, said the two suspects would be given verbatim Arabic transcripts of the proceedings since the trial began on 3 May.

The legal teams said the men, who are accused of causing the deaths of 270 people when a Pan Am jet exploded over the Scottish town of Lockerbie in 1988, were entitled to a verbatim translation. However, under the translators’ contract they were instead
receiving an “interpretation” of witnesses’ statements” (BBC World News, 2000).

It is apparent from this example that if even established linguistic concepts can be twisted to serve the needs of a particular case or person, court interpreters do not, so to speak, have a solid enough linguistic leg to stand on in defense of their position.

Semiotics, which has gained considerable prominence in many areas in recent years, seems to have a strong potential for according linguistic and communication theories in the courtroom the prominence they deserve—not to satisfy the ego of theoreticians or save practicing interpreters face in case of dispute, but in the interests of justice. Semiotics can also serve as a ground where fruitful debates about equivalence in translation can be held.

The key, it seems, is to understand meaning as a cultural unit: “anything that is culturally defined and distinguished as an entity. It may be a person, place, thing, feeling, state of affairs, sense of foreboding, fantasy, hallucination, hope, or idea” (Schneider, 1968, p. 2). As Umberto Eco points out: “this unit remains invariable despite the linguistic symbol with which it is signified: [dog] denotes not a physical object, but a cultural unit which remains constant or invariable even if I translate [dog] by [cane] or [chien] or [Hund]” (Eco, 1976, p. 67). In practical terms, if language professionals are to succeed in their task, they need to look at meaning as a cultural unit. The translator/interpreter also needs to figure out whether the cultural unit has a broader or more restricted range in the other culture. For example, in the Eskimo culture there are “four cultural units which correspond to four different states of snow” (Eco, 1976, p. 67). The next step is to find the language means (or “sign-vehicle,” in semiotic terms) provided by the given language (code) that corresponds to the cultural unit.

Conclusion

The way two languages encode cultural meaning may be vastly different. To put restraints on language professionals by demanding a “verbatim” translation (i.e., to translate/interpret words rather than meaning) is to disregard the fundamental tenets of modern language and communication theories. Instead, the goal of any translation/interpretation should be, we believe, *semiotic equivalence*, which means achieving correspondence between cultural units in the source language and target language.

This view of equivalence is related to the concepts of “dynamic equivalence,” “functional equivalence,” and “pragmatic equivalence,” in the sense that they are all based on an understanding of language as a social phenomenon and of translation as a type of communicative act. At the same time, semiotic equivalence can provide an even more useful tool for translators/interpreters by offering greater insight into the mechanism of meaning and its encoding with the help of language means.

Notes

1. We know, of course, that because of the recent influx of imported products to that country, the Russian people are familiar with the concept of the milk carton. However, for the purposes of our discussion, let us assume that the milk carton still has not been introduced in Russia.

2. Square brackets [ ] are used to distinguish a linguistic sign as an abstract notion from a concrete sound/graphic image of a word or word combination.

3. A distinction should be clearly drawn between additions, omissions, etc., as legitimate and necessary tools in the process of conveying meaning from one language to another, and idiosyncratic changes the interpreter/translator might make (to clarify, smooth rough edges, add to an otherwise incomplete phrase, or omit, let us say, obscenities in the source language—all of which should indeed be considered a violation of professional boundaries). What might help to make this distinction is to understand that the former is a linguistic issue governed by the equivalence requirement, whereas the latter is ethical.

References


Continued on p.59
What Can Interpreters Learn from Aristotle and Stanislavsky?

By Estela Herrera

Just before starting his presentation, the speaker looked at the interpreter and asked:

Speaker: Are you a good interpreter?
Interpreter: I think I am. That’s what people say.
Speaker: Well, I will see for myself.
Interpreter: How are you going to judge? You do not speak my language.
Speaker: Very easy, I can always tell through people’s reactions.

Interpreters can be rated by listeners and speakers as “good,” “accurate,” “correct,” or even “great.” Those interpreters who are rated “great” are usually the ones that succeed in eliciting in the audience the reactions that the speaker intends.

What are the characteristics that separate an “excellent” from a “good” interpretation, and how can we learn to achieve this level. Good, or even very good, interpreters are committed to a high professional standard. Their knowledge of the technical aspects of the language and of the process of interpretation allow them to perform their job efficiently. However, as we will see, sometimes efficiency is not enough. What distinguishes excellent interpreters from the rest is their ability to communicate the symbolic aspect of language.

In trying to elaborate upon a list of qualities that excellent interpreters should exhibit, I have come up with the following list. Such professionals must be:

• Available;
• Highly intuitive;
• Humble;
• Emotionally intelligent; and
• Possess good rhetorical skills.

By available, I mean being in tune with the speaker and audience (psychological openness). This will lead to excellent listening skills (beyond the words) and a good delivery. Intuition, however difficult to define, is a very valuable resource for an interpreter, since intuition will allow the interpreter to comprehend the nonverbal elements of the speech, to anticipate elements in the discourse, and to read the speaker’s intentions. Being humble, in as much as an interpreter has to be open to learning as a way of life, refers to the interpreter’s ability to act as a non-content expert link between parties (who are often experts on the subject matter being discussed). Emotional intelligence, as described by Goleman, comprises seven aspects, all of which must be present in an interpreter. Finally, interpreters must have good rhetorical skills, since they must speak in public and, therefore, need to be good public speakers.

A common debate is whether interpreting is an art or a technique. I think it has been concluded that it is both. If interpreting is a technique, every aspect of it can be taught. However, if it is an art, it might be thought that it can only be performed by individuals who are naturally gifted. I have found that the Greek concept of techne best describes the nature of interpreting. For the purposes of this article, let us agree that there is a technical and an artistic aspect to interpreting. The technical aspect is the one that is traditionally taught in interpreting schools, and the artistic aspect, as far as I know, is not.

I propose that the artistic aspect of interpreting can be taught. In this article, I wish to refer to two historical sources, the works of Aristotle and Konstantin Stanislavsky, which provide valuable methods that could be used to train future or practicing interpreters in some of the “artistic” aspects of their performance.

Aristotle’s Rhetoric, his treatise on the art of persuasion, contains some of the most enlightened theory and concepts for teaching the art of interpreting. Interpreters who are versed in the art of rhetoric will be well equipped to be good rhetoricians. As such, they will be able to identify the different figures of rhetoric employed by the speaker and to reproduce them in the target language.

Konstantin Stanislavsky, the great Russian actor and director, derived his famous Method (also known as “the System”) for training actors from observations of the work of the great performers of his day and from his own acting experience. He identified and described what these gifted performers did naturally and intuitively. From these observations, he compiled a series of principles and techniques that continue to this day to be regarded...
as fundamental to both the training and the performance of actors. Stanislavsky’s principles and techniques can also be applied to interpreting. Interpreters who master the techniques proposed by Stanislavsky will be very well equipped to improve upon the quality of their interpretation, will free up mental space for the intellectual process involved in interpreting, and will have more energy available to enjoy and benefit from the richness that the interpreter’s work offers.

Interpreters, like artisans, craft a new product with each performance. There is no such thing as repetition. Speakers change, discourses change, and audiences change. In each new situation, the interpreter is subject to personal factors that may affect the result of his or her work.

In comparing interpreters’ work to that of the artisans, I would like to discuss the materials and tools interpreters use, and in particular how Aristotle’s and Stanislavsky’s methods can be applied when teaching interpreters some of the “soft” aspects of interpretation I mentioned earlier.

**Aristotle on an Interpreter’s Working Material**

Like a potter who begins with clay, the interpreter’s base material is the spoken word. However, there are more than words involved in this process. When defining the subject of rhetoric in the first paragraph of Book I of *Rhetoric*, Aristotle provides an excellent definition of interpretation:

> Rhetoric is the counterpart of Dialectic. Both alike are concerned with such things as come, more or less, within the general ken of all men and belong to no definite science. Accordingly all men make use, more or less, of both; for to a certain extent all men attempt to discuss statements and to maintain them, to defend themselves and to attack others. Ordinary people do this either at random or through practice and from acquired habit. Both ways being possible, the subject can plainly be handled systematically, for it is possible to inquire the reason why some speakers succeed through practice and others spontaneously; and every one will at once agree that such an inquiry is the function of an art.

Interpreting, like rhetoric, is a process or a means. Specifically, in the interpretative situation, the following elements are involved:

**The Speaker who:**
- a) may or may not have good rhetorical skills;
- b) may or may not be a native speaker of the language he or she is interpreting;
- c) may be reading, thus using, a code other than the oral code;
- d) may have intentions; and
- e) may want to provoke reactions in the audience.

**The Message, which comprises:**
- a) a word enunciation which can be vague, incomplete, or polysemic;
- b) a rhetorical form; and
- c) a context which may be explicit or nonexplicit.

**The Interpreter, whose performance comprises two elements:**
- a) the incoming message: listening, word decoding, and intuitive decoding (beyond the words); and
- b) the outgoing message, which will ideally convey the same message in the target language, applying the same rhetorical form and not betraying the speaker’s intentions.

**The Audience/Listeners, who receive the message through:**
- a) the interpreter’s output; and
- b) the nonverbal signs of the speaker, such as body language, gestures, intonation, etc.

In addition, the audience sends their feedback to the speaker, which, in turn, may become part of the message.

With the exception of the interpreter, Aristotle’s *Rhetoric* establishes the principles of communication that apply to the speaker, the message, and the audience. Aristotle not only describes the means of persuasion, but also provides a rhetorical ethic and psychology. Book I refers to the materials to be used in the oratory, Book II deals with the emotions.

> ...since rhetoric exists to affect the giving of decisions...the orator must not only try to make the argument of his speech demonstrative and worthy of belief; he must also make his own character look right and put his hearers, who are to decide, into the right frame of mind.

> Interpreters must be able to understand and reproduce the rhetorical devices that speakers use to influence the audience. No matter the type of communicative situation, the goal is always to produce a reaction in the hearer. However, it is the information contained in Book III which interpreters will find most useful, as it refers to the style or language to be used and the proper arrangement of the various parts of the speech.

> ...For it is not enough to know what we ought to say; we must also say it as we ought...
pitch, and rhythm) that a speaker bears in mind. It is those who do bear them in mind who usually win prizes in the dramatic contests...

