Branding Yourself: Create a Professional Portfolio. Marcela Reyes. 43:17 January. (See Marketing)
The competitive translation market continues to change, as does the way translators prospect for work. Now is the perfect time to create a portfolio that lets you stand out from the crowd.

Investigative Negotiation: The Art of Asking Why. Jeana M. Clark 43:20 February. (See Marketing; Project Management)
Investigative negotiators understand that asking the right questions focuses attention on the mutual interests of both parties.

11 Tips for Freelance Translators from a Project Manager. Enas Ibrahim. 43:12 May. (See Project Management)
Here are some tips from a project manager that will help you work more efficiently and avoid some of the recurring issues she encounters on a daily basis.

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Your business or professional organization needs a website to establish an online presence. If cost is still holding you back, Google might offer the solution.
Translation Scams: Tips for Avoiding Them and Protecting Your Identity. Carola F. Berger. 43:10 October. (See Identity Theft; Language Technology)
Taking steps to safeguard your identity and minimize the risk from scammers is not as difficult as it sounds, but it takes diligence.

Two to Tango: Tips for Project Managers from a Freelance Translator. Igor Vesler. 43:16 October. (See Project Management)
Creating a project brief can improve the effectiveness of the interaction between the freelance translator and project manager substantially.

International Payment Options for Translators and Agencies. Eve Lindemuth Bodeux 43:10 November-December.
The problem with international payments in the translation profession is that they can be very costly for both the sender and the receiver. Making the effort to define your payment strategy consciously will also assist you in finding the best fit for your specific business needs.

Help! I’m Being Investigated: An Introduction to Background Investigations and Clearances. Alair Fritz and Virginia Wilkins Hinders. 43:15 November-December. (See Interpreting; Marketing)
Knowing what information to gather in advance can be the key to navigating a background check or clearance investigation.

Content Marketing Planning: Tips and Tricks. Ekaterina Howard. 43:19 November-December. (See Marketing)
Content marketing helps attract potential customers via “valuable and relevant content.” Read on to find ideas for such content and how to save time on content strategy planning.

Be the Choice, Not the Obligation: Winning Champions of Interpreter Services Through Exceptional Customer Service. Erin Rosales and Rashelle LeCaptain. 43:23 November-December (See Interpreting; Medical)
Interpreters working in the health care sector have the opportunity to inspire individuals to become champions and supporters of interpreter services by demonstrating exceptional customer service in their daily interactions.

Editing

The Translator as an Editor. Christelle Maginot. 43:16 March.
When it comes to ambiguous (or untranslatable) source copy, a translator is confronted with more than the not-so-simple choice between editing and not editing. How do we prove to our clients that an inquisitive translator is good news?

Learning Learning from Translation Errors. Marko Miletich. 43:19 April.
Translation mistakes can be avoided with a careful examination of the target text. Knowledge of possible syntactical, morphological, and punctuation errors can help novice translators deliver a professional translation.
Education and Training

A continuing education program does not need to be complicated or costly, but it does need thought, planning, and review.

The University of Life. Tony Beckwith. 43:19 March.
And where the words go, the translator must follow.

Translating Pathology Reports: An Outline. Marie Brotnov. 43:13 July. (See Technical Translation)
Pathology reports are notoriously challenging, as they combine highly technical language with sometimes poetic modifiers that call for both scientific expertise and creativity on the part of the translator.

The Man Who Brought Russian Classics to the Juvenile Detention Center: An Interview with Andy Kaufman. Lydia Razran Stone. 43:26 September. (See Literary)
Using translations of Russian classics, “Books Behind Bars: Life, Literature, and Leadership” pairs university students with incarcerated youth and transforms both groups through the power of conversation about the things that matter most: how to find meaning and purpose in life.

Entertainment

There are several aspects which distinguish a screenplay from a literary work and which have a bearing on its translation—both on the overall approach the translator needs to take and on specific translation choices.

Identity Theft

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Taking steps to safeguard your identity and minimize the risk from scammers is not as difficult as it sounds, but it takes diligence.
When we understand that we are a quiet yet powerful force in the room, we can see how important we are, and that is a great way to keep ourselves positive and ready for the next challenge.

