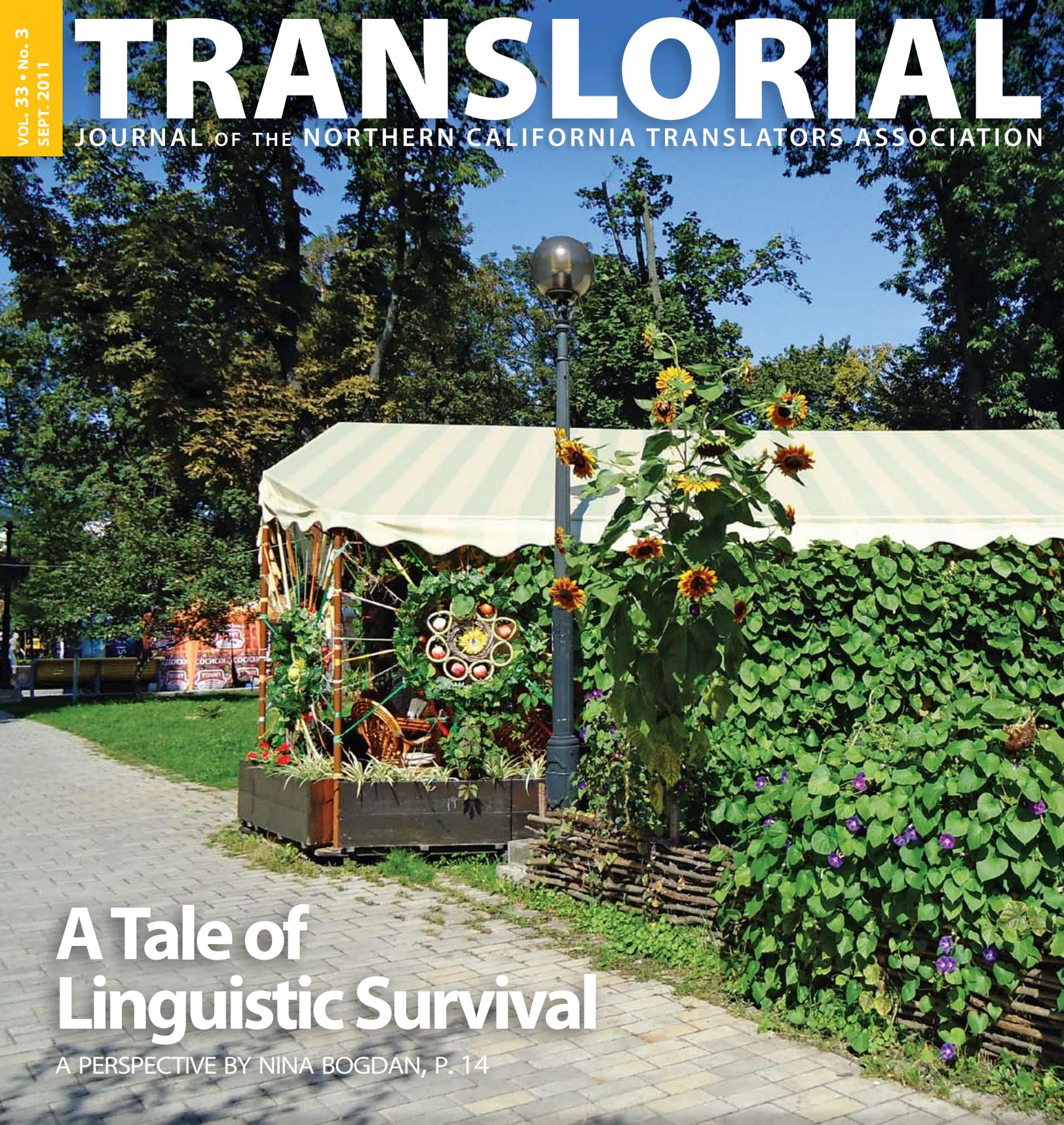


TRANSLORIAL

JOURNAL OF THE NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION



A Tale of Linguistic Survival

A PERSPECTIVE BY NINA BOGDAN, P. 14

REPORT

The Glamour of Translation

BY VERA HAMADY, P. 5

PERSPECTIVE

The Mindful Translator...

BY JULIE E. JOHNSON, P. 8

FEATURE

Freelancers & the Price-Fixing Taboo

BY STAFFORD HEMMER, P. 12

SEPTEMBER 2011

Contributors.....2
 Letter from the President3
 NCTA Board Reports3
 Member Benefits3
 The Editor’s Note4
 New Members.....4
 The Glamour of Translation5
 Translating Redundant Legalese6
 Successfully Selling Yourself.....7
 The Mindful Translator in the Age of Automation8
 The May General Meeting..... 10
 Happy Hours Going Strong11
 Freelancers & the Price-Fixing Taboo. . . . 12
 A Tale of Linguistic Survival14
 The Translorial Tool Kit16
 The TransMUG Report17
 The June Picnic! 18
 Thank You 18

General interest articles are available online at www.translorial.com.

TRANSLORIAL is a publication of NCTA, a nonprofit organization for professional translators and interpreters.

Publisher

Elisa Rossi..... elisa@translorial.com

Editor

Nina Bogdan..... nina@translorial.com

Concept

Yves Avérous yves@translorial.com

Distribution

Tatyana Neronova .. tatyana@translorial.com

Ad Manager

Sarah Llewellyn sarah@translorial.com

Printing

Sundance Press.....(800) 528-4827
gmandish@sundancepress.com

Layout/Pre-Press

Flight 19.....www.flight19creative.com

Images Yves Avérous, Nina Bogdan, Flight 19, Sarah Llewellyn, MorgueFile.com, Michael Schubert, Wikimedia Commons

Proofreaders Connie Archea, Andrea Bindereif, Sharlee Merner Bradley, Jay Feist, Marilyn Luong, Brigitte Minault-Reich, Andre Moskowitz, Michael Schubert, Deana Smalley

YOUR TURN!

Translorial is always looking for contributions. We publish our members’ stories, ideas and thoughts. Submitting an article also helps maintain your ATA certification and grants you a free “plug” in the Contributors section of this page and on the *Translorial* archive page of our website. Send your ideas to the editor at nina@translorial.com. ✓

contributors

VERA HAMADY has a dual passion for language: translating and writing. She blogs about French lifestyle and culture in the Bay Area at www.infrenchstyle.com, her own online magazine of restaurant reviews, stories, and events. Currently, she is working on her first novel in French and humbly admits that it is the hardest thing she has ever done. Vera holds an MA in French from UCB.

STAFFORD HEMMER, a German > English freelance translator since 2002, comes to the translation business from the real estate and banking industries. His work includes collaborative publications in children’s fiction and medical textbooks. He obtained a Bachelor of Science in Foreign Service from Georgetown University, then attended Vienna’s *Diplomatische Akademie*, and worked for the International Organization for Migration. In 2001, he earned a Translation and Interpretation Studies Certificate from UC Berkeley-Extension.

JULIE E. JOHNSON is an Associate Professor at the Monterey Institute of International Studies, where she teaches French translation and interpreting. She interprets at conferences, corporate seminars, and legal proceedings and translates a range of mainly corporate and legal documents. She is also pursuing an EdD in Learning and Instruction at University of San Francisco.

ANA DE MORAES was a freelance translator of English > Portuguese for many years in her native Brazil, where she rendered services for multinational companies, schools, and the agricultural and entertainment industries. In the Bay Area since 1995, she has taught ESL and worked as an interpreter, focusing on medical and court interpretations. Ana holds a B.A. in English and an M.S. in Education.

INEZ MORÁN is the founder and CEO of Moran Interpreting & Translating, Inc. which offers language services in Spanish, Punjabi, Hindi, Urdu, Mandarin, Cantonese, and several Southeast Asian languages. For the past 17 years, Inez has specialized in medical interpreting and transcription/translation services and has been recognized as an expert witness by Sacramento Superior Court judges on several criminal cases. Inez is preparing for state court interpreter certification.

MICHAEL SCHUBERT studied music performance and German language in Northridge (California) and Heidelberg (Germany). He lived and worked in Germany for a decade as a professional orchestral flutist. Today, Michael is a full-time, ATA-certified, German > English freelance translator specializing in legal, financial and musicological texts. Michael can be found online at www.MichaelSchubert.com. ✓

<p>NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION</p> <p>P.O. Box 14015, Berkeley CA 94712-5015</p> <p>Administration/Telephone Referral Juliet Viola (510) 845-8712 administrator@ncta.org fax: 845-8712</p> <p>Officers</p> <p>President, ATA Certification Paula Dieli (415) 258-8247 president@ncta.org fax: 457-5153 certification@ncta.org</p> <p>Vice President Sonia Wichmann (415) 285-9837 vicepresident@ncta.org</p> <p>Secretary Alexandra Jaffe (917) 617-7847 secretary@ncta.org fax: 373-3719</p> <p>Treasurer Dagmar Dolatschko (650) 421-2500 treasurer@ncta.org fax: 421-2501</p>		<p>Online Referral Service www.ncta.org</p> <p>Directors</p> <p>Continuing Education Sarah Llewellyn (415) 350-3924 continuing-ed@ncta.org</p> <p>Ethics & Publications Elisa Rossi (415) 430-8955 ethics@ncta.org publications@ncta.org</p> <p>Events Kristen Corridan (202) 441-7074 events@ncta.org</p> <p>Marketing & Public Relations Afaf Steiert (510) 684-4586 marketing@ncta.org</p> <p>Membership Kåre Lindahl (415) 390-2630 membership@ncta.org</p> <p>Webmaster Scott Saylor (831) 920-8399 webmaster@ncta.org</p>
--	--	--



letter from the president

HITTING OUR STRIDE

BY PAULA DIELI

By the time this letter hits the newsstands, children will be back in school, the US will have a national budget deal (I hope!) and the *ncta.org* website revamp will be underway!