In my mind, the interpreters who would win prizes in the dramatic contests are those who most successfully convey all of the elements present in the speaker’s message. My point here is that interpreting is about public speaking, and public speaking can be taught. Nowadays, there are numerous techniques and courses for teaching the art of good speaking. Interpreting schools should create their own methods or adapt existing methods to satisfy the special needs that interpreting poses.

Stanislavsky on the Interpreter’s Instrument

Some people still think that all you need to be a good interpreter is to have a full command of the two languages involved, to be familiar with the vocabulary of the subject to be discussed, and to be trained in listening and speaking at the same time. However, to effectively reach an audience, interpreters have to be psychophysically available and intellectually well prepared in order to fully express everything the interpretative situation requires.

In observing the process of interpretation, I have frequently compared it to acting. Just as the actor is an instrument of the dramatic situation, so, too, the interpreter is the instrument of the communicative situation. Here is where Stanislavsky comes into play.

In his essay “An Actor Prepares,” Stanislavsky proposed a grammar for actors with special exercises. However, his elaborations went further than a simple grammar, outlining an entire series of techniques to aid the performer in his art. He described the psychophysical and psychological laws, which he referred to as the psychotechnic (which became known as his Method).

Stanislavsky defined his psychotechnic system as a way to learn the ability to merge the psychological with the physical action to achieve the best possible harmony. To succeed, the performer has to be properly relaxed, concentrated, and be able to focus his or her attention, thus putting the subconscious and intuition to work.

The psychotechnic molds the mentalities to trigger subconscious processes, encourages creative powers, and allows the performer to cultivate and apply conscious interior techniques. Like the stage performer, interpreters may also find Stanislavsky’s techniques useful in freeing up mental space for the intellectual demands involved in processing an incoming message and delivering it in the target language. The following describes those aspects of Stanislavsky’s method that I consider applicable for the training of interpreters.

Relaxation: Stanislavsky observed that by eliminating unwanted tension, the performer can maintain a state of complete freedom and physical and vocal relaxation. Tension interferes in both operations of the interpreter: listening/decoding and delivering/re-coding. Learning to control tension is a skill that I would say is mandatory for interpreters, and one that each interpreter will evoke and display in a very individual way. I have only seen reference made to training interpreters in tension control as part of voice training techniques. In the article “Masters of the Voice” (quoted by Irene Nikolayeva Stone in her article, “If You Cannot See It, How Can You Tell?”), Silke Gebhard says:

Amazingly, though, voice training, or voice management, plays a marginal role, if any, in the curricula of most interpreters’ schools. And while many interpreters experience voice problems at some time in their career, few take a systematic approach to protecting and using effectively this essential job tool.

Breathing: A way to learn control of muscular relaxation is through breathing. Breathing essentially determines the rhythm of attention. When breathing is rhythmic, it renews the creative functions.

Attention: An essential tool for the interpreter is to be able to control his or her attention span. This is one of the most important aspects of Stanislavsky’s psychotechnic system. By controlling attention, one learns to look and to see (or, in the interpreter’s case, to hear and listen). Interpreters must also control their internal attention (the mental techniques associated with the interpreting process) and external attention (the external action) at the same time. Stanislavsky explained that the attention of a normal individual could be represented graphically, like the figure below:

That is, in normal men there is always an interval of rest and reflection (the dashes) between each moment of attention (the dots). There is a time for ideas to take the form of thought and then find their expression in words (and actions). During such intervals, attention continues to work, but it does not emerge from the subconscious levels to the active centers of the brain that transmit action to the external world. Stanislavsky also made some
interesting observations about how the rhythm of attention is broken in some people. Interpreters usually have to deal with broken rhythms (for instance, when the speaker is drowned out by background noise or another speaker), thus they have to master the ability to focus their attention on a specific segment of the external action (namely, the primary speaker).

**Concentration and Observation:** Stanislavsky referred to the extent, or range, of concentration as a circle of attention, and proposed a method for controlling it and losing self-consciousness. By learning to transfer attention, the performer learns to play between internal and external attention. This can also be a very useful technique for interpreters. The interpreter, like the actor, will have to struggle between the self-exhibitionist drive versus public loneliness.

**The Given Circumstances:** Stanislavsky says that the performer must also be aware of the specific details of the situation in which a character exists. In what kind of space does an event take place: formal, informal, public, or domestic? How does it feel? What went on just before this event? What is expected in the moments ahead? For interpreters, this means gathering as much information about the speech to be interpreted and the circumstances surrounding it as possible. Some of these circumstances will be self-evident, but others will have to be investigated by the interpreter before the event.

**Action Onstage:** What? Why? How? An important principle of Stanislavsky’s system is that all action onstage must have a purpose. The performer’s attention must always be focused on a series of physical actions linked together by the circumstances of the play. These physical actions, which occur from moment to moment in a performance, are governed by the character’s overall objective in the play. For interpreters, the What is what the speaker is saying (the message), the Why is the intention, and the How is the register plus all the rhetorical elements in the speech.

**Superobjective:** According to Stanislavsky, in order to develop continuity in a part, the actor or actress should find the superobjective of a character. What is it, above all else, that the character wants during the course of a play? What is the character’s driving force? Is there a goal toward which the character strives? This will give the performer an overall objective (the through line). To help develop the through line, Stanislavsky urged performers to divide scenes into units or beats. In each unit there is an objective, and the intermediate objectives running through a play ultimately lead to the overall objective. For interpreters, it is very important to discover the superobjective of the speaker they will be interpreting for. There is a dominant idea that the interpreter has to convey what the speaker is saying, both intellectually and emotionally, but sometimes the dominant idea is not overtly communicated.

**Inner Truth:** Stanislavsky proposed a method to achieve a sense of inner truth. He believed that the performer should eradicate personal ideas and feelings during the performance. Interpreters will probably try and achieve a sense of inner truth by putting themselves in the place of the speaker, thereby creating the fiction of believing in what they are communicating. Interpreters may have their own personal opinions about what they are listening to, but, for the sake of the interpretation, they should not let their own opinions interfere. There is, of course, an ethical dimension behind this, but it requires training to be able to create the necessary detachment from the action in order not to let one’s ego interfere.

**Ensemble Playing:** Stanislavsky said that the actor does not act alone, but interacts with other people. The actor does not stop acting when another actor is speaking. An interpreter does not act alone either. First of all, the interpreter must be able to make a good “ensemble” with the speaker and then with the other members of the team, namely co-interpreters, technical staff, conference organizers, and audience. Interpreters who can appropriately communicate with all of these parties will be the ones best suited to provide an excellent performance.

**Self-control:** According to Stanislavsky, once the performer is launched to action there is always the fear of losing control due to three reasons: scenic fear, sense of responsibility, and understanding the difficulties of the role. To be able to display this internal control, the actor needs to arrive at the theater early in order to have time to relax and get ready (apply make up, dress, etc.). Stanislavsky believed that the actor has to “fine tune the internal strings.” Interpreters also need to arrive early in order to test the equipment, relax, talk to the speaker(s) whenever possible, and become familiar with the atmosphere of the world they will be living in for the duration of the conference (which will be ruled by its own internal codes).

Stanislavsky also referred to the different moments of performing,
which I find an interesting parallel to the practice of interpreting. He detailed the special challenges of the beginning of the action, when the performer has not fully apprehended the situation, and to the end of the performance, when signs of fatigue start to appear. As an interpreter, I have observed that the first five minutes of a conference are by far the most demanding in all respects, since those are the minutes when one is faced with discovering and decoding the rules of the game one will be playing. The observation about the end of the performance is also true for interpreters, who must be aware of the signs of fatigue. If and when these or any other elements start to produce any disequilibrium in attention span, both the actor and interpreter must have the necessary performance techniques in place to make adjustments accordingly to correct any deviations.

I suggested earlier that well trained interpreters have to be able to evoke the subconscious and put it to work. By this I mean:

1) To get rid of all types of tensions;
2) To display intuition; and
3) To be in a state of freedom of expression (association).

Finally, I would also like to take Stanislavsky’s concept of an actor’s laboratory. It would be ideal for experienced interpreters to participate in workshops or “clinics” to observe each other’s techniques, since this is the only way to remedy acquired bad habits or enhance valuable competencies. Such a laboratory, outside the actual work environment, is a good place for training to overcome obstacles and to learn to be in harmony with oneself and the environment. Through such workshops, interpreters could also gain self-control, serenity, and self-discipline, attributes that may help them develop the gift of serendipity and valuable treasures in the practice of this profession that is uniquely rich in opening doors to new worlds.

Notes

1. Techné. In Greek, the word techné has a broader scope than our word “art,” since it refers to practical professions based on special knowledge. Therefore, the term not only applies to painting and sculpture, architecture, or music, but also to medicine, the strategy of war, or the art of navigation. The word techné tries to express that these practical works or professional activities do not respond to a simple routine, but to general rules based on solid knowledge.

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Why Asia? You may already know that roughly 20% of the world’s population is Chinese. With more than a billion people, China has nearly five times the population of the U.S., yet most Chinese aren’t online yet.

But they will be. Spurred by all the advantages of the Internet, which now seem routine to many Americans, the Chinese are signing up in droves: via dial-up, DSL, and even wireless. Those who can’t afford a personal computer are likely to find Internet cafes right around the corner.

In China alone, the number of Internet subscribers is expected to grow by an astounding 1,184% by 2006 (Probe Research, www.proberesearch.com). Clearly, online visibility in China, not to mention the rest of Asia, will become an important marketing strategy for any global firm. That’s because Chinese-speaking consumers, just like English-speaking consumers, will use the Internet in increasing numbers to conduct research before purchasing products, services, or information. The Internet will play a key role in their search for solutions that make life easier, happier, or more entertaining. Look at your own life—how frequently do you use the Internet right now? Personally, I don’t make a major purchase of anything without consulting the Internet first. And my process for conducting any online research starts at one place: Google.

Just as I use Google as my own gateway to the wealth of information available on the Internet, Chinese-speaking consumers also rely on search engines to find what they’re looking for. They may not use Google, however. Instead, they might prefer a local search engine that’s been developed in Chinese from the ground up, as opposed to being “ported” to Chinese. If you want your company, products, or services to be seen by Internet-savvy Chinese consumers, it’s essential that your site appear in the Chinese-language search engines when consumers search for keyword phrases representing the things you offer.