Decoding Other People’s Accents. James Kirchner. 43:17 February. (See Technical Translation)
The rules associated with pronunciation are inconsistent among languages, resulting in many variations of how someone sounds when speaking. However, there are a few basic principles of phonology that can help you get accustomed to all of these accents.

Mental Health Interpreting: Diagnosis through Speech, Idioms of Distress, and Culture-Bound Syndromes. Arianna M. Aguilar. 43:12 April (See Medical)
Mental health interpreting involves complex and intimate interpersonal communications with individuals who may act, speak, or think in unusual ways. Through study and practice, interpreters can offer practical solutions while balancing professionalism and patient care.

When Technology Meets Simultaneous Interpreting: A Glimpse into the World of Webcast Interpreting. Cristina Silva. 43:16 April. (See Language Technology)
Although the concept of remote interpreting is not new, improvements to technology are making this area of interpreting more feasible.

Biofeedback for Booth Jesters. Ewandro Magalhães. 43:20 May.
When hundreds of heads turn back to locate you in the booth, let it be for the right reasons.

The Debate Over Language Access in Court: Who Should Pay for the Interpreter in Civil Proceedings? Dan DeCoursey. 43:8 June. (See Legal)
In California, where the state courts are currently developing a language access plan, there is an ongoing debate about whether the courts should provide an interpreter for all civil litigants, or if those who can afford to hire their own interpreter should be required to do so. Let’s look at both sides of this important issue, which will affect many of us in the near future.

Interpreter of Maladies. Ewandro Magalhães 43:20 June (See Medical)
Health care interpreting is a gentle reminder of what interpreting is about: humans interacting to satisfy immediate human needs.

Enhancing Short-Term Memory for Accurate Interpreting. Roda P. Roberts. 43:18 July.
Short-term memory, also referred to as working memory, plays a very important role in both consecutive and simultaneous interpreting. Let’s examine how short-term memory functions in the two main modes of interpreting and learn about some exercises for improving your memory store.
“Power” Words to Do Justice to Interpreters and Language Services Providers. David L. Lauman. 43:12 August. (See Marketing)
The proper use of “power” words can improve the public’s perception of professional interpreters by portraying interpreting as a rigorous, intellectually demanding endeavor.

Whatever Could Be Said. Ewandro Magalhães. 43:16 August. (See Legal)
How an unprecedented and expeditious method of interpreting made the Nuremberg trials possible.

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Knowing what information to gather in advance can be the key to navigating a background check or clearance investigation.

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Interpreters working in the health care sector have the opportunity to inspire individuals to become champions and supporters of interpreter services by demonstrating exceptional customer service in their daily interactions.

Language Technology
(See Monthly Columns: GeekSpeak)

The Great Leap Forward that Never Was. Uwe Muegge. 43:20 January.
Have developments in post-editing kept pace with those in machine translation?

Whether we like it or not, most of us are rapidly embracing new technologies that will change the way we work dramatically. The question is: As we become more efficient, are we losing any important skills in the process?

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Although the concept of remote interpreting is not new, improvements to technology are making this area of interpreting more feasible.

Internationalization and Localization: An Interview with Cisco’s Gary Lefman. Marta Cheresnowska. 43:16 July.
Even though there are many software applications being developed in the U.S., there is still too little consideration for the global user. Changing the mindset of development teams--convincing them of the real value of internationalization--is a monumental task.
How to Set Up a Free Website (and Inexpensive E-mail) with Google. Dan DeCoursey. 43:20 September. (See Business Practices)
Your business or professional organization needs a website to establish an online presence. If cost is still holding you back, Google might offer the solution.

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Legal

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Legal Translator Liability: Some Myths and Realities. Thomas B. Mann. 43:8 August.
Here is an explanation of the basic tenets of the law governing translator liability and why legal translators are probably less vulnerable than they think.

Whatever Could Be Said. Ewandro Magalhães. 43:16 August. (See Interpreting)
How an unprecedented and expeditious method of interpreting made the Nuremberg trials possible.

Literary

How did writing start? And why? What were people so keen to write about that they invented writing?

The Man Who Brought Russian Classics to the Juvenile Detention Center: An Interview with Andy Kaufman. Lydia Razran Stone. 43:26 September. (See Education and Training)
Using translations of Russian classics, “Books Behind Bars: Life, Literature, and Leadership” pairs university students with incarcerated youth and transforms both groups through the power of conversation about the things that matter most: how to find meaning and purpose in life.