The goal for the revamped website is to increase traffic to our referral database and provide a better “face” to potential clients. Our organization has changed since the current site was first developed and our site should better reflect the change we’re seeing, including: facilitating the linguist search process and results page, increasing the visibility of key revenue generators, making the site more user and member friendly, integrating more easily with social networking, and integrating with *Google Analytics* so we can measure the effectiveness of our site. By determining where potential clients enter and leave the site, we can tailor those pages to better meet their needs—and therefore ours, since this will lead to increased job offers!

I’m also happy to say that the new board is really hitting its stride. In addition to the site update, we’ve been offering an abundance of workshops, we’re working

to staff up a new *Translorial* editing team, and we were quite active in helping our FIT friends to promote their August conference in San Francisco. We also spend a lot of time doing many unglamorous tasks such as room reservations, newsflashes, calendar updates, membership renewal, communication with industry partners, and of course keeping track of our budget in these challenging economic times.

In addition, we have the help of our unsung heroes—our volunteers. In this issue, I’d like to highlight the efforts of Connie Archea and Rita McGaughy who took over refreshments duty and have been loyally showing up and putting out a nice spread that adds that special touch to our events. Thank you both!

We have a great new crop of volunteers but also one very special volunteer, Nina Bogdan, our *Translorial* editor, who is moving on. On behalf of the NCTA and all of our *Translorial* readers, we’d like to extend a huge thank you to Nina for her professionalism and tireless efforts on behalf of *Translorial* and the NCTA. Nina, you’re a class act! ♥

member benefits

The NCTA is working hard to promote the association and its members.

Membership for MIIS grads	The NCTA has offered a free six-month membership to all 2011 graduates of the Translation/Interpretation/Localization Program at the MIIS and the Medical Health Care Interpreting Program at CCSF.
NCTA LinkedIn group	LinkedIn is an effective site for networking and increasing your professional contacts. Join the group to display the NCTA logo on your LinkedIn profile and instantly connect to other NCTA members.
Facebook page	For sharing news and announcements of NCTA events and activities, including with non-members who are Facebook users. Spread the word!
Members Yahoo Group list	Don’t forget to join the over 300 members on the NCTA listserv to quickly receive answers to your questions, exchange information, or post jobs.
NCTA logo	Enhance your professional image by displaying the NCTA logo on your website, business card, and email signature. Contact administrator@ncta.org to request use of the logo.

BOARD REPORTS

At the March Board Meeting

- » Welcomed new board members and reviewed board processes.
- » Reviewed MIIS career fair recruitment report.
- » Discussed NCTA financials.
- » Reviewed NCTA membership numbers.
- » Went over plans for the May GM.
- » Reviewed NCTA marketing efforts.
- » Discussed plans for the 2011 NCTA Board Retreat.
- » Reviewed open roles for new board members.

At the April Board Meeting

- » Reviewed NCTA membership numbers.
- » Discussed CE workshops.
- » Reviewed plans for the May GM.
- » Went over plans for the September and December GMs.
- » Discussed potential dates for the annual NCTA picnic.
- » Reviewed plans for the NCTA membership directory.
- » Went over NCTA marketing efforts.

At the May Board Meeting

- » Reviewed NCTA financials.
- » Reviewed NCTA membership numbers.
- » Discussed plans for the NCTA membership directory.
- » Reviewed plans for the *Translorial* editorial team.
- » Discussed CE workshops.
- » Reviewed NCTA presentation to coincide with FIT conference.
- » Planned for the NCTA summer picnic.
- » Updated the NCTA timeline.

At the June Board Meeting

- » Reviewed NCTA membership and social media numbers.
- » Went over plans for the FIT conference.
- » Discussed plans for the NCTA summer picnic.
- » Decided to offer 6-month student memberships to MIIS graduates.
- » Received an update on the NCTA membership directory.
- » Discussed plans for the *Translorial* editorial team.
- » Updated the NCTA timeline. ♥

MOVING ON

The Editor's Note. BY NINA BOGDAN

Once again, time has flown and fall is just around the corner. Our third and last issue of the year is a veritable horn of plenty with a number of reports and workshop reviews, informative and timely articles, and great photos of NCTA events.

In our feature, Stafford Hemmer provides an overview of the history of anti-trust legislation and how it affects freelance translators to this day. Julie Johnson, a long-time member of NCTA and veteran translator writes of "things to beware of" when it comes to translation in the age of automation. Vera Hamady, Inez Morán, and Michael Schubert provide detailed reports of recent workshops and events. Naomi Norberg and Ana de Moraes cover the General Meeting and Happy Hour respectively.

To mark the end of my tenure as editor of *Translorial*, I have slipped in a brief treatise about the Ukrainian language. Inspired somewhat by a fascinating lecture at one of our GM meetings about the numerous indigenous languages of California, many that have disappeared forever, and by my own travels last year to Eastern Europe and Asia, I decided to shine some light on this very distinctive and rich Slavic tongue.

I would like to thank all those who, with their herculean volunteer efforts, make *Translorial* possible: the *Translorial*

team of Yves Avérous, Sarah Llewellyn, Elisa Rossi, Tatyana Neronova, and all the proofreaders; the "entire" NCTA staff (Juliet Viola!); and the NCTA officers and directors. With our changing of the guard this year, Tuomas Kostainen's tenure as NCTA President ended but I would especially like to thank him for his leadership and support during the period that I was *Translorial* editor. Last but not least, thank you to Steve Goldstein, who passed on the torch to me but didn't abandon me, providing sage advice as needed.

It is due to the efforts of all these people that *Translorial* has evolved from an organization newsletter into a journal. As a consequence of this evolution, the tasks involved in publishing the journal have expanded. The Board has created two positions to make these many editorial tasks manageable and the *Translorial* team will now include both a Managing Editor and a Print Editor.

I have had occasion to be on the receiving end of compliments directed at *Translorial* and have shamelessly taken the credit these past three years. In view of this, I want to take this opportunity to say that, thanks to the dedicated and talented members of NCTA, *Translorial* was a great publication before my arrival and will indubitably remain so after my departure. ✓

WELCOME

The following members joined NCTA between March 1 and June 30, 2011:

INDIVIDUAL

Susan Anderson, Billings, MT (de)
sandersohx@gmail.com

Maria del Pilar Arnao, Mill Valley (es)
2011arnao@gmail.com

Marco A. Austin, San Francisco (es)
marcoastin@comcast.net

Hervé M. Boblet, Santa Rosa (fr)
herveboblet@yahoo.com

Selma Bomfim, Mill Valley (pt)
selmabomfim@hotmail.com

Katy Bridges, Petaluma (ja)
kathybridges94952@gmail.com

Sharon Elizabeth Calandra, New York, NY (fr)
sharoncalandra@gmail.com

Barbara M. Cohen, Pinole (es)
shajimtin@gmail.com

Kalia Glassey, Sunnyvale (zh)
kalia@overt.org

Carol Sharon Honegger, Concord (af-de)
carolhonegger@gmail.com

Kevin Lenzen, San Francisco (de)
kevinlenzen@hotmail.com

Carla Lucattini O'Farrell, Alameda (it)
carlaofarrell@gmail.com

Silvia Michelucci, Rome, Italy (es-it)
silviamicck@yahoo.it

Inez Moran, Elk Grove (es)
spanish@moraninterpreting.com

Debbie Rakotomalala, San Francisco (es)
debbini@comcast.net

David Sweet-Cordero, Berkeley (es)
david@beyondtranslation.net

Dorcas Tchogoue, Denver, CO (fr)
dorcastchogoue@yahoo.fr

Amanda Townsend, Pacific Grove (es)
amanda.townsend81@gmail.com

Natalia Zoubko, Carmel (be-ru)
zoubko24@gmail.com

CORPORATE

AREC ~ Academic Records Evaluation Center
Angelika Grigorian
Sacramento
(916) 889-9967
angelika.grigorian@gmail.com
www.recordevalcenter.com

UNI-CODES

Find the key to the two letter codes that designate a member's working language at <http://tinyurl.com/26umq4g>. ✓



Help change lives in the developing world with KIVA

Kiva.org is an innovative micro-lending website. It lets individuals lend to specific borrowers in the developing world – empowering them to lift themselves out of poverty.

Through the **Kiva Volunteer Translation Program**, volunteers support the Kiva mission by translating loan requests and stories. Use your translation skills to contribute to Kiva.org, to network, and to build your resume.

We encourage professional translators to join the **Kiva Peer Review Program**. You'll contribute to the Kiva Volunteer Translation Program by mentoring Kiva translators on your own schedule.

Join today:

Kiva Volunteer Translation Program Apply online at www.kiva.org/volunteer
Kiva Peer Review Program Send resume to naomi@kiva.org



Kiva believes in the power of connecting people through micro-lending and we support the translation communities that bring these connections to life. Kiva is a proud supporter of NCTA!

THE GLAMOUR OF TRANSLATION

Lydia Davis captivates her audience with musings about her translation of Flaubert's *Madame Bovary*. BY VERA HAMADY

On the night of April 20th, 150 people waited patiently to hear acclaimed author and translator Lydia Davis talk about her latest translation of *Madame Bovary*. The event, organized by the Center for the Art of Translation, took place at the Verdi Club, where attendees were sipping wine in anticipation. After stepping up on stage, Davis told the crowd that she was happy to be among people interested in translation. Her hour-long reading, punctuated with silences and a sense of humor, captivated the audience, bringing back glamour and excitement to the translation profession.

Feminine disillusionment

Davis began by giving a brief description of the plot, concluding that *Madame Bovary* is a story of feminine disillusionment. She said that she liked the book but didn't love it as much as *Bouvard et Pécuchet*. She did, however, love "many moments in the book, things Flaubert was doing with it," admiring along the way "Flaubert's genius at condensing years into a few pages." When, with the bluntness of a writer, she added "misguided and cruel women are not of my taste," the public burst into laughter.

