

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.



interpreter

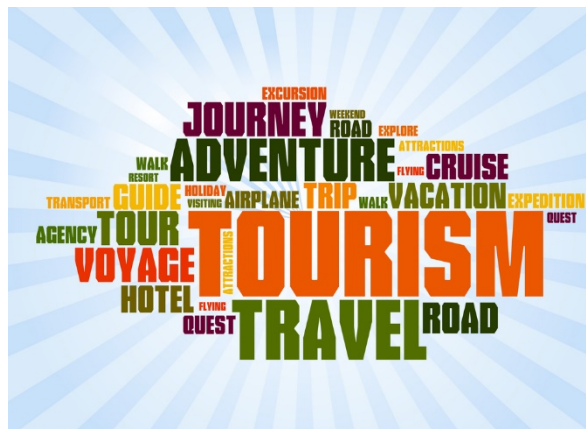
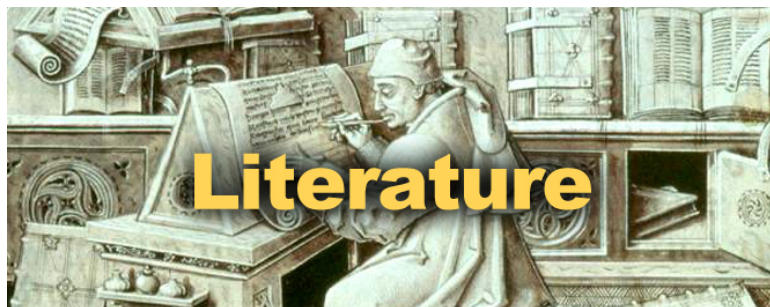


translator

TYPES OF WORK

- 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



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!

TRANSLATION PROBLEMS

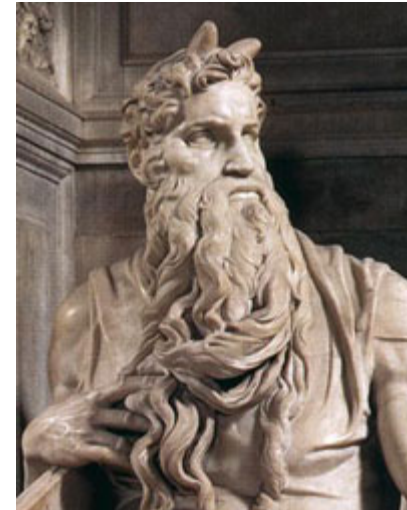
- Have you ever seen a bad translation before? What can be some of the big consequences of bad translations?
- Some can be funny, and some can be very serious!

THE SEVENTY-ONE-MILLION-DOLLAR WORD

- 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 or 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 **quadriplegic**. He received a malpractice settlement of \$71 million.

BIG BIBLE MISTAKE

- 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.