Unique Voices and Tricky Choices. Tony Beckwith. 43:22 October.
Reflections on the death of legendary Colombian writer Gabriel García Márquez and literary translation as a transformative experience.
Branding Yourself: Create a Professional Portfolio. Marcela Reyes. 43:17 January. (See Business Practices)
The competitive translation market continues to change, as does the way translators prospect for work. Now is the perfect time to create a portfolio that lets you stand out from the crowd.

Bilingual Writing for Big Business. Maggey Oplinger. 43:14 May.
Bilingual writing in a corporate setting can be unsettlingly inexact. Few established rules govern the skill set of a bilingual writer in this area, where the goal is to communicate ideas and strategies from multiple authors/sources to meet a specific business need.

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Back translators walk a fine line between literalness and mistranslation.

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Marshall Morris. 43:30 May.
María Cristina de la Vega. 43:22 June.
Maria Teresa Coggins. 43:29 October.
Shuckran Kamal. 43:31 September.

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Back translators walk a fine line between literalness and mistranslation.

Assisting Researchers in the Translation and Submission of a Manuscript for Publication. Sergio Lozano. 43:8 May.
Translating a research paper can be simple or difficult depending on the translator’s ability to get the idea across, and on the researcher’s ability to draft a manuscript that conveys very clearly the ideas he or she wishes to share with the scientific community.

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Pathology reports are notoriously challenging, as they combine highly technical language with sometimes poetic modifiers that call for both scientific expertise and creativity on the part of the translator.

When translating from a language that exhibits diglossia, such as Arabic, into one that does not, such as English, it is important to analyze each dialectal element individually and to decide if it should be expressed in the target language and, if so, how best to express it.

MONTHLY COLUMNS

Blog Trekker


Dictionary Reviews Compiled by Peter Gergay

(BULGIAN)


(FINANCE)


(HEBREW)


(ITALIAN)


(LATIN)


(MEDICINE)
Introduction to Healthcare for Interpreters and Translators. Reviewed by: Annette Bridges. 


(REAL ESTATE)


(RUSSIAN)


(SCIENCE)


(TRANSLATION STUDIES)


Entrepreneurial Linguist by Judy Jenner
- How Not to Treat Your Customers. 43:29 January.
- On Not Passing the Federal Court Interpreter Certification Examination. 43:23 February.
- Why I Teach French. 43:22 March.
- The Humility Factor. 43:22 April.
- My Take on Price Differentiation. 43:22 May.
- You're Fired! 43:24 June.
- 48 Short Pieces of Advice. 43:25 August.
- Happy Birthday! 43:32 September.
- Getting Conference Interpreting Work. 43:30 October.
- Do You Need a College Degree? 43:28 November-December.

**GeekSpeak by Jost Zetzsche**

- Little Trick to Harness Big Egos. 43:31 January.
- Lame Jokes. 43:23 March.
- What's Wrong with Translation Technology. 43:23 April.
- Good News! 43:25 June.
- The Translator Must Always Be the Boss! 43:26 August.
- Blazing Trails That Never End. 43:33 September.
- Hard Numbers. 43:26 November-December.

**Humor and Translation by Mark Herman**

- Salome. 43:36 January.
- Re-Translation. 43:34 March.
- Language on Eis (Ice). 43:36 April.
- Barbarians. 43:34 May.
- Less Sexy in French. 43:34 June.
- A Book about Humor and Translation. 43:38 July.
- Another Book about Humor and Translation. 43:36 August.
- What Does That Mean? 43:42 September.
- How Does That Mean? 43:42 October.
- Who'd a Thunk It? 43:38 November-December.

**Interpreters Forum by María Cristina de la Vega**
• Phrases Shakespeare Never Heard. 43:30 January.
• Three Secret Weapons to Improve Interpreting. 43:24 February.
• An Overview of Broadcast Interpreting. 43:24 March.
• Ten Things You Must Not Do to Your Colleagues. 43:25 April.
• A Conversation with Holly Mikkelson. 43:25 May.

**Please Discuss by Corinne McKay**

• “Hot” Specializations. 43:26 March.
• How to Take Time Off. 43:26 April.