The translation took her three years. After her first draft, she consulted 11 previous translations. At the end, she chose five translations to work with closely, and when a problem arose, she looked at all of them. She told the audience that sometimes she lifted from them—beginnings of sentences, even words—only because "previous translators lifted from each other." (The comment suscitated some good laughs in the room.) She was surprised to learn that most of the translations were not close to the original text. And from experience she added "When a book is well written, as is *Madame Bovary*, and the translation stays pretty close, it will come out pretty well."

Davis is fond of Gerard Hopkins' British translation of *Madame Bovary*, "Although," she said, "he generously added to the text." She illustrated her point with a passage where Hopkins added a completely new sentence to the end of a paragraph.

She went a few times to the NY Public Library to consult a translation annotated by Nabokov but abandoned the project because she saw notes with which she didn't agree.

Problematic passages

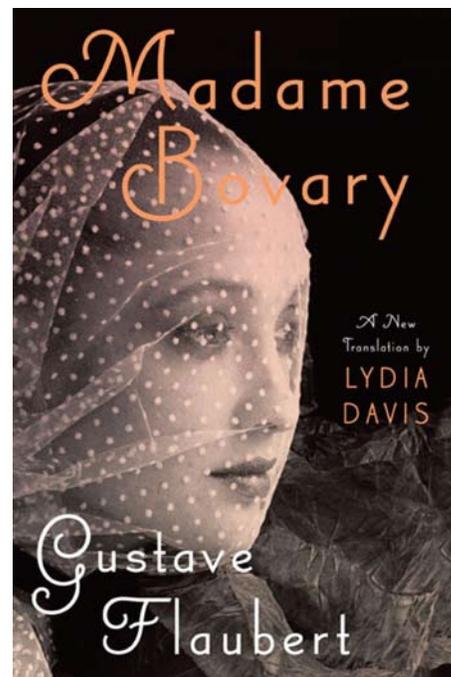
Davis entertained the audience with some problematic passages she had to wrestle with. The French text, "*Elle était morte, quel étonnement!*" she translated to "*She was dead, how astonishing!*" She laughed at the possibility of translating "*quel étonnement!*" to "*what a surprise!*"

"*Emma s'amusait,*" she translated to "*Emma passed the time,*" adding that it took her "40 years to think that she could translate *s'amuser* this way."

Concerning Charles, whose name she pronounced in English throughout the reading, in the phrase, "*Il mastiquait un goût de truffes*" — she chose "chew" instead of "savor" to stay close to the French: "*He chewed a taste of truffles.*"

*...she feels distance
from the characters
and excitement for
the language...*

In his article, "Writer's Writer and Writer's Writer," published in the *London Review of Books*, Julian Barnes argues that "Davis' quest to be 'very close, very faithful' to the French works best when the Flaubertian sentence is plain and declaratory," as in the following example: "*Aussi poussa-t-il comme un chêne. Il acquit de fortes mains, de belles couleurs.*" Davis: "*And so he grew like an oak. He acquired strong hands, good color.*" But for sentences with more subtlety, he says, her translation doesn't work quite as well: "*Elle connaissait à présent la petitesse des passions que l'art exagèrait.*" Davis: "*She knew, now, how paltry were the passions exaggerated by art.*"



Davis decided to leave intact Flaubert's inconsistencies, such as capital letters, throughout the original text. After noticing that they continued from edition to edition, she decided that "the readers of English deserve the same experience as the readers of French."

In response to a question about Flaubert's relationship to his characters, she said that she read Flaubert's *Letters* in order to understand his opinions of *Emma Bovary*. She added "Flaubert wasn't unsympathetic to Emma—he was moved by her." Regarding her own relationship, she observed that she feels distance from the characters and excitement for the language, and how she is "going to transfer it into English."

For Davis, *Madame Bovary* was a project she always wanted to do. "I am not sorry for it," she said. But she is ready to go back to writing. In the future, she may finish the translation of the third volume of *La Règle du jeu* by Michel Leiris but she has no other translation plans.

Lydia Davis has also translated Proust's *Swann's Way* for Penguin. She is the author of *Collected Stories* by Lydia Davis and *The End of the Story*, a novel. ♡



TRANSLATING REDUNDANT LEGALESE

English-language alliterations and doublets are often a challenge for translators.

BY INEZ MORAN

Approximately 50 translators and interpreters representing various languages attended a three-hour “Legal Translation for Court Interpreters and Translators” workshop in San Francisco on June 18th at the Judicial Council of California—Administrative Office of the Courts. Professor Holly Mikkelson provided expertise on nuances often present in legal document translation.

Mikkelson, a highly regarded authority on interpretation and translation, is currently Adjunct Professor of Translation and Interpretation at the Graduate School of Translation and Interpretation, Monterey Institute of International Studies, a Graduate School of Middlebury College. She is an ATA-certified translator (Spanish <> English) and a state and federally certified court interpreter who has taught translation and interpreting for over 30 years. She is the author of the Acebo interpreter training manuals and is a co-author of *Fundamentals of Court Interpretation: Theory, Policy and Practice*.

Important Guidelines

Legal writing is legendarily redundant. Holly began by explaining that legal documents contain alliterations, doublets, and triplets. A few examples are: on or about; lewd and lascivious; cease & desist; furnishings and fixtures; in any way, shape or form. When translating these terms, she stated, it is not necessary to find equivalents in the target language if they do not exist.

Using the backdrop of an extradition translation, Holly explained that when

translating a document, the translator should attempt to reproduce the appearance of the original document. Government stamps and seals, signatures, serial numbers, and so on, should be in the same physical location in the translation as in the original document so that the reader can compare the two. Among the recommendations were: translator’s descriptive language should be in brackets: [signature] [rubber stamp] [text obliterated]; maintain the same pagination as the original document; handwritten comments and margin notes must be translated; they may be added as a footnote or in the same position as the original.

There are no official certified translators in the United States...

Holly emphasized that when there is an obvious mistake in the original document the translation must stay as close as possible to the original document. Add “sic” in brackets after the error. [Sic] is used after a copied or quoted word that appears odd or erroneous to show that the word is quoted exactly as it stands in the original. No detail should be overlooked. For example, if the seal is illegible in the original document, the translation should contain a notation in brackets to this effect.

There are no official certified translators in the United States to date. Holly strongly

suggested that even without such certification, translators can still validate their work by attaching a notarized statement to it, attesting that it is a true and correct translation of the original. The statement should clearly identify what type of document was received and which format it was received in (scan, e-mail, electronic, audio tape, CD). Translators then sign the statement in the presence of a notary public, who is confirming that the translator is who they say they are. The notary public does not attest to the accuracy of the translation, only to the translator’s identity.

Extradition

Holly explained what the common requirements for extradition are, the documents required, and she reviewed some extradition terminology. I found it very interesting that some countries will not extradite if the person subject to extradition will face the death penalty in the requesting country. The workshop ended with some hands-on exercises.

Online resources to assist with translation of extradition documents include papers filed by Mexican authorities (available on the *LA Times* website) seeking the extradition of reality TV producer Bruce Beresford-Redman, accused of murdering his wife in Cancun. NAJIT members have access to an extradition glossary from Proteus and NCTA members to the listserv Espalista for Spanish translators.

This seminar was replete with pertinent information. As a new member of NCTA, I found it to be informative and full of useful tips for our profession. ✓

SUCCESSFULLY SELLING YOURSELF

Distinguishing yourself as a premium language consultant involves more than tricks and gab. BY MICHAEL SCHUBERT

NCTA members had an opportunity to experience what large consulting firms pay the big bucks to hear as Andrew Crawford of Crawford Consulting International, Inc., shared key insights from his decades of experience in this April 16 workshop in San Francisco.

The workshop titled, "Techniques for successful selling – a new approach to selling to direct clients," attracted a diverse group of participants: corporate members seeking to improve their client relationships and freelancers who already focus or wish to focus on direct client relationships. Andrew provided a lively and interactive atmosphere, listening to us about our needs in the very way he encouraged us to listen to our clients about their needs.



Andrew Crawford discusses new approaches to selling to direct clients.

Defining ourselves

First, the basics: How do we define ourselves as service providers, what does our ideal client look like, and how would we like to improve the sales process with our clients?

The next phase is to distinguish ourselves as premium language consultants and build a trusted advisor relationship with our clients. From the feedback he has gleaned from end clients throughout his long career, Andrew helped us identify what does and does not work here. Tricks, techniques, style over substance and gab do not differentiate—savvy clients ultimately see through this. Slavishly complying with every random client request is also a dead end, as it puts us in the role of servants rather than partners to our clients and confuses what clients *want* (or think they want) with what they *need*. Our job as language experts is to deftly steer our clients toward the latter. Finally, competing on price is a losing game: haggling is dishonest and degrading for both parties and does not project seriousness, and aggressive price-driven promotions or concessions move the subject away from value (a

positive) toward cost (a negative). When the dialog focuses too heavily on price, as it inevitably will, we must ask our clients to define what value means for them beyond price.

Clients have a goal in purchasing our language services—expanding into new markets, reaching out to foreign customers—so our job is to focus on that and position our fee as an investment rather than a cost. Practice honesty, realism and a willingness to confront difficult issues. Instead of telling our clients all about what makes us so great, we must encourage our clients to tell us about their needs and what a first-class service looks like from their perspective. This builds a trusted advisor relationship and demonstrates our ability to listen and our interest in the client's unique requirements.