That’s just the beginning, however. Once a Chinese-speaking consumer finds you listed on their favorite search engine and selects your hyperlink, they will land on your page. Here’s where the sale really begins. Your page must speak to them, in their language, about the products, services, or information you offer. If your information doesn’t appear “natural,” or you somehow manage to offend your reader with sloppy translations or a political blunder, your page gets dropped into the trash heap right along with any possibility of your capturing that person as a customer.

Accordingly, getting your message to Chinese-speaking consumers is about making the process work from start to finish…“

“Assemble Your Team

Achieving effective, lasting web visibility in any Asian market requires a team effort. At the very minimum, you will need a capable webmaster (preferably someone who is at least familiar with the various character encoding schemes), a native linguist who is also a talented writer, and a marketing consultant who knows the language and the culture of the target region. Your consultant should also be intimately familiar with the primary search engines used by consumers in the target region.

It’s easy to make mistakes when assembling this team. I’ve seen lots of companies make them and pay the price later. The first mistake is assuming that just because someone speaks the language, they are capable of creating compelling online documents in that language. Suppose you’re aiming for a Chinese website, and you just happen to have an employee who speaks Chinese. You ask her to help with the site translation, and she’s happy to pitch in. A
few weeks later, your Chinese site goes live.

That’s when the complaints start hitting your support center. It turns out that your Chinese webpages aren’t very professionally written. Not because the translation isn’t correct, but because your Chinese-speaking employee simply wasn’t a skilled writer (and wasn’t hired to be one, probably). Hire professional translators (who are also great writers) to create your localized webpages.

Another common mistake is thinking that your localized webpages have to perfectly match your ever-changing English webpages. It’s an impossible goal because, if you’re like most organizations, your English pages are constantly on the move. Somebody in the company is probably tweaking it every day. Trying to keep localized versions of the site as exact replicas of the English content is a very difficult goal. It’s extremely inefficient in many ways: cost, administrative overhead, and sheer frustration.

Think of it this way—when working with professional translators, you get the most bang for your buck when you have a sizable project, say, a hundred pages of content. If you change one phrase six weeks later and try to get that single phrase translated into all the target languages on your site, you’ll pay through the nose on a per-word basis. Most translators have minimum fees. Two words might cost you $50. That’s $25 per word, or more than a hundred times the going rate (depending on your language). To save your money, and sanity, plan on doing a major localization update only when you have enough content to warrant a sizable project. In the meantime, accept the fact that what your site says in English will be slightly different than what it says in Chinese.

I didn’t yet mention some of the optional experts you may need during your localization efforts. If you’re going to offer interactive elements to your Chinese visitors, it helps to have a web/database programmer on hand who has experience with languages other than English. Web programming scripts, which are usually written in ASP, PHP, Cold Fusion, or PERL, don’t necessarily operate natively with non-English languages, especially if you’re using web forms.

There’s yet another pitfall to avoid in all this—always hire a web programmer who has proven experience in dealing with non-English character encoding. There are all sorts of compatibility issues to consider: browsers, operating systems, e-mail clients, and database encoding schemes, and you’ll find yourself ahead of the game if your web programmer knows the ropes. For example, even if you’re running Microsoft SQL 7, one of the most popular databases these days, it won’t handle many non-English character sets correctly unless you happen to check a particular box during the original installation of the database. You can always create a new database, of course, and migrate all your old data into it, but that gets into expensive database porting time, and it takes your data offline during the process. Not good...

This isn’t a technical article, by the way, and you shouldn’t have to master all this yourself. That’s the purpose of your team: surround yourself with capable people who can do what you can’t. Choosing your localization team wisely is undoubtedly the most important decision you’ll make in your efforts to reach the Chinese market.

Where the Rubber Meets the Road

Let’s take a look at a few Chinese-language webpages and see what they’re doing right, or wrong, in an effort to achieve high visibility. Getting noticed by non-English search engines is a lot like getting noticed by English-based search engines like Google. You have to know what keywords you’re going after, and you have to use them liberally (but honestly) throughout your content.

Figure 1 on page 44 is an English webpage that might attempt to attract the attention of international students who are looking for language studies in the United States. It’s a beautiful looking page, taking advantage of all sorts of technology gadgetry to achieve a “cool” look and feel. But do the search engines care? Not really. The page isn’t much of a winner from the point of view of the search engines, primarily because it’s made of images, not text. There’s hardly a lick of actual text in the entire source code.

Search engines don’t read pictures; they read text. Practically the only text on the page in Figure 2 on page 45 is the title, which reads, “A.C.E. @ MSU,” a poor description of what the organization hosting the page actually offers. As a result, the search engines see this as basically a blank page. That definitely won’t earn the page any high rankings in China, Hong Kong, Singapore, or anywhere else.

This is an example of a webpage that was very likely built by a technically savvy webmaster who, in an effort to make the page look really cool, overlooked important content rules. For example, the page doesn’t really describe what A.C.E. is. It doesn’t describe the organization’s services. A menu bar near the top promises “Testimonials,” but testimonials of what?

Sometimes it’s much easier to see what other people’s websites are doing wrong than finding faults.
on your own page. Your ego isn’t involved in their site, which makes it easy to criticize. During your own efforts to appeal to an international audience, however, you need to set aside your ego and look at the nitty-gritty. What single phrase does your webpage desperately need that would earn it some visibility on the international search engines?

For me, the phrase that comes to mind is “Learn English!” Imagine a student in Taiwan looking for an English school in the United States. What are they likely to type in the search engine? Probably something like “I want to learn English,” or just “study English.” And that’s the first tip for creating websites with international search engine appeal—no matter what language you’re using, take advantage of all the search engine strategies you can implement in plain English.

If Montana State University came to me and asked, “How could I make this page appeal to international students?” I would offer the following advice:

- Scrap all the wow-cool Java stuff. Stick to plain HTML. It works everywhere.
- Populate the page with words that describe what you’re doing. “Learn English” would be a good place to start.
- Replace the current title with a brief description that uses your main keywords. Something like, “Learn English studies at the American Cultural Exchange.” That way, you’re covered when searchers type “learn English” or “English studies.” Notice that the keywords are at the beginning of the title, not the end.
- Give visitors a hint as to what to do next. The page in Figure 1 has 16 possible things to click. Six of them are nonsensical letter combinations like FUSA and SVC. It would be more meaningful to say, “Looking to learn English in America? You’ve come to the right place! Click here to see a tour of what we offer in English studies....”

I analyzed this English webpage first because I want to point out some of the basics that apply to all languages. Even if you translate your site into eight different languages, you’re only likely to achieve high search engine visibility if you apply the basic principles.

Here’s the short version of the basic principles:

- Decide which keyword or keyword phrases best represent your company, product, service, or information. If you’re shooting for high rankings in a Chinese search engine, then you need to come up with these phrases in Chinese.
- Be specific, not general. If your company offers accounting software, don’t try to achieve #1 ranking for the word “software” or the word “accounting.” You’re offering, specifically, “accounting software,” and that’s vastly different than the concepts represented by either word alone. Users who are looking for accounting software are eventually going to type “accounting software” into the search engines anyway. Why? Because if they type “software,” they’ll be dissatisfied with the results and they’ll narrow their own query.
- Use your selected keywords throughout your page title and text. Make sure your keywords appear in the text content, not just the graphics.
- Always begin your title with your most important keywords.
• Don’t try to stuff 50 keywords into one long title. Instead, optimize different pages for different sets of keywords. As a rule of thumb, you can squeeze approximately five keywords or keyword phrases into a single page.

• Use the keywords naturally throughout your text. Don’t make keyword lists, and don’t use white text on a white background in an attempt to fool the search engines. (They already detect that, and they penalize for it.) Just use the words where they naturally make sense.

You’re only ready for site localization after you’ve followed all these steps. Remember, your translators are going to work on what you give them. They’re not going to rework your pages into search engine champions. So if you want outstanding search engine results, give your translators content that already has the upper edge.

Getting Your Site Translated

Once you’re satisfied with your content, you’re ready to submit your site to your translators. These might be in-house translators, independent contractors, or members at a translations firm.

The name “translator” can be a little misleading, by the way, because their job involves much more than simply translating the content of your site. They have to restructure the content to fit the culture and the language of the target region. Sometimes this requires reworking the logic (Chinese logic and English logic are not at all identical). Other times, it requires altering text to be more culturally sensitive. In every case, it requires the correct character set encoding.

Once the site is fully localized and tested, it’s your job to post the pages and make them publicly available. That’s when the search engine placement effort begins.

The Major Chinese Search Engines

Table 1 on page 46 gives a short list of the major Chinese search engines, along with their preferred character-encoding scheme.

Chinese search engines, like English search engines, generally fall into two categories: spiders (engines, like Google, that spider the web and index content through automated processes) and directories (site listing databases, like Sohu, that are usually managed by people). Some of the engines are paid (Sohu [see Figure 3, page 46] and Sina, for example), and some are still free (Gais and Google). In some cases, there are differences between the revenue models of the same search engine in different countries. Yahoo!, for example, is a paid listing service in the U.S., but still offers free listings in the Asian markets.

Submitting to a directory takes more time, of course, because you have to offer a lot more detail about your site. For example, after choosing an appropriate category for your particular site on the Yahoo!/Kimo Taiwan directory (see Figure 4, page 46), you’re asked to provide your company’s name in both English and Chinese, your URL, a site description, the submitter’s e-mail address, and other details. Spider engines, on the other hand, are more straightforward. They usually only require you to submit your URL.

Submitting to both directories and search engines is important, but don’t go overboard. Specifically, I recommend avoiding software or services that claim to submit your site to hundreds, or even thousands, of search engines. That’s a waste of time because 99% of web users stick to the same two or three search engines. Nobody uses “hundreds” of search engines. In fact, I’ve never met anyone who can even name 20.
Increasing Web Visibility for the Chinese Market Continued

Tips for Submitting Your Site to the Directories

• Choose the best category. If you’re not sure about the correct category, find the category used by the majority of your competitors and use that one.

• Make sure your main page provides a clear, prominent description of what your organization offers. The people who approve your directory listing will refer to your index page to verify whether the description you’ve submitted is accurate. If you don’t offer a clear positioning statement, you risk delaying your approval process.

Putting It All Together

All this, when done correctly, can significantly boost your visibility on both English and Chinese search engines. With higher rankings, you’ll receive enhancements in branding and traffic. But that’s only chapter one. The value of the content you provide is crucial.