**The Translation Inquirer by John Decker**

• 43:34 January.
• 43:32 February.
• 43:32 March.
• 43:34 April.
• 43:32 May.
• 43:32 June.
• 43:36 July.
• 43:34 August.
• 43:40 September.
• 43:40 October.
• 43:36 November-December.

**ATA COLUMNS/RELATED TOPICS**

**ATA Certification Forum**


**ATA Elections**

• Call for Nominations. 43:15 January.
• Candidates Announced. 43:5 June.
• Candidate Statements: Three Directors: Anne Connor, Chris Durban, Melinda Gonzalez-Hibner, Geoff Koby, Madalena Sánchez Zampaño, Robert Sette, and Marjon van den Bosch. 43:9 September.
• Proposed Changes to the Bylaws (ARTICLE III, Membership, Section 2 – Eligibility; and ARTICLE IV, Board of Directors, Section 1 – Number and Term). 43:14 October.

ATA and AFTI Honors and Awards

• Alexander Gode Medal. Alan K. Melby. 43:10 January.

• American Foundation for Translation and Interpretation JTG Scholarship in Scientific and Technical Translation or Interpretation: Patricia M. Fundora. 43:11 January.

• Ungar German Translation Award: Philip Boehm. 43:11 January.

• Marian S. Greenfield Financial Translation Presentation Award: Ralf Lemster. 43:12 January.

• Student Translation Award: Christina L. Lowry. 43:13 January.

(ATA Member News)

• CETRA Language Solutions; Margaret Jean Flynn; Liv Bliss; Eriksen Translations, Inc.; MasterWord Services, Inc.; and Peter McCambridge. 43:28 February.

• Nicole Y. Adams; Björn Bratteby; Geoff Koby; Karen Tkaczyk; and Jost Zetzsche. 43:36 March.

• CETRA Language Solutions; CyraCom; Bruce Hyman; and Andy Klatt. 43:30 May.

• 1-Stop Translation; Tony Beckwith; Terena Bell; Liv Bliss; Lois Feuerle; Nataly Kelly; Lawrence Schofer, and Jost Zetzsche. 43:39 September.

• Eriksen Translations; Certified Languages International; CETRA Language Solutions; CQ fluency, Inc.; Dynamic Language; Interpreters Unlimited; Language Training Center; Propio Language Services, LLC; ProTranslating; TransPerfect, Inc.; U.S. Translation Company. 43:27 November-December.

ATA School Outreach

• ATA 2012-2013 School Outreach Contest Winner: María Elena Gaborov. 43:14 January.
An outreach presentation geared toward undergraduate students paid off for Spanish interpreter María Elena Gaborov, winner of ATA’s ninth annual School Outreach Contest.

ATA’s School Outreach Program: Understanding the Value of Educating the Public. Meghan McCallum. 43:8 April.
Since 2003, ATA’s School Outreach Program has helped professional linguists educate students of all ages about the exciting career paths of translation and interpreting.

From the Executive Director: Walter Bacak, CAE

- New Year News. 43:5 January.
- Five Reasons to Renew Your Membership. 43:6 February.
- Board Meeting Highlights. 43:5 March.
- The New ATA Website and Expanded Directory. 43:5 April.
- Helping New Grads and Students. 43:5 May.
- Board Meeting Highlights. 43:5 June.
- ATA’s Annual Conference. 43:6 July.
- Board Meeting Highlights. 43:6 August.
- Making the Most of ATA’s Annual Conference. 43:8 October.
- Closing Out the Year. 43:6 November-December.

From the President: Caitilin Walsh

- Open Door. 43:2 January.
- Working Together. 43:2 February.
- Getting the Word Out. 43:2 March.
- Stepping Up to the Plate. 43:2 April.
- Making it Real. 43:2 May.
- Calling (On) Your Representative. 43:2 June.
- Dog Days. 43:2 August.
- Face Time. 43:2 September.
- Making Our Bed. 43:2 October.
- Filling Words with Meaning. 43:2 November-December.

From the President-Elect: David Rumsey
- Into the Vortex. 43:5 February.
- Planning Your Conference Strategy. 43:5 July.
- The Proof Is in the Planning. 43:5 August.
- Top Five Myths about ATA’s Annual Conference. 43:5 September.
- ATA’s Conference App: Know Before You Go. 43:7 October.