The "three Cs"

Andrew spoke of the "three Cs" of David Maister in their order of importance as rated by buyers: compatibility, confidence, and capability. Compatibility is about the

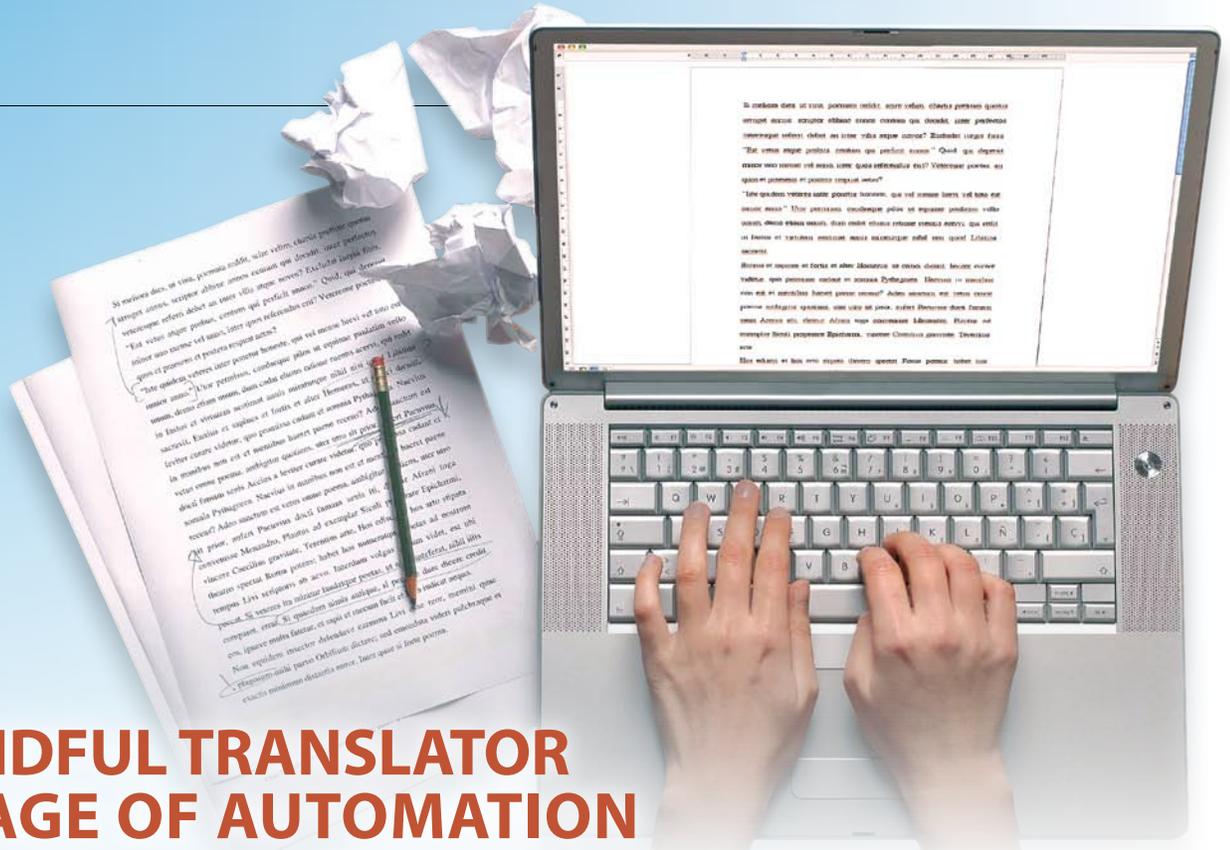
intangible rapport we enjoy with the client. Confidence means that we are trusted advisors to the client—something that takes on added importance in the language services industry, where clients often lack the ability to directly evaluate our work. Capability speaks to our quality and the skill set we bring with us. Note that the first two Cs are about the client, and only the third is about us. Note also that "cost" is not one of the three Cs!

What is a PITA?

Finally, Andrew worked with us on the business development process. We defined the "perfect" client vs. the PITA (pain in the you-know-where). We honed our elevator speeches and practiced them on one another. We talked about the importance of soliciting and accepting feedback in a positive manner ("What can I do even better?") and asking effective questions to build compatibility and confidence.

A critical tool in the business development process is referrals. Referrals are the most powerful, cost-effective element in our marketing mix, with the lowest cost of sales and the fastest sales cycle. Andrew distinguished active referrals from passive referrals: asking our clients to refer us rather than waiting for our clients to notice how brilliant we are and mention us to their industry colleagues. But how do we get our good clients to help us find other good clients? After completing a particularly successful project, we might set up a meeting or at least initiate a dialog with the client to review our collaborative process. Listen to the client's feedback and reconfirm the value we provide. Mention that we "need another client just like you" and ask our client to introduce us to just such a peer.

This stimulating workshop created an entrepreneurial buzz among the attendees and provided us with many useful insights into developing successful and mutually beneficial relationships with end clients. ✓



THE MINDFUL TRANSLATOR IN THE AGE OF AUTOMATION

To avoid mental laziness brought on by new tech tools, make a point of watching yourself and your mind at work. BY JULIE E. JOHNSON

Technological changes over the past decades have revolutionized how we translators work as well as the very nature of translation. More subtly, the tools we use have altered our cognitive processes. The purpose of this article is to highlight the connections between how we work, how we think, and what it means to be a translator. Seeing those connections more clearly can help us mindfully choose how we work and think, and what kind of translation work we undertake and pursue.

Rewind to 1988. It's 12:00 a.m. in my home office. Bleary-eyed, I ring the translation agency in Paris, where it is already 9:00 a.m. A couple of minutes later, we've established a modem connection between our computers. The file goes through. For mysterious reasons, it didn't always.

No more "drafts"

As we all know, the practical aspects of translating are largely defined by our tools—tools for exchanging information and documents with clients, conducting research, and storing useful information. We can upload files to anyone anywhere at any time. With the internet, online term-bases, and search engines, we no longer have to line our office walls with dictionaries. With the panoply of tools that make up

today's "Translation Environment," many translators hardly ever "draft" a translation any more; they assemble, smooth, and post-edit pre- or semi-translated material.

Accelerated productivity can drug the mind into mindless routines.

How different our work flows are today from just 25 years ago! I vividly recall my anticipation as I set up my my very first PC, but when I sat down at the computer to give it a whirl on my next translation, my brain didn't know what to do. How could I even think staring at that blinking green cursor on an otherwise black screen? Had I made a big mistake investing in this fancy machine? Translating, like writing, meant having a pencil in my hand and clean lined paper in front of me. I'd never even composed at the typewriter. Typing was just for putting into final form what I'd already written and revised. I reverted to paper and pencil.

The computer did take the pain out of typing up my work and I soon discovered

the joys of on-screen editing. If a sentence didn't quite flow, I could easily move elements around like puzzle pieces until they fit just right. Word processing liberated my mental processes to be more flexible. I could progressively modulate, transpose, or restructure units of meaning from the French until they clicked in English, without having to scratch everything out and start fresh with each new inspiration. No longer did I feel like I had to have my English sentence well formed in my head before I committed it to paper. There was no harm in false starts. Or so it seemed.

Unintended consequences

Now, 25 years later, I see the danger into which I was lulled by the power of word processing. Given the ease of downstream fixing and tweaking, I became mentally lazy in favor of speed. Increasingly, I'd read the source text just far enough ahead to formulate that much in English, key it in, then speed along to the next little chunk. I'd keep chugging along that way until something stopped me cold in my tracks—like realizing I didn't have a clue what the French meant, or had backed myself into a grammatical corner. It was hard to emerge from that sprinter's trance and have to contemplate the larger textual world around

the word where my cursor had stalled. My mindless routines and premature cognitive commitments caused me to translate in fits and starts and sometimes remain blind to my misinterpretations altogether.

Dissatisfied, I experimented with deliberately going slower in order to gain efficiencies (and accuracy) by doing it right the first time. I forced myself to take my hands off the keyboard while I digested a whole paragraph of French source text and let the interrelated ideas morph into English in my mind. Only then would I start typing. In short, I retrieved my lost habit of letting ideas more fully form before setting them down.

Just as with the shift from handwriting to word processing, there are unintended cognitive consequences to working with CAT tools. Accelerated productivity can drug the mind into mindless routines. The physical, on-screen environment itself baits the translator to think myopically in terms of little boxed, stand-alone segments. It is true that post-editing can effectively bring flow and integrity to a translation produced with CAT tools and/or MT.

But there are pitfalls to this approach. If one does not start by interacting with a source text on a scale larger than a segment, absorbing a sense not only of what it says, but what it implies and what it does, chances are that cobbling together strings of pre-fab text and pre-selected terminology will not result in a translation that does the same thing as effectively, no matter how polished it may look on its face.

Mindless translating

The cognitive pull toward mindless translating is even stronger with machine translation. Jost Zetzsche recently recounted how it took two “brain washes” for him to get back into the groove of regular translation after an MT post editing job had corrupted his senses. He concludes that switching back and forth is “hard and dangerous.” He quotes Geoff Koby of Kent State warning of the dangers of MT tools such as Google Translate for translators who aren’t so strong because of the high-level skill it takes to “discern the right from the wrong, and from the ‘sounds right but is completely off base.’”

Should we then eschew these fabulous tools? Of course not. John Milan reminds us that “[t]his technology exists because it solves a problem in a useful way,” and that “[t]ranslation and interpreting technology is a small part of a much larger revolution in the way in which people communicate, do business, and interact on a global scale.” By 2029, computers and human translators will be equal in their translation ability, predicts Ray Kurzweil.

It thus all comes back to knowing the power of your tools and using them to full advantage for your purposes. But beware of their insidious effects. Discern when they are a help and when they are a hindrance. Translator Lisa Molle Troyer recently told me that if a translation company demands she use a CAT tool to translate something like a nuanced persuasive piece, when she knows it will undermine the quality she’s capable of, she refuses the job. May we all follow suit. And next time you sit down to translate, watch yourself and your mind at work. Once you see, you can choose. ✓

Read the full version article online at translorial.com

WE CAN HELP YOU PREPARE FOR:

- ◆ ATA Examination
- ◆ Consortium Written and Oral Exams
- ◆ FCICE Written and Oral Exams
- ◆ CCHI Certification
- ◆ National Board of Certification for Medical Interpreters’ Exams

HOW WE DO IT:

2-day, 2-week and 3-week
intensive development workshops

Locations include San Francisco,
Los Angeles, San Diego and
throughout the country!