Table 1: Major Chinese Search Engines

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<thead>
<tr>
<th>China (gb2312 encoding)</th>
<th>Hong Kong (big5 encoding)</th>
<th>Taiwan (big5 encoding)</th>
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<tbody>
<tr>
<td>Sina China (<a href="http://www.sina.com.cn">www.sina.com.cn</a>)</td>
<td>Yahoo! Hong Kong (<a href="http://hk.yahoo.com">http://hk.yahoo.com</a>)</td>
<td>Kimo/Yahoo! Taiwan (<a href="http://tw.yahoo.com">http://tw.yahoo.com</a>)</td>
</tr>
<tr>
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<tr>
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<td></td>
<td>Google (<a href="http://www.google.com">www.google.com</a>)</td>
</tr>
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* Netease, 163.com and Yeah have identical content.

Figure 3: Sohu China’s Main Page

Figure 4: Yahoo! Kimo Taiwan’s Submission Forms

Continued on p.64
Linguists Face Buoyant Job Market in U.S.

Job prospects are expected to be best for highly skilled interpreters and translators who have specialized knowledge,” notes a recent profile of translators who have specialized in technical fields. The U.S. Bureau of Labor Statistics’ decision to home in on translators and interpreters in the Summer 2002 issue of Occupational Outlook Quarterly was due in part to increased press coverage of translators and interpreters over the past year, a contact told The Onionskin. The magazine has 8,000 regular subscribers, many of them guidance counselors in U.S. secondary schools and universities, but an online edition (www.bls.gov/opub/ooq/ooqhome.htm) gives articles a far wider audience.

In any event, this particular article starts with a review of the basics, including a definition of what these language people actually do. “[Interpreters and translators] do more than simply translate words,” writes Elka Jones, an economist in the Office of Occupational Statistics and Employment Projections. “They relay concepts and ideas between languages. They must thoroughly understand the subject matters in which they work so they are able to convert information from one language [...] into another. And they must remain sensitive to the cultures associated with their languages of expertise.”

Growth in employment in translation and interpreting is projected to rise by about 24% in the U.S. between 2000-2010, a rate above average for all occupations. Only conference interpreters and literary translators face what the BLS terms “minimal growth.” And while earnings data cited by Jones appear low (median hourly earnings of [gulp] $15), the figure rises dramatically for high quality professionals working full-time in specialized technical fields, who can make over $100,000 annually. This is clearly where the action is, with anecdotal evidence confirming higher job satisfaction than in many other segments.

The earnings gap recalls the findings of a survey of members of the U.K.’s Institute of Translation and Interpreting, published in December 2001 (ITI Bulletin, www.itil.org.uk). This highlighted the large number of ITI members working part-time, which brought median income figures down sharply.

On the plus side, many U.S. interpreters and translators find their work rewarding and educationally enriching, and appreciate the variety and flexibility it offers. The downside for freelancers includes “the amount of time that must be dedicated to looking for jobs,” stress, a lack of employer-paid benefits, and, in some cases, erratic schedules.

The BLS report was produced with input from professional associations, including the ATA and the Translators and Interpreters Guild, in addition to extensive interviews with practitioners.

Its overall message is certainly upbeat: “Whether spoken, written, or signed, the message has to get through—whatever the language. Interpreters and translators are ambassadors of clear communication for every walk of life.”

Required reading for those considering a move into translation or interpreting, and an excellent reference document for schools and universities.

Building Blocks Unbluckled in Paris

The dynamic nature of information displayed on the Internet makes website maintenance a headache even for monolingual offerings. News dates quickly, and journalists, investors, researchers, and consumers want accurate, up-to-the-minute reports.

Problems are multiplied many times over when time-sensitive information must be displayed simultaneously in two or more languages. In many countries, website production and maintenance is left up to IT teams, who may be even more price-sensitive than other departments, especially if they are themselves monolingual and not aware of language issues. The Onionskin has already reported on hapless buyers who sprang for the lowest bid, not realizing that what looks German (or Chinese, or English) to a nonnative webmaster may not have the same impact on its intended readers.

Another tantalizing example of potential pitfalls appears on the site of France’s third largest construction and civil engineering specialist Eiffage (www.eiffage.fr). The company employs over 40,000 men and women worldwide and reported 2001 sales of €6.4 billion.

In a review of corporate milestones (“historic landmarks”), English-language readers are treated to “The RES unblucklation” for débouclage du RES.

RES is already fairly opaque to non-French speakers. It stands for rachat d’entreprise par ses salariés, or management buyout; in the year in question, the operation was completed, with employee shares transferred to an investment fund.

Continued on p.60
Elsevier’s Dictionary of Eponyms

Author: R.A. Letuse La O
Publisher: Elsevier Science, Inc.
Publication date: (Copyright 1999-2001)
ISBN: 0-444-50522-9
Price: $135.50 (312 pages)
Available from: (In the U.S./Canada) Elsevier Science, Inc. P.O. Box 945 Madison Square Station, New York, NY 10160-0757

Reviewed by: John Bukacek

The lexicographer Samuel Johnson (1709-1784) is reported to have said: “Dictionaries are like watches: the worst is better than none, and the best cannot be expected to go quite true.” Experienced translators are keenly aware of this, and tend to treat dictionaries with a great deal of caution. The dictionary reviewed here is a good source of information on eponymous general words, but it is not necessarily useful for the full range of eponymous technical terms.

Elsevier’s Dictionary of Eponyms is a new dictionary containing more than 2,900 English-language terms derived directly or indirectly from the names and pseudonyms of people and mythological figures. The dictionary covers a wide range of fields, including culture, politics, sports, economics, science, and technology. The largest number of entries seems to cover slang, colloquial usage, and journalistic writing.

Each entry provides the term (or variants), a brief definition (or definitions), a citation of the origin, and an example of usage. The definitions tend to be accurate, though not always as complete as I am used to seeing in dictionaries. The etymologies given are interesting, but I am certain that in many cases they can be disputed. The examples of usage are taken from actual published sources and are, in many cases, very amusing.

Of 20 general and specialized eponyms expected (though arbitrarily selected) to be found in this type of dictionary, 15 were found and 5 were not found. They are as follows: Found (Addison’s disease, baud, boson, boycott, cardigan, coulomb, Freund’s adjuvant, Gresham’s law, ononic, pap test, shrapnel, Tay-Sachs disease, Temin enzyme, tesla, and vernier); Not found (doily, Friedel-Crafts reaction, Grignard reaction, Krebs cycle, and mansard).

It should be pointed out that technical eponyms will be found in specialized technical dictionaries. Slang and colloquial eponyms can be found in general dictionaries and in lists of eponyms on the Internet. For the reader’s information, this dictionary contains quite a number of up-to-date terms, such as “Clintonites,” “Lewinsky,” and “Gorby.” However, I was surprised that it did not contain the verb to “Bork.”

This dictionary is a useful compilation of eponyms that can also be found in various other sources. My overall evaluation of this dictionary is that it can serve as a handy reference for eponymous words from a variety of fields, but it may not be useful in the daily work of an experienced translator.
been no attempt to translate scientific terms.” Such a statement clearly defines the limits and scope of a truly monumental work.

My first impression was not so sanguine, however. The description, kindly sent by Janet Kershaw of Elsevier’s book review department, had alerted me beforehand that our reference included 4,185 families, genera, and subspecies. Considering that there are about 160,000+ species of Lepidoptera, the 4,185 entries listed by our dictionary constitute only 2.6% of the possible total. Such a population is significant, but not impressive.

When I unwrapped the package, the volume offered all the visual and tactile perks we expect from Elsevier. It is slim, but solid: the binding is finely tooled and the paper lustfully acid-free. Nevertheless, once opened, I was immediately impressed by an obvious peculiarity—the text is sparse, to the point that some pages look almost empty.

I randomly picked some samples:

- Page 94 lists 25 Latin names: 4 are translated in all 4 languages (English, German, French, and Italian); 2 have 3 equivalents listed; and 5 entries have 2 translations each, while 13 have only 1 and 1 has none.

- Page 128 presents 27 Latin species and families: 2 of these terms are followed by their common equivalents in 3 different target languages; while 9 have 2 equivalents; and 16 have only 1.

- Page 57 has 23 Latin lemmata: 13 with 1 common equivalent; 6 with 2; 2 with 3; and 2 with 4.

Page after page, the absence of most dyads is the norm. Let’s not be fooled by this apparent incompleteness. After all, it is just a reflection of a real paucity of common parlance, the world over. Only the specialists need to be specific, since most of us live quite happily without caring to distinguish one bug from another, and our daily vocabulary fully reflects this general indifference.

After Wrobel’s preventive bibliographical strike, if I wished to verify both the completeness of his scientific listings and the correctness of their common versions, I had only one option left: to surf the Internet.

The Dutchman Jeroen Voogd has put together an elegant site (www.butterflies-moths.com) containing 400 pictures. However, his effort is topped by Enzo Moretto, an entomologist of Montegrotto Terme (Padua). Moretto is the founder of La Casa delle farfalle, the first Italian butterfly park, and the leading authority in wing prostheses for maimed butterflies. His site (www.butterflyarc.it) is linked to another treasure trove (www.ibc.regione.emilia-romagna.it/farnet). Its authors, R. Villa, M. Pellecchia, and G.B. Pesce, would make Carl von Linné proud. They offer a list of the 276 species of butterflies which grace the Italian skies, with excellent pictures of each, organized according to sex, side, stage of development, and supporting plants. (Moths are included here as well, but they are referred to as butterflies. Perhaps it is not politically correct to discriminate against them simply because they tend to be less attractive and often nocturnal.)

Resisting the temptations of over 3,000 images, I did stick with the drab Hesperiidae moths. According to Villa (et al.), there are 17 species of the genus Pyrgus in Italy. Wrobel includes them all, adding to the list another dozen from North America. Out of the three Italian Spialia, Wrobel does not mention S. therapne, but adds four other Saudi and South African varieties.

Increasing size and range, Villa indicates that the genus Charcharodus is represented by four Italian species. Wrobel mentions them all, adding three more from the Middle East and North Africa. Sloperia Proto is not included in the dictionary, but the Emilian group recognizes only one Erynnis species, the E. tages (our Dingy Skipper) versus the 16 species listed by Wrobel, who covers both North America and the Fertile Crescent.

The three Italian species of Thymelicus, characterized by a lovely orange color, are partially referenced by Wrobel, who skips T. flavus, but adds two North African and North American relatives. The only Italian Ochlodes, O. venatus, is recognized by Wrobel, who adds four more skippers found in America. O. venatus is often confused with the more common Hesperia comma, the only H mentioned by Villa (et al.), whereas Wrobel adds to the list 19 more species from the U.S. and Canada.