DO NOTHING

- 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

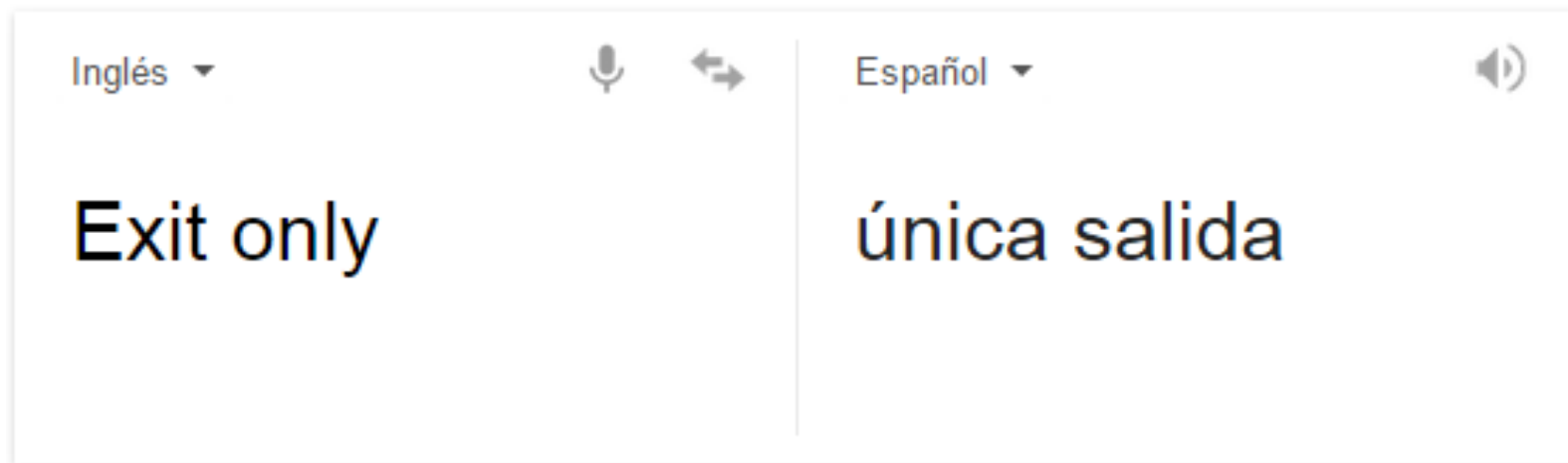
#1 STARBUCKS



DO YOU THINK GOOGLE TRANSLATE CAN FIX THIS?

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

GOOGLE TRANSLATE ATTEMPT #1



[Abrir en el Traductor de Google](#)

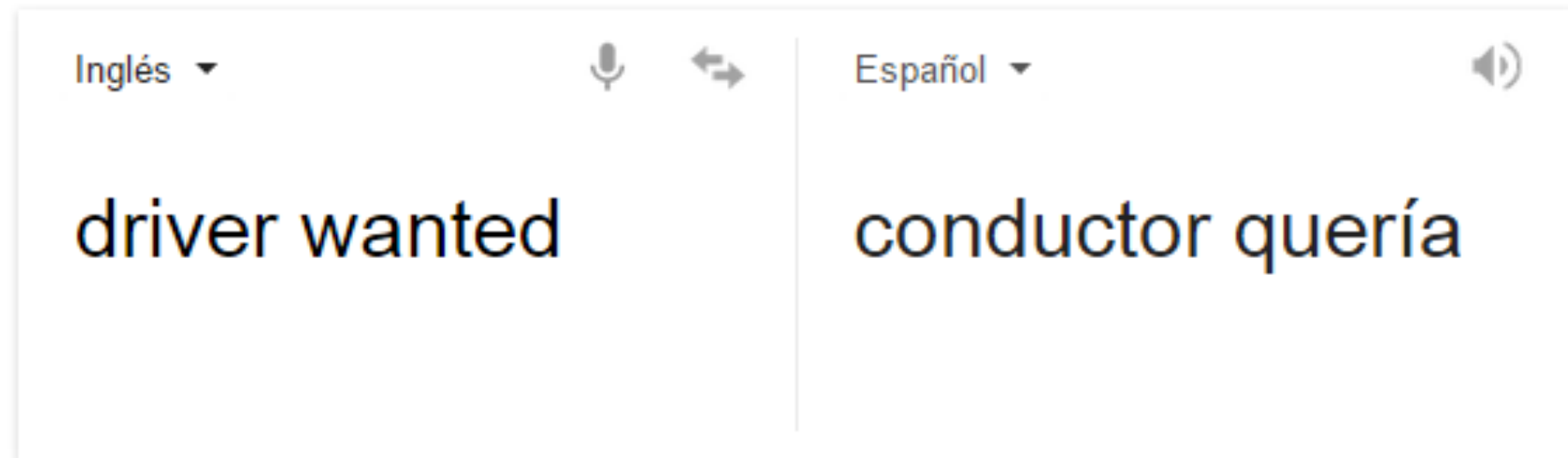
WORK IN PAIRS TO PROVIDE A BETTER TRANSLATION...