Can't be there? Ask about our self-study materials for legal and medical interpreters!



CONTACT US:

National Center for Interpretation
Geronimo Building, 2nd Floor
P.O. Box 210432
Tucson, AZ 85721
Tel: (520) 621-3615
Tel: (520) 624-3153
Fax: (520) 624-8130
<http://nci.arizona.edu>
Email: ncitrp@email.arizona.edu





From left to right: Membership Director Kåre Lindahl holds a new members meeting and addresses the group; presenter Jacolyn Harmer; NCTA

SHIFTING TRENDS IN THE NEW GENERATION OF LINGUISTS

While technology skills are increasing among the young, critical thinking is taking a hit.

On a Saturday afternoon so beautiful it didn't bode well for high turnout, NCTA members showed their dedication by showing up in significant numbers for the May 7 General Meeting in downtown San Francisco. The meeting began as usual with a welcome session for new members (six or seven this time) and networking among the rest. Our new president Paula Dieli then began the meeting by introducing the new "refreshment queens" Connie Archea and Rita McGaughy, and thanking ION Translations, LLC of Berkeley for sponsoring the refreshments.

Kristen Corridan then announced the upcoming events and workshops, including the summer picnic, the Legal Translation for Court Interpreters and Translators workshop (both in June), and a workshop (no date given) by Tuomas Kostianen on preparing for the ATA certification exam (the San Francisco sitting was on July 31st, just before the FIT conference). Paula then announced the arrival of the latest *Translorial*, and Yves Avérous asked for volunteers to replace Nina Bogdan, who will step down in September after three years as *Translorial* editor. Roles will be split so that those who want to deal with the writing aspect can do that while others take on administrative and logistic tasks. Kristen then introduced Jacolyn Harmer, who spoke to us about Shifting Trends in Translator and Interpreter Training.

Linguists of the future

A practicing freelance conference interpreter and translator for 35 years with impressive credentials, Jacolyn described herself as someone who came to the Monterey Institute of International Studies (MIIS) because she loves teaching and helping people avoid mistakes. She is constantly seeking ways to develop better curricula and teaching methods. With the caveat that she is "not very good at numbers," with the most recent ones from 2008-9, and that much of her presentation was based on speaking with her colleagues, Jacolyn gave us an overview, fleshed out with some language-specific details, of who the translators and interpreters of the future are and how their training is changing.

Figures gleaned from the American Council on the Teaching of Foreign Languages indicate that in 2008, while there was an increase of .5% in the number of high school students learning foreign languages throughout the United States, 33% of them were clustered in just 4 states—California, Texas, New York and Florida—with Pennsylvania making it 40% in 5 states. And despite the overall increase, 17 states (mostly in the northeast) lost students, with Washington, DC losing a whopping 68%.

The language-specific breakdown for high-school enrollment in 2007-8 was: Spanish, 72%; French, 14%; German,

4.43%; Other, 5.49%; and Russian, 0.14%. German is the most frequently spoken native language in Europe and English is the most frequently spoken second language. The greatest increases in enrollment occurred in Chinese, Japanese and "Other," which includes American Sign Language, Arabic, Turkish, Polish, and Swahili. In addition, more post-secondary degrees in foreign language were earned than in 1949/50, contrary to an opposite trend in the UK, where the response 20-25 years ago to the need to prepare children for globalization was to democratize language learning rather than to have a language elite. Less emphasis was placed on learning at higher levels and programs were cut. One result is a lack of native English speakers in the interpreters' booths in Brussels.

Connected yet distracted

After giving us these numbers, Jacolyn gave us her impressions as to changes in student profiles and curriculum.

Overall, students are younger and use technology more. However, they are not more tech savvy, just more connected (and impatient and distracted), faster, and more cooperative. Unfortunately, they do not master language as well. In the French class, for example, students show less ability to think critically about texts, but share technology skills with striking success. Other significant changes relate to the

HAPPY HOURS GOING STRONG

BY ANA DE MORAES

The weather in the Bay Area has been unusually unsettled this year; until recently it seemed that we were all living through a never-ending winter. On May 23rd, however, we were blessed with a beautiful, sunny and warm day, the kind of day we needed to get out of our houses and enjoy the outdoors.

That's what we did during one more Happy Hour gathering at Mijita's Restaurant in the Ferry Building in San Francisco. This very casual restaurant has been the chosen spot for a number of meetings now. The Ferry Building itself offers a lot in terms of restaurants and interesting shops, not to mention the wonderful setting, both inside and outside, where the view is spectacular, with the Bay Bridge as background.

The Ferry Building can be easily reached by Bart, Muni and the ferry from the East Bay; if you drive, parking might be a problem though.

Our group that afternoon was small yet diverse: Raffaella Buschiazzo, (Italian translator and the event organizer), Katy Bridges (Japanese translator from Petaluma), Kaj Rekola (Finnish translator), Daniel Kim (Korean translator), Javier Moreno-Pollarolo (Spanish translator from Peru) and yours truly, Ana de Moraes (Portuguese translator).

While enjoying the opportunity to sit outside, we talked about cinema, gave each other recommendations of must-see movies and Javier shared some insights into working with movie subtitles. We also talked about Chico State's course on Web Localization which I am taking at the moment.

I take this opportunity to thank Raffaella for organizing these events. They are indeed an excellent opportunity to network! I also would like to let members know that I am volunteering to organize Happy Hour events to cover the cities of Millbrae, Burlingame, San Mateo, San Carlos, Redwood City and Palo Alto.

These cities are mainly served by Caltrain and their downtown areas are accessible on foot from any Caltrain Station. Millbrae is served by both the train and Bart. The inclusion of events in the Peninsula will perhaps attract members who come from different areas and I hope they can become a constant in the NCTA's annual calendar. ✓



President Paula Dieli

LINGUISTS

BY NAOMI NORBERG

ratios of native, heritage, and non-native speakers of various languages and where these students come from. There are fewer native-speaking students of some European languages because they can get a degree in Europe for 500 euros, but there are more native Russian speakers, native Chinese speakers from the PRC rather than Taiwan, and Spanish speakers from Spain instead of Latin America. More heritage speakers means that teachers now have students who are native English speakers; but heritage speakers generally acquire their language with less structure than later bilinguals do and are therefore less successful.

As for curriculum, the core remains the same. The big question relates to using technology to improve teaching. The Internet makes it harder to find texts for tests that don't have a translation available on line, but it's making communication between colleagues easier: interpreters *Skype* in the booth instead of using a notepad.

Jacolyn's advice to the next generation? Don't underestimate training. Take your time, go overseas, marry someone who speaks another language, read a lot of fiction, and learn to write well. Connect theory and life: freelancers need business skills and to understand that "economics" is what's in your wallet. Be mindful and take pride in what you do. Stay curious.

NCTA thanks Jacolyn for an interesting and informative presentation. ✓





FREELANCERS & THE PRICE-FIXING TABOO

What can Language Service Providers do to protect their interests in today's depressed business environment? BY STAFFORD HEMMER

In February 2011, an NCTA member posted a message on the NCTA group list about a Hebrew-English job offer he had received. He was willing to investigate the option of taking on the assignment from a client who expressed dismay at the quality of the existing translation products they had been receiving. However, when this member learned that the compensation for his work would be "\$0.05/word - no match," naturally the conversation was terminated. Hebrew<>English is a language pair that, according to the ATA's *2007 Translation and Interpreting Survey of Compensation*, generally commands about \$0.22/word by the average ATA language service provider (LSP). This NCTA member noted that, "the fact that they have had a translator until now working at that rate, irrespective of the quality of the translations, is cause for concern. Some translators should be reminded that there is no need to agree to such a low rate or even to agree to double that rate—particularly if the translation is from English and more particularly if it requires a non-Latin font."

Despite his otherwise well-received proposed solutions—translators acting collectively to sign a "document of engagement" in which they would not agree to unreasonably low rates, or maintaining a "black-

list" of agencies that offer \$0.10 or less per word—another seasoned NCTA member, Miriam Eldridge, pointed out that such pursuits "would probably run afoul of the ATA's price-fixing taboo." At the heart of this discussion is an issue that is now dogging freelancers more than ever: downward price pressures. The causes of these pressures are manifold: translation buyers have access to those translation sellers anywhere in the world; machine translation is supplanting the LSP in some cases; corporate in-house translation is being produced by non-native speakers, subsequently farmed out to LSPs for "post-editing" and desktop publishing; large translation houses controlling large segments of the market. Indeed, the source of downward price pressures seems to come from even the most irrational of places: One German translator reported to fellow colleagues in the German Language Division that her client requested she charge lower rates because of the "continuing weakness of the dollar to the euro."

So what can the LSP do to protect his or her own interests? And what is the real story behind the ATA's so-called "price-fixing" taboo? Is it still relevant today, and does it prevent LSPs from addressing downward price pressures? In their isolation,

how can freelance translators gain some sense of control over seemingly intractable market forces? The above discussion on pricing prompted another NCTA member to remind us of "the Sherman Act of 1890, which nowadays seems to be completely ignored—as far as large corporations are concerned—but would no doubt descend upon the humble translator." Indeed, it already has—although this legislation is the first and most significant US antitrust law, it also represents the statutory origins of the ATA's policies against members discussing rates in ATA forums.

Anti-Trust Legislation

The "Sherman Anti-Trust Act of 1890 (15 U.S.C.A. § 1 et seq.)" came about when the United States Congress sought to bridle the leviathan corporate entities that inspired works like Upton Sinclair's *The Jungle* or Frank Norris's *The Octopus*. Despite its origins at the turn of the 19th Century, the America of unbridled laissez-faire markets, in which monopolies and cartels controlled trade and supply in the interest of self-preservation, is not a place of the past. Indeed, the fruit of 30 years of deregulation and privatization beg for its enforcement now more than ever.