The large Heteropterus morpheus, probably the most colorful moth so far, is mentioned by both sets of authors, but the least appealing, Gegenes, is listed twice online and three time in print due to Wrobel’s inclusion of the South African G. hottentota.

Common names are much more difficult to find. For instance, one apparently promising site (www.nhm.ac.uk/entomology/butmoth/index.html) offers a catalogue of “Butterflies & Moths of the World: Generic Names & Their Type-species,” compiled...
by Brian Pitkin and Paul Jenkins on behalf of the Natural History branch of the British Museum. It lists 30,976 entries, 23,935 of which are paired to generic names, synonyms, and misspelled names (from Linneus to the Zoological Record of March 2000). The compilation is impressive and exhaustive. Unfortunately, “generic” does not mean “common or vulgar,” and nothing but Latin names can be found.

Kathy Seddon, of the University of Exeter in the U.K., lists 12 common European butterflies, together with their vulgar names, on telematics.ex.ac.uk/butterfly. I organized that listing in Table 1. The International Union for Conservation of Nature and Natural Resources (IUCN) offers a list of endangered and vulnerable Italian members of the order Lepidoptera on its site (www.geocities.com/SiliconValley/Network/5557/IUCNLepido.html): 17 in total, with some English common names and no Italian versions. C. Hilton-Taylor, the IUCN compiler, offers 12 pairings which overlap Wrobel’s choices quite nicely. For instance, Maculinea alcon is rendered as Alcon Large Blue by Hilton-Taylor and as Alcon Blue by Wrobel, whereas Polyommatus galloi is listed as Higgin’s Anomalous Blue (Hilton-Taylor) and as Gallo’s Anomalous Blue (Wrobel). Both authors have similar renderings for the other 10 species, with some partial variations only in relation to Parnassius apollo, which is Apollo for both, but Hilton-Taylor lists Mountain Apollo and Worbel has Alpine Butterefly or Crimson Ringed Butterfly.

The Northern Prairie Wildlife Research Center (NPWRC), operated by the Biological Resources Division of the U.S. Geological Survey, a bureau of the U.S. Department of the Interior, offers a truly superlative site (www.npsc.nbs.gov). Its curators, P.A. Opler, R.E. Stanford, and H. Pavulaan, have organized the subject matter by geographical regions

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**Table 1**

<table>
<thead>
<tr>
<th>Scientific Name</th>
<th>Common Name</th>
<th>K. Seddon</th>
<th>M. Wrobel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aglais urticae</td>
<td>Small Tortoiseshell</td>
<td>↔ + Nettle Butterfly</td>
<td></td>
</tr>
<tr>
<td>Anthocaris cardamines</td>
<td>Orange Tip</td>
<td>↔</td>
<td></td>
</tr>
<tr>
<td>Callophrys rubi</td>
<td>Green Hairstreak</td>
<td>↔ + Holly Butterfly, Bramble Fly</td>
<td></td>
</tr>
<tr>
<td>Celastrina argiolus</td>
<td>Holly Blue</td>
<td>↔ + Spring Azure, Wood Blue, Nut Skipper, Cho Blue, Blue Speckled Butterfly</td>
<td></td>
</tr>
<tr>
<td>Cynthia cardui</td>
<td>Painted Lady</td>
<td>↔ + Good King Henry, Thistle Butterfly, Cosmopolite, Cosmopolitan</td>
<td></td>
</tr>
<tr>
<td>Gonepteryx rhamni</td>
<td>Brimstone</td>
<td>↔ + Spotted Safron, Sulphur Butterfly, Sulphur</td>
<td></td>
</tr>
<tr>
<td>Inachis io</td>
<td>Peacock</td>
<td>↔ + Peacock Eye</td>
<td></td>
</tr>
<tr>
<td>Lycaena phlaeas</td>
<td>Small Copper</td>
<td>↔ + Flame Copper</td>
<td></td>
</tr>
<tr>
<td>Nymphalis antiopa</td>
<td>Camberwell Beauty</td>
<td>↔ + Willow Beauty, White Petticoat, Mourning Cloak Butterfly, White Beauty, Willow Butterfly</td>
<td></td>
</tr>
<tr>
<td>Pieris brassicae</td>
<td>Large White</td>
<td>↔</td>
<td></td>
</tr>
<tr>
<td>Pieris napi</td>
<td>Green-veined White</td>
<td>NL</td>
<td></td>
</tr>
<tr>
<td>Vanessa atalanta</td>
<td>Red Admiral</td>
<td>↔ + Red Admirable</td>
<td></td>
</tr>
</tbody>
</table>

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**Table 2**

<table>
<thead>
<tr>
<th>Scientific Name</th>
<th>Common Name</th>
<th>NPV/RC</th>
<th>M. Wrobel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Papilionidae</td>
<td>Swallowtails</td>
<td>↔ + Parnassians, Apollos</td>
<td></td>
</tr>
<tr>
<td>Pieridae</td>
<td>Whites and Sulphurs</td>
<td>Cabbage Whites, Sulfur Butterflies, Sulphur Butterflies</td>
<td></td>
</tr>
<tr>
<td>Lycaenidae</td>
<td>Gossamer-winged Butterflies</td>
<td>↔ + Gossamer-winged Butterflies, Blues and Coppers, Blues, Coppers and Hairstreaks</td>
<td></td>
</tr>
<tr>
<td>Nymphalidae</td>
<td>Brush-footed Butterflies</td>
<td>↔ + Brush-foot, Nymphs, Nymphalids</td>
<td></td>
</tr>
<tr>
<td>Hesperiidae</td>
<td>Skippers</td>
<td>↔ + Common Skippers, True Skippers, Giant Skippers</td>
<td></td>
</tr>
</tbody>
</table>
within the North American continent and listed our winged friends by their common names. Staying close to home, I checked some of the Lepidoptera found in Massachusetts. Table 2 shows the compared results by family.

Table 3 shows the compared results by members of the Papilioninae subfamily (Swallowtails, according to Opler [et al.], but not mentioned by Wrobel) of the Papilionidae, chosen because of their superior appearance:

If you are looking for Latin-Italian pairings, the choices were much more limited.

www.apis.admin.ch/italiano/pdf/Malattie/Mottenschaeden_i.pdf

The Centro Svizzero di Ricerche Apicole of Liebefeld, CH-3003 Berna, has dedicated a portion of its site to the analysis of the family Pyralidae.

"Protezione dei favi contro la tarma della cera," by JD Charrière and A. Imdorf, presents some of the worst enemies of beehives, grain flowers, and nuts in general. Among the moths listed, Galleria mellonella is found in Wrobel’s work as well, together with Achroia grisella (he attributes both to the Galleriidiae family). Their Italian names (tarma grande e piccola della cera) are equally related by both sources, whereas Vitula edmandsae (or tarma della frutta secca) and Esphestia kuehniella (or tarma mediterranea della farina) are mentioned only by the Swiss document.

Table 4

<table>
<thead>
<tr>
<th>Scientific Name</th>
<th>Common Name</th>
<th>Common Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battus philenor</td>
<td>Pipevine Swallowtail</td>
<td>↔ [but referred to the species only]</td>
</tr>
<tr>
<td>Eurytides marcellus</td>
<td>Zebra Swallowtail</td>
<td>↔</td>
</tr>
<tr>
<td>Papilio polyxenes</td>
<td>Black Swallowtail</td>
<td>↔ + Celeryworm, Parsleyworm, Eastern Black Swallowtail, Parsley Swallowtail</td>
</tr>
<tr>
<td>Papilio cresphontes</td>
<td>Giant Swallowtail</td>
<td>NL</td>
</tr>
<tr>
<td>Papilio glaucus</td>
<td>Eastern Tiger Swallowtail</td>
<td>Eastern Tiger Swallowtail</td>
</tr>
<tr>
<td>Papilio canadensis</td>
<td>Canadian Tiger Swallowtail</td>
<td>↔</td>
</tr>
<tr>
<td>Papilio troilus</td>
<td>Spicebush Swallowtail</td>
<td>NL</td>
</tr>
</tbody>
</table>

Table 4

<table>
<thead>
<tr>
<th>Scientific Name</th>
<th>Common Name</th>
<th>Common Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eurytides lacandones</td>
<td>———</td>
<td>NL</td>
</tr>
<tr>
<td>Graphium leonidas leonidas</td>
<td>———</td>
<td>———</td>
</tr>
<tr>
<td>Iphiclides podalirius</td>
<td>———</td>
<td>Flambé</td>
</tr>
<tr>
<td>Ornithoptera priamus poseidon</td>
<td>———</td>
<td>Ornithoptère de cairns [but referred only to Ornithoptera priamus]</td>
</tr>
<tr>
<td>Papilio androgeus androgeus</td>
<td>———</td>
<td>———</td>
</tr>
<tr>
<td>Papilio apirus</td>
<td>———</td>
<td>NL</td>
</tr>
<tr>
<td>Papilio machaon</td>
<td>Machaon</td>
<td>↔</td>
</tr>
<tr>
<td>Papilio memnon agenor</td>
<td>———</td>
<td>NL</td>
</tr>
<tr>
<td>Papilio nireus nireus</td>
<td>———</td>
<td>———</td>
</tr>
<tr>
<td>Papilio permulion</td>
<td>———</td>
<td>NL</td>
</tr>
<tr>
<td>Papilio thoas autolles</td>
<td>———</td>
<td>———</td>
</tr>
<tr>
<td>Papilio ulysse ssp. Ulysses</td>
<td>———</td>
<td>———</td>
</tr>
<tr>
<td>Papilio zagreus</td>
<td>———</td>
<td>NL</td>
</tr>
<tr>
<td>Papilio zalmoxis</td>
<td>Voiler bleu</td>
<td>↔</td>
</tr>
<tr>
<td>Parnassius paphlagonicus</td>
<td>Apollon</td>
<td>↔ [but referred to P. apollo]</td>
</tr>
<tr>
<td>Trogonoptera Brookiana Brookiana</td>
<td>———</td>
<td>NL</td>
</tr>
<tr>
<td>Trogonoptera criton criton</td>
<td>———</td>
<td>NL</td>
</tr>
</tbody>
</table>

www.reteambiente.it/turismo/F/farfalle.htm

The site offers three Italian equivalents for Parnassius: Apollo (Apollo); Papilio machaon (Macaone); and Inachys io (Vanessa pavone), respectively. Only the latter shows a slight disagreement due to Wrobel’s alternative choices of Vanessa Io, Occhio di pavone, and Pavone di giorno.
Here you will find an article by Luciano Süß that analyzes the effects upon rhododendrons and alpine azaleas of the *zigene* day-moths (mainly *Zygena exulans* and *Z. filipendulae*, ignoring the other 25 Italian species). Wrobel lists 19 species, but only *Z. filipendulae* has 2 Italian equivalents (*Zigena filipendula* and *Gocciolina di sangue*).

