TRANSLATION AND INTERPRETING
WHAT’S THE DIFFERENCE?

- Translators work with the *written* language, and should only work into their native language.
  - For example, I am a Spanish to English translator and most of you would be English to Spanish translators.

- Interpreters work with the *spoken* language and must go in both directions, so they have to speak both languages extremely well.
Most translators and interpreters specialize in a field that they like, or know a lot about.

- When I was an interpreter, I specialized in medical interpreting.
- Now that I am a translator, I specialize in tourism.
SOME EXAMPLES OF SPECIALIZATIONS

- Literature
- Finance
- Law
- Business
- Subtitling
WHO DO TRANSLATORS AND INTERPRETERS WORK FOR?

- **Agencies**
  - Translation agencies (or "translation companies") are businesses that provide language services to companies that do business globally.
  - For example: “McDonald’s” pays the “Agency” to translate their menu. The “Agency” pays a “Translator” to translate it.
  - The “Agency” delivers it back to “McDonald’s” when it is finished. McDonald’s never knows who the translator is.

- **Direct Clients**
  - You translate directly for “McDonald's.”

- **In-house translators and interpreters**
  - If “McDonald’s” needs a lot of translators for their menus, they can hire a group of translators as staff at their company.
WHO NEEDS TRANSLATORS AND INTERPRETERS?

- Almost all businesses that work globally.
  - Imagine H&M. They are a Swedish company that has shops in 57 countries around the world. That’s a lot of languages!

- The United Nations
  - The UN has 6 official languages and need interpreters for all of them.

- The CIA
  - The United States CIA has a team of translators and interpreters that work for them.

- Courts
  - Imagine you commit a crime while on vacation in Morocco. If you don’t speak French, you will need an interpreter to help you!
Some can be funny, and some can be very serious!
In 1980, 18-year-old Willie Ramirez was taken to a hospital in a comatose state. His friends and family tried to describe his condition to the paramedics and doctors, but they only spoke Spanish.

Interpretation was provided by a bilingual staff member who translated "intoxicado" as "intoxicated." This was incorrect, because intoxicated in English, refers to an overdose of drugs of alcohol.

Ramirez's family thought he had food poisoning.

He was actually suffering from an intracerebral hemorrhage, but the doctors treated him as if he were suffering from an intentional drug overdose.

Because of the delay in treatment, Ramirez was left quadruple[c]. He received a malpractice settlement of $71 million.
St. Jerome studied Hebrew so he could translate the Old Testament into Latin from the original (instead of from the third century Greek version that everyone else had used).

The translated Latin version, which became the basis for hundreds of later translations, contained a famous mistake. When Moses comes down from Mount Sinai his head has "radiance" but St. Jerome translated it as "horned."

From this error came centuries of paintings and sculptures of Moses with horns.
HSBC bank’s catchphrase "Assume Nothing" was mistranslated as "Do Nothing" in various countries.

In 2009, HSBC bank had to spend $10 million on a re-branding campaign to repair the damage.
NOW… SOME FUNNY MISTAKES
#1 STARBUCKS
DO YOU THINK GOOGLE TRANSLATE CAN FIX THIS?

- I tried... let me know if you agree or disagree with Google Translate.
Exit only

única salida
WORK IN PAIRS TO PROVIDE A BETTER TRANSLATION…

- Think you can do better? Of course you can… because you aren’t a machine!
- Language is used by humans and changes depending on context, culture and millions of other factors.
- Translators and interpreters need to know how to use language well to make the best choices possible. It’s not an easy job!
#2 DRIVER

DRIVER WANTED

SE NECESITA DELIVERY GUY
driver wanted

conductor quería
#3 NO SMOKING

NO SMOKING IN BUILDING

EL NINGÚN FUMAR
no smoking in building

no fumar en el edificio
#4 CONSTRUCTION SITE
construction site
keep out

sitio de
construcción
mantener fuera
So, what do you think?

- Do you want to be an interpreter or a translator?