- 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



GOOGLE TRANSLATE ATTEMPT #2



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#3 NO SMOKING



GOOGLE TRANSLATE ATTEMPT #3

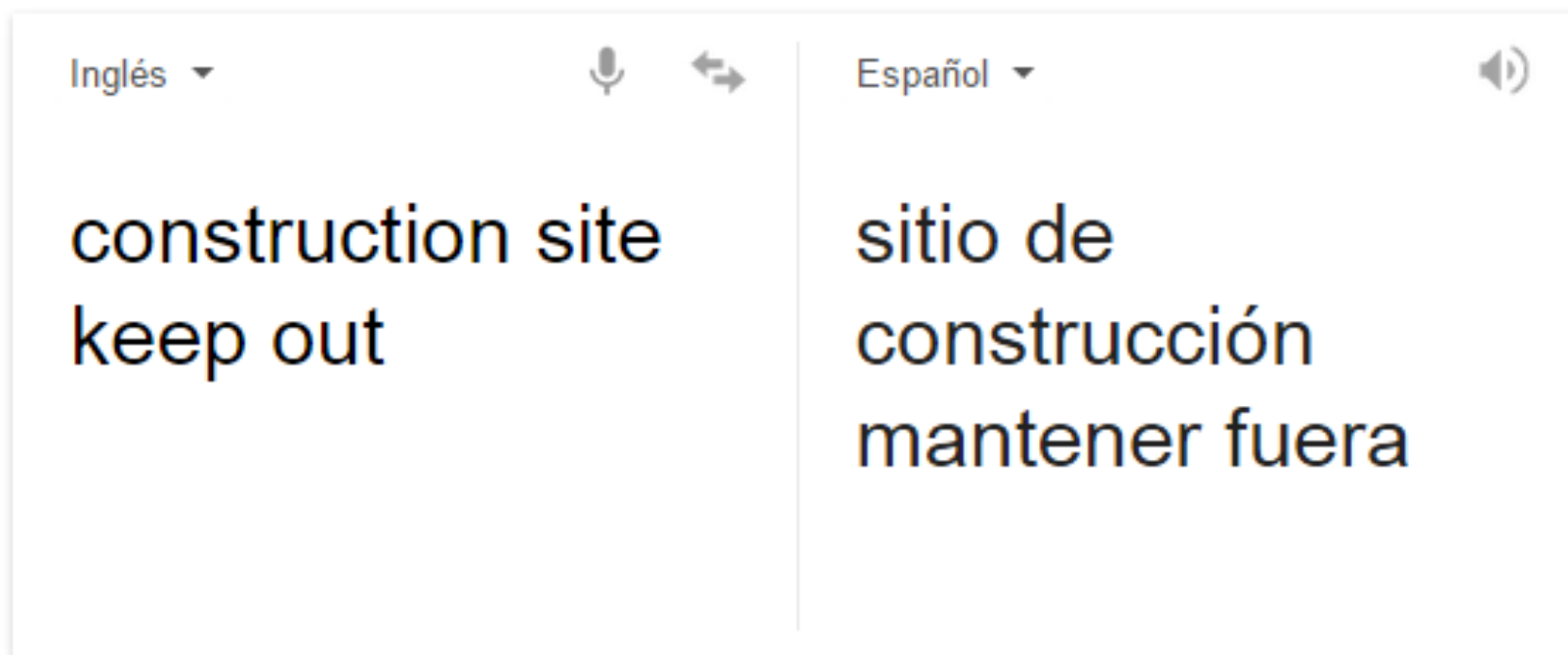


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#4 CONSTRUCTION SITE



GOOGLE TRANSLATE ATTEMPT #4



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SO, WHAT DO YOU THINK?

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