The first two of the three sections of

the Act establish the legal framework in which Congress exercises its control of interstate commerce. Section 1 states that “every contract...or conspiracy in restraint of trade or commerce among the several states or with foreign nations is declared to be illegal.” Section 2 provides that “every person who shall monopolize, or attempt to monopolize...or conspire...to monopolize any part of the trade or commerce among the several states or foreign nations shall be deemed guilty of a felony.”

As explained by the U.S. Supreme Court in *Spectrum Sports, Inc. v. McQuillan* 506 U.S. 447 (1993), “the purpose of the [Sherman] Act is not to protect businesses from the workings of the market; it is to protect the public from the failure of the market. The law directs itself not against conduct which is competitive, even severely so, but against conduct which unfairly tends to destroy competition itself. This focus of U.S. competition law, on protection of competition rather than competitors, is not necessarily the only possible focus or purpose of competition law. For example, it has also been said that competition law in the European Union (EU) tends to protect the competitors in the marketplace, even at the expense of market efficiencies and consumers.”

Price-Fixing

The Sherman Act covers vast territory, certainly worth investigating on the myriad internet sites devoted to it. A part of the legislation that concerns us here is the issue of “price-fixing.” This refers to the setting of prices, or a schedule of prices, by competing firms. As such, it represents a “per se” violation under the Sherman Act, which prohibits any agreement that would inhibit price competition, which would otherwise be governed by so-called “natural” forces of the market forces, by raising, depressing, fixing, or stabilizing prices. Under the Act, it is immaterial whether the fixed prices are set at a maximum price, a minimum price, the actual cost, or the fair market price. It is also immaterial under the law whether the fixed price is reasonable.

Before 1990, it was not uncommon for the *ATA Chronicle* to mention rates, and the Association itself regularly published *Rate Guidelines*. But in November

1989, three East Coast translation agencies (AdEx Translations International, Inc., AdEx Translations International USA and William Gray Enterprises) questioned then-ATA President Frank Patton about the legality of this practice, hired an anti-trust attorney, and filed a complaint against the ATA with the FTC. Setting prices at the Association level would indeed be construed as illegal. As a result of the 3 ½-year investigation, the ATA halted the publication of its *Rate Guidelines*, and issued this statement in its Procedures Relating to Gathering and Publishing Information on Rates: “Members should be encouraged to take seriously the antitrust risks of rate discussions and risks of other actions that might be seen to encourage rate fixing... Members should recognize that because of antitrust laws, the subject of translation rates is one issue that simply should not be discussed among members of the ATA.”

Quo vadis, freelancer?

The scope of the Sherman Act, and legislation that extends its reach, is much greater than what has been presented here. Still, the impact of antitrust laws on “the humble translator” has been made on the ATA: The Association has managed to keep its members mum on prices in ATA forums, lest they encounter the “near occasion” of collusion. The frustration articulated by translators with respect to today’s market is well understood. A “document of engagement,” like an honor code for LSPs, or a blacklist to curtail the proliferation of bottom-feeder clientele, would do much to improve the environment in the virtual market where most of us make a living. Sadly, the effect of antitrust legislation means no formal action will be taken by ATA members collectively. It is difficult to imagine a “document of engagement” taking hold among LSPs or the clients they serve—as we can always be undersold. And a blacklist of low-ball clients is as likely to manifest as a discussion on prices in the next issue of *ATA Chronicle*.

That we can discuss our rates with each other individually is neither a per se violation of the Sherman act, nor violation of ATA policy. Many of us disclose our rate schedules on our publicly available websites, in advertisements, and in discussions with cli-

ents, so this information is already commonly accessible. Members should not be discouraged from talking with each other about rates; doing so does not imply we are instructing each other how we should charge for our work product, much less attempting to control trade and supply in the collective interest of self-preservation. Our rates are ultimately contingent on a variety of factors, and not necessarily what others are charging: the project, the language combination, subject matter, business requirements.

Before 1990, it was not uncommon for the ATA Chronicle to mention rates...

There may be a number of ways to respond to downward price pressures: adaptation and integration of new tools to increase productivity, or even client education. In the end, a client who insists on paying \$0.05/word for non-Latin languages will be able to find a “provider” based somewhere in the world that can tolerate such low rates. Perhaps ignoring bottom-feeder clients is the best form of client education when it comes to situations similar to those described above. That they are dissatisfied with their current language product may be the only way for them to learn that “caveat emptor” also prevails in the world market of translation. ✓

WEBSITES WITH INFORMATION ON THE ATA/FTC:

<http://www.tipsfortranslators.com/ftc.asp>

<http://freelanceparty.org/bierman.htm>

Proz.com discussion forum links to rate guidelines published by governments and groups outside the USA:

http://www.proz.com/forum/prozcom%3A_translator_coop/180010-minimum_recommended_rates_for_translators_to_be_referenced_on_prozcom-page3.html



A TALE OF LINGUISTIC SURVIVAL

Despite a long history of oppression, the ancient and beautiful Ukrainian language lives on. BY NINA BOGDAN

My recent travels to Ukraine and Russia gave me reason to reflect on the turbulent history of the Ukrainian language. It is a language that has survived despite years of oppression and attempts throughout history to negate and eradicate it. My father was born in a tiny village in the eastern part of the Ukrainian Soviet Socialist Republic in the 1920s. By the time he arrived in the United States, he had become accustomed to speaking Russian, as he lived in a Displaced Persons Camp in Germany for several years where the primary language was Russian. I had always assumed that he had grown up speaking Russian but, when I first visited the place where he was born, I realized that this was not necessarily so.

A complex history

The history of the Ukrainian language is very complex and there are currently a large number of dialects that are all classified as Ukrainian. The language spoken in the countryside in the area where my father grew up is a vernacular that is actually a precursor to modern Ukrainian and has been sub-classified as “Slobodan.” When I heard it spoken, it sounded familiar to me and I realized that it was very similar to the

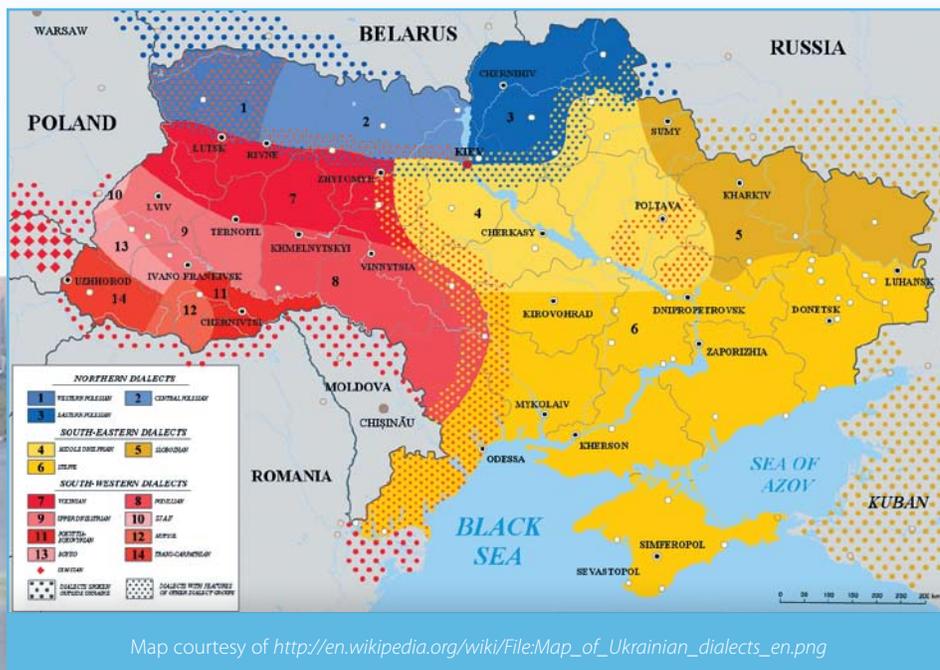
language of the Cossacks depicted in such detail in Mikhail Sholokhov’s novel, *Quiet Flows the Don*. The area where it is spoken was historically Slobodan Ukraine, on the border with Russia. One of the meanings of the term “sloboda” in both Russian and Ukrainian is “settlement” or “suburb,” and, in the period prior to the abolition of serfdom in the Russian Empire, the term was used to describe large villages of free peasants (as opposed to those who were serfs). The area of Slobodan Ukraine was, in fact, one where nobles of Czarist Russia were granted land and where they built estates.

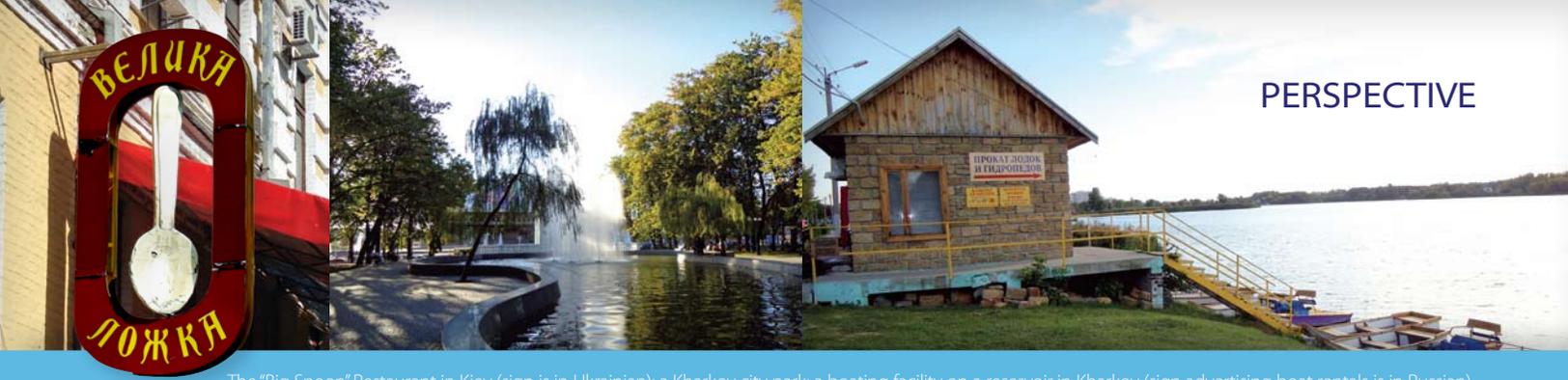
Slobodan is one of the Eastern Ukrainian dialects, formed from a gradual mixture of Russian and Ukrainian with progressively more Russian in the northern and eastern parts of the region. This language has been described as a transitional dialect between Ukrainian and Russian. To add to the confusion of anyone who tries to learn it, both Russian and Ukrainian grammar rules are applied. The “Ukrainian ethnolinguistic boundary” stretched as far east as the Don River in Russia in the year 1900, meaning that the language spoken in that part of Russia more closely resembled the language of the Ukrainian heartland than of Moscow or St. Petersburg.