If the Italian sites did not provide much information on common names, their French counterparts were much less stingy.

François Panchout has posted a well-documented personal collection, and offers several common names. I have sampled the site while looking for *Papilionidae*. Table 4 shows the results, once more compared with Wrobel’s.

The fine site of the University of Le Havre (www.univ-lehavre.fr/cybernat/pages/lepidiur.htm) offers a very long list of day butterflies of Normandy, with their common names in French and English. I have checked the butterflies found on farmland and listed the results in Table 5.

The search conducted so far is obviously partial and limited, and the sites I navigated were of uneven quality and scope, but the trend is clear.

Wrobel’s work is supported by every source, has a wider linguistic breath, and, like no other reference, usefully discriminates between North American, French Canadian, Australian/New Zealander, and South African usages.

Clearly, the English list is the largest one by far, with the other three languages trailing behind in lemmata and in number of synonyms, but this fact is also expressed by both the printed and the online references.

The *récueil* might well be limited to 4,185 entries, but it includes almost every butterfly or moth I have found online. Only about 15% of the searched terms (16 out of 103 *Lepidoptera* sampled) were not included in Wrobel’s list, and even this percentage is deceiving. In reality, out of the 16 exclusions, 9 were scientific names without translation and only 7 were common names, thus reducing the real differences to less than 7%. And this is a field in which a lively taxonomic disagreement has been brewing among the experts on several thousand instances for over two hundred years. Furthermore, in almost every case of perfect agreement, Wrobel offered a wealth of synonyms unmatched by any other source.

Thus, a little, and apparently incomplete, dictionary has emerged as the richest and largest multilingual compilation available to date. Contrary to the ephemeral life of its subjects, this work is destined to join Dorian’s and Wijnekus’ evergreens.

### Table 5

<table>
<thead>
<tr>
<th>Scientific Name</th>
<th>Université de Le Havre</th>
<th>M. Wrobel</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Coenonympha pamphilus</em></td>
<td>Procris</td>
<td>↔ ↔ Fadet commun</td>
</tr>
<tr>
<td><em>Colias croea</em></td>
<td>Souci</td>
<td>↔ ↔ Colide souci, Colías souci</td>
</tr>
<tr>
<td><em>Colias hyale</em></td>
<td>Soufré</td>
<td>↔</td>
</tr>
<tr>
<td>*Cynthia, Vanessa cardin (?) [Wrobel: <em>C. cardui</em>]</td>
<td>Belle-dame</td>
<td>↔ ↔ Vanesse de chardons</td>
</tr>
<tr>
<td><em>Lycaena phlaea</em></td>
<td>Bronzé, Cuivré commun</td>
<td>↔ ↔ Azuré de la bugrane, Petit cuivré</td>
</tr>
<tr>
<td><em>Papilio machaon</em></td>
<td>Machaon, Grand porte-queue</td>
<td>↔ [Grand porte-queue is reserved for P. machaon hudsonensis]</td>
</tr>
<tr>
<td><em>Pieris brassicae</em></td>
<td>Pléride du chou</td>
<td>↔</td>
</tr>
<tr>
<td><em>Pieris napi</em></td>
<td>Pléride du navet</td>
<td>NL</td>
</tr>
<tr>
<td><em>Pieris rapae</em></td>
<td>Pléride de la rave</td>
<td>↔ ↔ Pléride du chou, Petit blanc du chou</td>
</tr>
<tr>
<td><em>Polyommatus icarus</em></td>
<td>Argus bleu</td>
<td>( ↔ Azuré commun</td>
</tr>
</tbody>
</table>

**Dizionario di termini cinematografici (Italian-English*)**

**Author:**
Vezzoli, P. Giuseppe

**Publisher:**
Hoepli: Milano

(v. Hoepli 25, 20121 MI)

**Publication date:**
2000

**ISBN:**
88-203-2595-0

**Price:**
Lit. 37.000 (276 pages, 1,500 terms)
My recent discovery of Alessi’s dictionary has given me the opportunity to review the movies that are available for TV in both English and Italian. Extant known sources are listed above in inverse order of publication. The last work is long out of print. The Council for Cultural Co-operation (CCC below) vocabulary might still be available under its ISBN. All listed prices reflect purchasing costs only, and are not indicative of current values, as shown by the old currencies.

In order to compare our references, I have selected one aspect of the “biz” which is well documented by all texts: the professions and the professionals, with the exception of actors and dubbers, who craft movies and TV shows. See the charts on the following pages.

This compilation is far from exhaustive and includes only terms that are already present in the references under comparison. The percentage of “hits” seems to indicate the broader range of Alessi and Vedovati, but does not allow further extrapolations. To do so, we would need to expand our comparison.

Early filming techniques are well studied and represented. Alvey, with his 1952-vintage “editing girls,” is a prime witness of last century’s great technological explosion. And while CCC is focused on PBS-style studio productions and of limited help, Vezzoli shines with encyclopedic definitions worth an Oscar.

More recent developments are included only by the troika Vezzoli-Alessi-Vedovati. I checked one exemplary lemma and its variations: the constellation blue screen. Alessi recognizes the blue screen process as procedimento a maschera mobile. Under maschera mobile, Vezzoli acknowledges only the British travelling matte shot (Alessi’s single-film travelling matte system). The more robust Vedovati includes everything, indicates U.K. and U.S. usage, and is the only one to offer the variant I knew, processo a doppio movimento.

In many other instances, all three references are sound and well informed. Alessi dedicates no less than 12 pages to the exploration of every possible variation of film and is bested only by Vedovati, with over 150 headwords. The latter competes with Vezzoli in including the most lighting terms with similar considerable breath. Vedovati’s gobbo nero (= black baffle) has ancient theatrical roots, but so does Vezzoli’s gibigiana (= cookie).

Alessi jargonizes like a pro, with uneven results: Fegatello has a resonance that leaves its equivalent (refinishing take) in the dust, but panoramicare (= to pan) is by far the most unpronounceable neologisms of the decade, as denounced by any attempt to conjugate it. Anyhow, Alessi’s definitions are clear, informative, and to the point, and she...
<table>
<thead>
<tr>
<th>English</th>
<th>Italian</th>
<th>Vezzoli</th>
<th>Alessi</th>
<th>Vedovati</th>
<th>CCC</th>
<th>Alvey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animator</td>
<td>Animatore</td>
<td>✦</td>
<td></td>
<td></td>
<td></td>
<td>✦</td>
</tr>
<tr>
<td>Art director</td>
<td>Scenografo/direttore artistico</td>
<td>✦</td>
<td>✦</td>
<td></td>
<td></td>
<td>✦</td>
</tr>
<tr>
<td>Assistant director</td>
<td>Aiutoregista</td>
<td></td>
<td>✦</td>
<td></td>
<td></td>
<td>✦</td>
</tr>
<tr>
<td>Associate producer</td>
<td>Coproduttore/produttore associato</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✦</td>
</tr>
<tr>
<td>Camera operator/cameraman</td>
<td>Operatore cinematografico</td>
<td>✦</td>
<td></td>
<td></td>
<td>✦</td>
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<td>Cameraman (TV)</td>
<td>Operatore alla telecamera</td>
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<td>Capo comparés</td>
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<tr>
<td>Chief engineer (TV)</td>
<td>Capo tecnico di trasmissione</td>
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<td>Conformer</td>
<td>Addetto al taglio del negativo</td>
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<td>Costumista/disegnatore dei costumi di scena</td>
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<td>Capogruppo</td>
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<td>Director</td>
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<td>Director of photography</td>
<td>Direttore della fotografia</td>
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<td>Dolly man</td>
<td>Carrellista</td>
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<td>Aiuto montatore</td>
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<td>Editor</td>
<td>Montatore</td>
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<td>Field producer</td>
<td>Produttore delle riprese esterne</td>
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<td>Gaffer</td>
<td>Capo elettricista</td>
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<td>Produttore indipendente</td>
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<td>Capo animatore</td>
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<td>Key grip</td>
<td>Capo macchinista</td>
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<td>Lamp operator</td>
<td>Elettricista</td>
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<td>Manager’s assistant</td>
<td>Segretario di produzione</td>
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<td>Mike man</td>
<td>Microfonista</td>
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<td>OB/outside broadcast producer (TV)</td>
<td>Produttore di riprese esterne</td>
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<td>Produttore</td>
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<td>Producer’s rep</td>
<td>Agente del produttore</td>
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<td>Amministratore di produzione</td>
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<td>Production auditor</td>
<td>Revisore di produzione</td>
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reserves a hidden “chicca,” or candy, for her readers. There are dozens of translated film titles scattered throughout the text (pages 142, 189, 271, 399, 415, etc.) that constitute a useful update to an older but much more extensive listing, indexed in the Dictionary of Translated Names and Titles by Adrian Room (Routledge, 1986).