Kievan Rus’

Ukrainian, like Russian, is classified as an Eastern Slavic language but that is the only point of agreement among scholars when it comes to the history of the language itself. Several factors make it impossible to definitively state when or if there was a common East Slavic language which then evolved into three separate languages: Ukrainian, Belarusian and Russian. One factor is that the spoken and written languages of Kievan Rus’, the empire that encompassed much of what is now Ukraine and northwestern Russia from the late ninth to the mid-thirteenth centuries, were radically different. In addition, the spoken language included several dialects while the written language included a number of different written forms. Then, in the tenth century, Old Slavonic was imported to Kievan Rus’ from Bulgarian lands and began to be used as the literary medium. This language, later referred to as Church Slavonic, was not related at all to the local languages, and continued as the literary language of the eastern Slavs into the eighteenth century. In addition, beginning in 1804, Ukrainian in general was banned from schools by authorities in what is now the eastern part of Ukraine, then referred to as Malorossiya, and a part of the Russian Empire.

Despite the attempts at suppression then and later under the Soviet regime, Ukrainian writers, historians, and artists maintained the use of their native tongue and finally, in 1991, after the dissolution of the Soviet Union, Ukrainian was made the official state language of the indepen-





The "Big Spoon" Restaurant in Kiev (sign is in Ukrainian); a Kharkov city park; a boating facility on a reservoir in Kharkov (sign advertising boat rentals is in Russian).

dent state of Ukraine. But studying old Ukrainian texts (as opposed to modern Ukrainian works) poses its own difficulties. Literary Ukrainian is commonly divided into three stages: old Ukrainian (12th to 14th centuries), middle Ukrainian (14th to 18th centuries) and modern Ukrainian (end of the 18th century to the present). Modern literary Ukrainian also has many Galician influences as, when the use of Ukrainian was banned in 1804, many writers moved to the region of Galicia (in western modern Ukraine).

Linguists recognize three major Ukrainian groups of dialects: the northern dialects, spoken in Polissia, northern Volhynia, the northern Kiev region, and the Chernihiv region, with three major sub-dialects (blue portion of map on previous page); the eastern (or south-eastern) dialects, spoken in the territory east and south of a line running from approximately Zhytomyr to Odessa, also with three major sub-dialects, one of which is Slobodan (yellow portion of map); and the western (or south-western) dialects, spoken in southern Volhynia, Podolia, northern Bukovina, Transcarpathia, and Galicia (red and pink portions of map), with eight sub-dialects. In the far west of the country, the number and degree of differences among the local dialects increase to the point where scholars and the people who live there themselves debate whether they should be con-

sidered ethnically Ukrainian at all.

The basis for Standard Literary Ukrainian is Middle Dnieprian (eastern group), spoken primarily in the southern and eastern part of the Kiev *Oblast* (Region).

Linguists recognize three major Ukrainian groups of dialects...

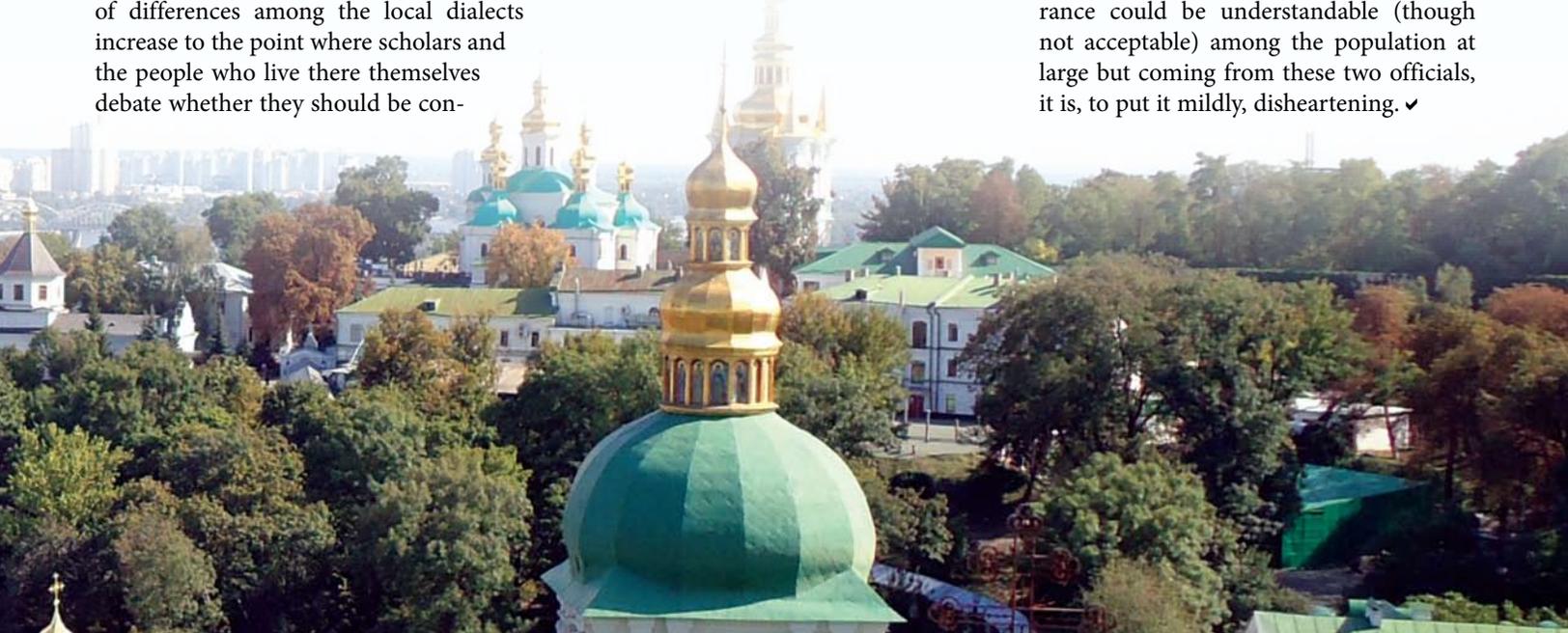
The effort to establish Ukrainian as the official language after independence hit a number of bumps in the road as many of those who held political office in Ukraine in that time period had never bothered to learn the language and had been speaking Russian their entire lives. During my visits to the country, my relatives would sneer at these politicians as they struggled to make speeches in Ukrainian on national television. I also encountered my share of passive resistance to Russian in the nation's capital, Kiev. I am a fluent Russian speaker but have limited knowledge of Ukrainian. I felt it would be easier to get around by using Russian instead of English but found that many people would respond in

Ukrainian when I asked for directions, in an apparent protest of my use of Russian. I wasn't trying to be political, just practical, but evidently my use of Russian was taken as a political statement.

U-what?

In some ways, I can well understand the frustration of the Ukrainian people. Prior to my departure for Europe, I attempted to get some Ukrainian currency (hryvnia) from the so-called international department of the local branch of one of the largest U.S. banks. I had no trouble in obtaining Russian rubles or Chinese RMB but the employee who worked at this "international" department had literally never heard of Ukraine. She asked me if I were sure this was a country. Even after all of my explanations and assurances (I stopped short of whipping out a map and pointer upon my visit to the branch in order to prove to her the existence of my father's homeland), she failed to obtain any hryvnia for me in the end.

Upon my return, the U.S. Customs agent examining my declaration form commented in an aggrieved tone to his colleague, "I've heard of Russia and China but not this U-kraine place" as if he suspected that I had simply made it up. I suppose this ignorance could be understandable (though not acceptable) among the population at large but coming from these two officials, it is, to put it mildly, disheartening. ✓



THE TRANSLORIAL TOOL KIT

The Tool Kit is an online newsletter that comes to its subscribers' mailboxes twice a month. In *Translorial*, we offer a quarterly digest of Jost's most helpful tips from the past season. BY JOST ZETZSCHE © 2011 INTERNATIONAL WRITERS' GROUP, COMPILED BY YVES AVÉROUS

The Sheep Syndrome

"Sheep syndrome" doesn't have very positive connotations, but in some cases the result of one following another is a lot more beneficial than its negative image might let on. Take technology, for instance. In a competitive landscape, the innovation of one competitor will inevitably lead to others following suit—if that were not the case, we probably wouldn't have a competitive landscape to start with.

In the case of translation environment tools, this phenomenon has been repeated over and over with quality assurance features, context matches, concordance searches, and, lately, with AutoComplete features, that is, the ability of the translation editor to predict or suggest text based on a few typed letters in combination with external data, such as the translation memory or other databases.