Vezzoli is a fine scholar of film history, Vedovati is a technical wiz, and Alessi covers management/financing aspects better than anyone. Their references have complementary strengths, and a flaw, in common with their predecessors. Videographers and computer animators are absent, as are digital processing, photography, and

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<th>English</th>
<th>Italian</th>
<th>Vezzoli</th>
<th>Alessi</th>
<th>Vedovati</th>
<th>CCC</th>
<th>Alvey</th>
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<tr>
<td>Production illustrator</td>
<td>Disegnatore di bozzetti e storyboard</td>
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<td>Production manager</td>
<td>Direttore di produzione</td>
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<td>Production sound mixer</td>
<td>Fonico recordista</td>
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<td>Production supervisor</td>
<td>Organizzatore generale</td>
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<td>Production unit</td>
<td>Unità di produzione</td>
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<td>Property buyer</td>
<td>Trovarobe</td>
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<tr>
<td>Property master</td>
<td>Capo attrezzista</td>
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<tr>
<td>Re-writes</td>
<td>Revisore della sceneggiatura</td>
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<td>Rigger</td>
<td>Costruttore/allestitore</td>
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<td>Scenic designer</td>
<td>Decoratore di scena</td>
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<td>Sceneggiatore</td>
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<td>Scriptwriter</td>
<td>Sceneggiatore</td>
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<td>Set decorator</td>
<td>Arredatore</td>
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<td>Set manager</td>
<td>Ispettore di produzione</td>
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<td>Montatore del suono/tecnico degli effetti sonori</td>
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<td>Sound effects man</td>
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<td>Sound mixer</td>
<td>Tecnico del missaggio</td>
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<td>Still photographer</td>
<td>Fotografo di scena/di produzione</td>
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<td>Studio manager</td>
<td>Responsabile teatri di posa</td>
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<td>Studio producer</td>
<td>Produttore di uno studio cinematografico</td>
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<td>Stunt coordinator</td>
<td>Coordinator delle controfigure</td>
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<td>Stuntman/woman/person</td>
<td>Controfigura</td>
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<td>Supervising editor</td>
<td>Capo montatore</td>
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<td>Talent scout</td>
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filming; computerized scenery and backgrounds; and digitized special effects. Unfortunately, for those and other terms associated with the role of computers in the filming industry, we are left to our own devices.

Notes
1. Also layout artist and scene planner.
2. Also scenographer, production designer, and the more common set designer.
3. Also architetto (?). Scenografo is translated as production manager.
4. Also operatore di presa and operatore alla macchina.
5. Here, operatore da presa.
6. Also operatore di ripresa.
7. Translated as cameraman and teleoperator.
8. As caposquadra costruttori.
9. Also figurinista.
10. Also produttore creativo (?).
11. Under the same Italian heading: Crowd marshall.
12. But a comparsa is an extra crowd artist.
13. In 1952, it was a capo operatore, primo operatore.
14. Also listed under the same Italian heading: Dolly pusher, dolly grip.
15. Also camera dolly man.
17. Dolly and dolly shot are offered.
18. Under the same Italian heading: Editor’s assistant, assistant editor, and splicer.
19. Translated as assistente al montaggio.
20. Curiouser still, an editing or splicing girl is a giuntatrice.
21. Also head gaffer, first electrician.
22. Under the same Italian heading: Independent filmmaker and free-lance producer.
23. Also head grip, grip’s master, first grip, and chief grip.
24. Also operatore delle lampade (?),
25. Also production coordinator, production office coordinator, and production secretary as Coordinator di produzione.
26. There is management, and it apparently suffices.
27. Also operatore di giraffa as boom man or boom operator.
28. The listing includes instead: Outside broadcast and outside broadcast van.
29. Also casa di produzione (!).
30. Also cassiere di produzione.
31. Translated as segretario di produzione.
32. Also production accountant, production comptroller is rendered as amministratore, contabile della produzione.
33. Translated as amministratore di produzione.
34. Translated as ispettore di produzione.
35. Translated as troupe cinematografica (!).
36. Under property man and props.
37. Also property man and prop man, prop handler, prop maker, and props.
38. Only property man or attrezzista.
39. Translated as macchinista.
40. Scene-painter is included as pittore scenografo.
41. Only set designer is present as scenografo.
42. Also screenplay writer (?).
43. Only script and screen play are listed.
44. Also scenarista, which includes scenarist, screenplay editor, continuity writer, and film writer.
45. Here, set dresser (?)
46. Under the same Italian heading: Unit production manager (UPM) and unit manager.
47. Instead: Audio engineer (= fonico di sala).
48. Here, fonico.
49. Translated as direttore di studio.
50. Also responsabile delle scene di acrobazie, coreografo delle scene pericolose.
51. Translated as consigliere (?) tecnico and allenatore dello stunt man (one each?).
52. Also the more colloquial cascatore.
53. Also stuntperson and stunt double.
54. Inexplicably, controfigura che fa scene pericolose.
55. Only as incaricata che trova nuovi volti.
Type of Work:
Specialized dictionary in the fields related to natural disasters and the geological environment, although its exact scope is not announced.

Volume:
Two parts in one book: 207 pages (Russian→English); 247 pages (English→Russian); Contains about 7,000 terms (no illustrations).

Typographic Quality and Arrangement:
Hardbound, good paper, two columns per page; bold typeface for the source-language entries and regular for the target-language translations.

Grammatical Information and Pronunciation:
None

Appendices:
None

Evaluation:
Starting with the actual scope of the dictionary, it seems too vague. On the one hand, trying to include everything related to the title areas would probably require a volume several times bigger. On the other hand, trying to keep the volume as it is would require strict criteria for term selection. And of course, there should be no “filler” terms. However, both of these principles are violated in this dictionary. “Filler” terms are abundant, and no clear principles for selecting the terms are evident. And I am still talking about the source terms, not the translations. “Filler,” or irrelevant terms, can probably be found on every other page. Some examples: civil defense (translated as система мероприятий по защите от катастроф, not as the well-known гражданская оборона); device (translated, quite unpredictably, as изобретение); difficulty, humanity, improvement, meaning, mental state, method; безконечность, веккий аргумент, вечная проблема. Чтобы-последняя полоса, облик (translated, oddly, as habit); поправка, потеря памяти, противоречие, своеобразие, система ценностей, явиная форма.

Entries in both languages are either nouns or (much more frequently) phrases. In the latter case, they are placed in alphabetical order regardless of the main noun, giving an advantage to adjectives. There is no grouping of phrases around a key word, which may appear inconvenient to those accustomed to the opposite structure in dictionaries. When there is more than one translation for a term, and they are not exact synonyms, no explanation is ever given to distinguish between them. In general, the only additional words in the dictionary, besides the terms themselves, are rare and questionable indications to the areas where the terms belong (in Russian only). For example, measurement grid: сеть наблюдений (геофизика).

In a number of cases, inexplicably, the simplest terms are not given, while their derivatives are. For instance, you will find почвогрунт, поскольку защитные мероприятия, but not почва; you will find environment reproductive capacity and some 40 phrases starting with environmental, but not just environment (the same goes for the title word геоокружение). Or, turning to the English, there are 13 terms with earthquake as an adjective, or 27 terms with soil as an adjective, like earthquake disaster (translated, quite ridiculously, as сейсмическая добротность) and soil fertility, but not just plain earthquake or soil.

Erroneous translations are numerous. Some examples: erosion is translated as смягчение, while the correct term is эрозия; the term in situ test is translated as испытание на месте instead of полевое испытание о полевое опыт; the term retrogressive slide is translated as скольжение в нижней части склона, while it is indeed регрессивного оползня. Stay is translated as половина стенка, while половина стенка is translated correctly in the dictionary’s Russian→English section as retaining wall (along with bulkhead, which is wrong, meaning перемычка). Dial reading is translated as значение деформации на графиках, while it is indeed показание (отсчет) по шкале (прибора).

The term storage capacity is translated as упругоемкость (compressibility of formation, according to my sources), not вместимость or емкость, as it should be. There is no aquifer or its Russian equivalent, воинственный горизонт; likewise, there is no военуок, while one of its English translations, aquifuge, is there, translated as...
O utpatient surgery as part of a program of learning English as a second language? The Translation Inquirer rarely deceives himself that he has seen and heard everything, but he was taken greatly by surprise by this news item coming from South Korea. It seems that baby-boomer parents want their preschoolers to get a head start when the time comes to begin learning English, an enterprise described in the article as being close to a national religion in that nation. Thus, in outpatient mouth surgery, the little tikes, whether they want to or not, are being compelled by their ever-ambitious parents in increasing numbers to undergo “frenectomies.” This procedure involves snipping the tissue under the tongue, which is believed by some Asians to be responsible for difficulties in pronouncing “i” and “r” in languages like English. There is controversy about these surgeries, with some people saying that culture rather than biology is responsible for these pronunciation problems. Therefore, they say, the surgeries make no sense, and the kids are being put through pain and inconvenience for nothing (the linguistic equivalent of playing soccer—another yuppie plague which will come into their still-innocent lives all too soon).

[Abbreviations used with this column: E–English; F–French; G–German; I–Italian; Li–Lithuanian; Pt–Portuguese; R–Russian; Sp–Spanish; Sw–Swedish.]

New Queries

(E-G 9-02/1) Clearly, what is being spoken of in the query phrase that follows has much to do with “Reliabilität der Untersucher,” but even so, it is difficult to get to the essence of reliability being compared and checked between a minimum of two individuals, as this ProZ request puts it: Ten subjects who volunteered to participate were examined on two occasions to establish intra-examiner reliability. Not to mention the strong possibility that intra-could in fact have been more accurately rendered as inter-, given the overall meaning of the phrase.

(E-G 9-02/2) Can “Solawechsel” be used as a German equivalent for sole bill of exchange? The sentence fragment reads like this: At April 7, 2002, pay this sole bill of exchange to the order of... By the way, the suggested German equivalent is a synonym for “Eigenwechsel,” if that helps any.

(F-E 9-02/3) In an engineering context, a ProZ correspondent found it difficult to deal with “un diagnostic xylophage” in this article on wood: “…il serait nécessaire de réaliser un diagnostic xylophage afin de déterminer l’état parasitaire des bois…” What is it?

(G-E 9-02/4) “Leitender Ministerialrat” is a title in one of the German state governments. It may be that Senior Ministerial Director comes close, as a ProZ correspondent found in a 1992 report, but a suitable English version, plus some background on what is involved in this post, would be appreciated.

(E-G 9-02/5) A difficult, blurred-fax pathology report worked on by a Lantran correspondent included a reference to a “Freipräparation.” Assuming that this is not one of the illegibles of the text, what might it be in this context?

(I-E 9-02/6) This technical excerpt contains the troublesome “ribattuto a rifiuto,” as a ProZ member presents it with the following context: “Per sfila-
local.” She did not like “capítulo” at all, because it is too literal, and frankly wrong in this context. “Organización local” is simple and conveys the meaning accurately.

(F-E 7-02/4) (“rhombus-bird”): Literally, Pete Benson says, this is a rhombus-bird, conjuring up to him images of an origami bird. Each segment of the folded paper is a triangle or rhombus. It fits in nicely with various things described in the context sentence that kids could enjoy making in a brief period of time. An educated guess on his part, he cautions.

(G-E 7-02/5) (“verauslagteumlagefähigeBetriebskosten”): Melissa Field understands the phrase to be realized apportionable operating expenses. Examples of this are utility bills that are paid directly to the service providers and then divided up by the landlord and billed to the renters, thus categorized by the property management company as receivables. The second sentence of the query, found in full on page 58 of the July ATA Chronicle, describes the opposite of the above: “Vorauszahlungen der Mieter auf Betriebskosten” are pre-paid expenses by renters, and these become liabilities for the property managers, because funds received from the renters become expenses that will later have to be paid to the utility.

Terry Hill renders it as dispersed allocable operational costs. The translation of the entire passage enclosed by Terry goes like this: The ‘real estate administration charges’ listed under this itemization category heading includes dispersed allocable operational costs of 43.5 million Euros and rental charges in excess of 7.2 million Euros. Advance payments made by the renter toward operational costs of 41.7 million Euros are listed under itemization category heading V3: “Obligations

arising from real estate administration.’

(R-E 6-02/4) (раенник): Evidently this one interested many people. Christina Finotti discovered many pictures with a set of characters familiar to the audience: Petrushka (Punch), Pop (the priest), etc. The раенник style is one of extreme simplification, playing for a cheap laugh and appealing to the lowest tastes.

Apologies for delaying the responses of Viktor Gutman, Tim Sergay, Irina Knizhnik, and Zippy to the October edition of this column. Their insights were just as good as those presented here, but why throw all the good stuff out at once?

(R-E 7-02/9) (последний): In the context of the outward appearance of a rural dwelling, Irina Knizhnik states that this does not mean blind, but rather, characterized by poor vision, kind of slightly blind. In reference to the houses, it means that they did not allow a lot of sunlight in, and so were, in essence, dark. If they had had large windows, they would have been far too cold on windy days. Pete Benson goes for small-windowed in describing the village huts. If a similar metaphor is wanted in English to describe the effect, he likes myopic. To translate the entire quoted phrase that appears on page 58 of the July ATA Chronicle, he offers stone houses with large glazed windows, rather than myopic village huts.

(Sp-E 6-02/5) (“motor de encendido provocado”): Graciela Mestroni, a new contributor and recent joiner of ATA, believes this to be simply a combustion engine, whatever the fuel, where each cycle is “assisted” by a spark generated by the spark plugs, as opposed to a diesel engine where the spark plug is associated only with the startup, and plays no further role.

Thanks very much for the responses, but this column needs more fresh, original queries! Have you ever presented one? Thanks in advance if this little blurb causes you to do so for the October column.

The Concept of Equivalence

Continued from p.36


Humor and Translation

By Mark Herman

Herman is a librettist and translator. Submit items for future columns via e-mail to hermanaperter@earthlink.net or via snail mail to Mark Herman, 5748 W Brooks Rd., Shepherd, MI 48883-9202. 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.

Laugh Until You Cry

More evidence that translation, if alive, is not well comes from Jim Jones, who submitted the two items included in this column. They are both from Italy, one from a major candy manufacturer that presumably would like to sell its products in the English-speaking world, and the other from an official guidebook for the area around Modena.

A card inside a box of candy manufactured by the Italian company Caffarel reads:

Our products are subject to constant and accurate tests in order to guarantee their freshness and perfect conditions. Chocolate is a particularly delicate product and, therefore, must be kept cool, dry and away from alien odours…[Call the Italian INS!]

Then there is the official guidebook to the city of Mirandola:

Mirandola is situated at the centre of the wide triangle circumscribed by the Po, Panaro and Secchia Rivers. It is situated in the low Modenese plain and borders with Mantua’s and Ferrara’s districts. The origins of Mirandola are covered by mist and also the hypothesis on the etymology of its name are uncertain. A first, fanciful theory draws it back to the Roman Imperator of Orient Costanzo II’s notorious ejaculation “Oh res Miranda!” at the sight of his ten wonderful children…

…Thanks to the Picos, who governed the city for such a long time, Mirandola became the nest of a magnificent artistic and cultural development…[and, Jim Jones points out, a nest of thieves, when the next paragraph is taken into account]

…”The greatness of Mirandola is measured by the fact that the city was given the privilege of forging coins…

When officials of Mirandola were informed about the English translation, their “investigation” revealed that they did not commission it and had no idea where it came from. Considering the translation, maybe the stork brought it. In any event, it is indeed “Oh res Miranda” when ejaculation follows rather than precedes children.

It pays …

to keep your listings updated in ATA’s online Directory of Translation and Interpreting Services and Directory of Language Services Companies

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The Registration Form and Preliminary Program will be mailed in July to all ATA members. The conference rates are listed below. As always, ATA members receive significant discounts.

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<thead>
<tr>
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<th>ATA member</th>
<th>Nonmember</th>
<th>Student Member</th>
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<tr>
<td>Early-Bird (by October 1)</td>
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<td>One-day</td>
<td>$195</td>
<td>$270</td>
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Note: Students and one-day participants do not receive a copy of the Proceedings.

All speakers must register for the conference.

Hotel Accommodations

The Hyatt Regency Hotel, the host hotel, is conveniently located in downtown Atlanta at 265 Peachtree Street, NE. The hotel is 20 minutes from Atlanta's Hartsfield International Airport.

Conference attendees can register at the discounted rate of $160 single, $165 double, $175 triple, and $185 quadruple plus tax per night. (Regency Club accommodations are offered at an additional charge of $35 per room based on availability.) This rate is good until October 15, 2002. The availability of guest rooms or the group rate cannot be guaranteed after that date.

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<tr>
<th>Conference Registration Fees:</th>
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<th>Nonmember*</th>
<th>Student Member**</th>
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<td>On-site (After October 25)</td>
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<td>$195</td>
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*Individuals who join ATA after July 1, receive ATA membership for the remainder of 2002 and all of 2003 for $167.50. If you elect to do this, you qualify for the ATA member registration fee.
**The student member rate is only available to ATA student members.
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Return this form to: American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314
The ATA Chronicle | September 2002

Dictionary Reviews Continued from p. 57

непроницаемый водоупор (however, neither полупроницаемый водоупор nor its translation, aquitard, can be found). You can find тяжелый суглинок (although no легкий суглинок), but not just суглинок, and the same goes for супесь and глина. You can find end-bearing pile as сван-стойка, but not the much more frequently used friction pile (ниспая свана). Or not just pile as сван, although there are nine derivatives of this term. Проникновение загрязнений is translated as pollution prophylaxis, where prophylaxis obviously belongs to medical terminology (the correct rendering is contamination/pollution prevention measures). Amazingly, I found the term delft (which, according to my Merriam Websters, means a certain ceramic ware of the Dutch Delft origin) translated as дельфтинская система в той или иной части побережья.

The term shock wave is translated as сквозь уплотнение, and not дыхание волны as it should be.

In the preface, the authors claim that they “worked for many years in the fields of engineering geology,” but some essential engineering-geological (or, one may say, geotechnical) terms referring to soil properties are missing: e.g., влажность = moisture content; пористость = porosity; сжимаемость = compressibility; cohesion = сцепление (although cohesionless soil is there); and угол внутреннего трения = angle of internal friction.

Typos are also present. Examples: сухой кундук (should be сухой кунда...); erratic oil instead of erratic soil; shipreck instead of shipwreck (also irrelevant, of course); environmental economic capacity instead of...economic...; mediterranian sea as a translation for внутриматериковое море (the proper translations, also given in the Russian→English part, are continental sea and inland sea; for the proper name Средиземное море, the spelling is obviously Mediterranean.)

Of course, most of the terms are translated properly, and the dictionary will be useful for translators dealing with not too specific texts related to the geological environment and natural disasters. Speaking of disasters, the volcanic ones seem to be covered more thoroughly than others. But the above shortcomings, and especially the lack of a clear approach to the selection of terms, diminish, in my view, the value of this dictionary.

Dictionary

Vadim Khazin, Ph.D., works at the International Center for Environmental Resources and Development at the City University of New York, and as a freelance translator/editor/interpreter for various agencies, mostly in English, Russian, and Ukrainian. He has published a number of translations of novels and other fiction writing, as well as a trilingual dictionary, in the former Soviet Union. He is ATA-accredited (English>Russian). Contact: vadkhazin@cs.com.
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November 22, 2002

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aaitinfo@aait.org • www.aait.org

Carolina Association of Translators and Interpreters (CATI)
318 Bandock Drive
Durham, NC 27703
Tel: (919) 577-0840 • Fax: (775) 244-2746
C.A.T.I.@pobox.com • www.catiweb.org
• Local group meetings held in Asheville, Charlotte, and Research Triangle Park, NC; Columbia and Greenville/ Spartanburg, SC.
• Membership directory, $12; CATI Quarterly subscription, $12.

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Fax: (305) 387-6712
info@atafl.com • www.atafl.com

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6600 NW Sweetbriar Lane
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Washington, DC 20035-5200
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johnvazquez@msn.com • www.ncata.org
• The Professional Services Directory of the National Capital Area Chapter of the American Translators Association (NCATA) has gone online. It lists NCATA members and the services they offer, together with additional information that enables translation and interpretation users to find just the right language specialist for their projects. Bookmark www.ncata.org and check out the NCATA directory. If you maintain language-related webpages, you may want to include a link to the directory. NCATA is always interested in comments and suggestions.

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RX73@aol.com • www.nycranslators.org

Northeast Ohio Translators Association (NOTA)
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mownt1@ameritech.net
www.ohiotranslators.org

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www.mitinweb.org

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Minnesota Translation Laboratory
218 Nolte Center
315 Pillsbury Drive SE
Minneapolis, MN 55455
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Laurence.h.bogoslaw-1@tc.umn.edu

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ellingge@qwest.net • www.utia.org

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ert@utdallas.edu
www.literarytranslators.org

Austin Area Translators and Interpreters Association (AATIA)
P.O. Box 13331
Austin, TX 78711-3331
Tel: (512) 707-3900
president@aatia.org • www.aatia.org

The California Court Interpreters Association (CCIA)
345 S Hwy 101, Suite D
Encinitas, CA 92024
Tel: (760) 635-0273 • Fax: (760) 635-0276
ccia345@earthlink.net • www.ccia.org

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webmaster@chicata.org • www.chicata.org
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3054 S Xanthia Street
Denver, CO 80025
Tel: (303) 743-7719
presidentcta@cs.com
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grdelgado@aol.com

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Tel: (713) 202-6169
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E-mail: ktiapresident@yahoo.com

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www.dfw-mita.com

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Washington State Court Interpreters and
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