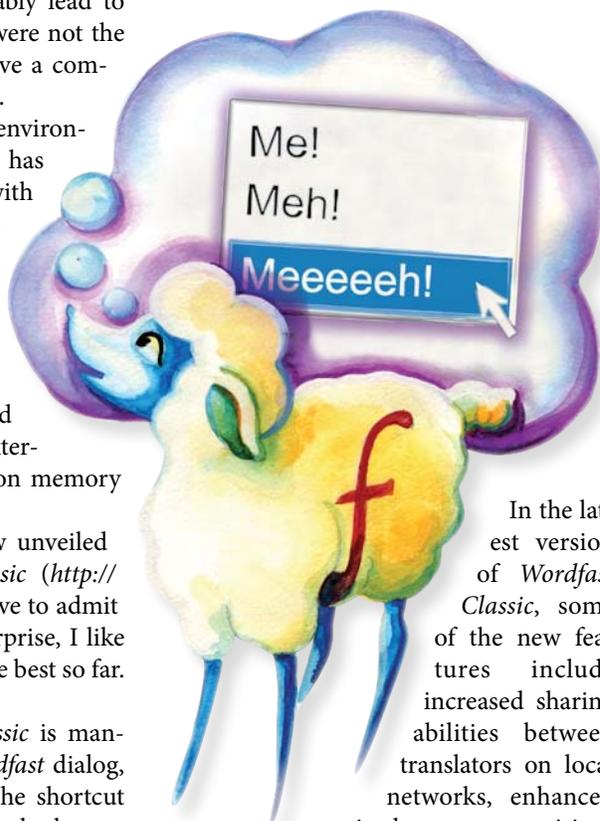
The latest tool that has now unveiled this feature is *Wordfast Classic* (<http://tinyurl.com/4sr8m7c>), and I have to admit that, somewhat to my own surprise, I like its version of AutoComplete the best so far. More on that later.

Everything in *Wordfast Classic* is managed in the multi-tabbed *Wordfast* dialog, which can be accessed with the shortcut **Ctrl+Alt+W** or by clicking on the button that was formerly an "f" and is now, well, dots on stripes—I'm sure there was an idea behind the design, but it's not apparent to the uninitiated. Once the dialog is open, you can see all settings concerning

- » translation memories (that can now be shared among various translators);
- » the "Very Large Translation Memory"—which, unlike the button-that-was-formerly-called-"f," is a rather descriptive designation (besides being large it's online and can be accessed by everyone with matching language combinations);
- » machine translation (*Google*, *Microsoft*, and, if installed, desktop-based sys-

tems);

- » terminology databases (that can also be shared with others);
- » quality assurance settings;
- » AutoComplete features;
- » and many very advanced features in the ominously named *Pandora's Box*.



In the latest version of *Wordfast Classic*, some of the new features include increased sharing abilities between translators on local networks, enhanced terminology recognition, newly designed separate windows for TM and terminology matches and QA results, as well as the above-mentioned AutoComplete feature.

As I said, it's this last feature that I really like. As with its competitors, you can use data in the terminology and translation memory databases (including subsegments) that will automatically pop up and give you suggestions based on your first few character strokes, but ironically it's the fact that you can also use MT matches of the above-mentioned machine translation engines that actually makes it a little more useful. While in many cases those

matches are less than relevant, the pop-ups are unobtrusive enough to just ignore, and they will dynamically change as you continue typing. And if it's just one in five of these dynamic matches that ends up saving you time and energy, you have reason to be thankful.

Trips and Ticks

You can use the online website word-counting tool *webwordcount* (<http://www.webwordcount.com/>) for counting words in static websites and text-based files, so if you need to provide a quote for those kinds of websites, it is helpful. It also explains a bit about how it counts words—something that's missing in most other tools.

Skype has become the communication tool of choice in the translation community, so it's annoying that the latest versions LOVE to gobble up memory and slow things down significantly, even with high-powered computers. How to fix it if you have that problem? Uninstall any *Skype* version above version 5 and install *Skype* 4.2. You can download it from *Filehippo* (<http://tinyurl.com/3u2hyzz>). I haven't missed any of the newer features and prefer the processing power I've regained. (Make sure you know your user name and password before you uninstall.)

The *WordPress Multilingual Plugin* (WPML) (<http://wpml.org/>), a fairly inexpensive suite to manage translation for websites built with *WordPress*, is now supporting XLIFF, the translation file interchange format. You'll even find detailed explanations for how to process these XLIFF files with tools such as *OmegaT*, *memoQ*, and *Trados TagEditor* on one of their help pages (<http://tinyurl.com/3n6u7z2>).

TMbuilder (<http://tinyurl.com/64jkpcj>) is "the easiest Translation Memory export creator," according to its creator. I'm not sure this is true—there are a number of similar tools—but it is a helpful tool if you have data in *Excel* or text-based formats that you would like to have in a TM-compatible TMX format. And it's free! ✓

THE TRANSMUG REPORT

CHRISTMAS IN JULY

The summer of 2011 was a good season for the Mac®. Not only does the Apple® market share continue to gain ground on Windows PCs, but the platform received a very nice refresh with the launch of Lion® and the addition of the Thunderbolt® connectivity across the line.

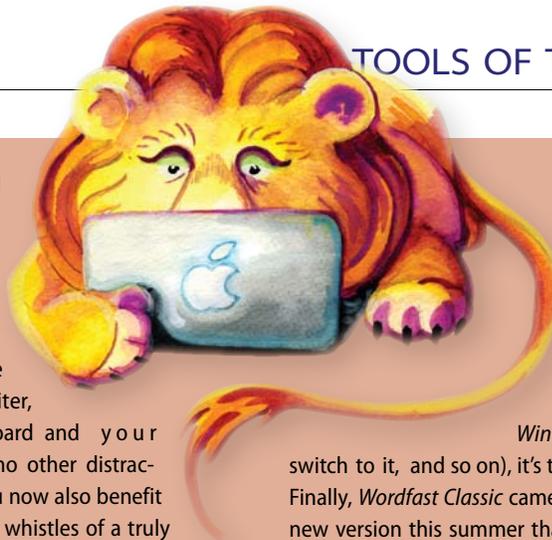
I have now tried the main features of Lion and, as a writer, I really appreciated the adoption of an AutoCorrect system, akin to the one found on iOS devices (iPhones®, iPads®, iPod touches®), when I used the text editing features that come with the system. It works in Mail®, Safari® (and the Wordpress Editor takes advantage of it—unlike Google Docs, alas), TextEdit, and Pages, among others. How nice it would be to see it implemented in a native Mac CAT tool...(wink, wink, nod, nod.)

As a freelancer in San Francisco, I also enjoy leaving my lonely desk at home to enjoy the pulse of the street and the pleasant Wi-Fi cafés that dot the city. And full-screen display of major applications is a godsend on smaller

Ho, ho, ho!!

laptops. For the older crowd, you can almost feel like you are back in the days of the typewriter, with just your keyboard and your sheet of paper and no other distractions. Fortunately, you now also benefit from all the bells and whistles of a truly powerful machine in the most compact of packagings.

My brand-new MacBook Air® 11" is one of those little wonders. With 4GB of RAM and a 256GB solid state drive, it compares very favorably with some of the machines deemed the most powerful machines not long ago. For many of us, attached to a Thunderbolt display, itself connected to larger storage as needed, this could well be the only computer you need. Of course, if you want to run Windows 7 in Crystal mode in a Parallels virtual machine, you may find yourself at the edge of the minimum requirements. With a few accommoda-



tions, however (minimum use of Windows, allocating most of the memory to

Windows when you switch to it, and so on), it's totally workable. Finally, Wordfast Classic came up with a brand new version this summer that has some nifty features (see Translorial Took Kit for details). Did Santa bring you a new machine this summer too? Are you in the market for a new home office? Come share your experiences, ask your questions, and voice your opinion on the TransMUG list at TransMUG.com. TransMUG, a bona fide Mac User Group with corresponding benefits, is 100+ members strong. Come meet the group and discuss the latest Mac technologies at our next TransMUG meeting, prior to the NCTA September General Meeting, at 11:30 a.m. at Out the Door, on the Concourse Level of the Westfield Center. YA

Translorial is an independent publication and has not been authorized, sponsored, or otherwise approved by Apple Inc. Apple, Cocoa, Mac, Mac OS, and Quartz are trademarks of Apple Inc.



Translation Office 3000

Easy Management of Your Freelance Translation Business



"Your software is wonderful and I have come to depend on it as much as Word and Explorer, the apps I use most frequently for my translation projects themselves."

Mary C. Maloof, President of the AAIT, a chapter of the ATA, Freelance Translator, USA

In a nutshell, translators who use TO3000...

- are able to deliver every job on time
- can find all the jobs they have done for their clients in the past
- always have a searchable database of invoices, payments, jobs and clients at hand
- can use templates to generate invoices, payments, etc.
- have a built-in word-count module at their disposal
- can use its built-in back-up and restore features to save a copy of their data and retrieve it if need be.

25% Discount for ATA Members:
http://special.translation3000.com/ata_to3000



From ATA Member-Provider

At right, Naomi Baer, Sharlee Merner Bradley, and Tina Ashton chat while enjoying stunning views of the Bay. Below, NCTA President Paula Dieli and Deana Smalley take a moment for serious discussion in the midst of picnic festivities.

Picnic attendees traditionally provide entertainment at the event. Many are musically inclined. This year, Javier Moreno-Pollarlo (below) played the guitar.



JUNE PICNIC!

ON JUNE 26, THE NCTA HELD ITS ANNUAL SUMMER POTLUCK PICNIC AT PARADISE BEACH PARK IN TIBURON. IT WAS A DAY OF GOOD COMPANY, SPECTACULAR WEATHER, WONDERFUL VIEWS, EXCELLENT FOOD, AND GREAT ENTERTAINMENT. THIS PICNIC IS HELD EVERY JUNE AND IS A GREAT WAY TO MEET NEW PEOPLE AND SOCIALIZE WITH FELLOW NCTA MEMBERS IN A RELAXED ATMOSPHERE.



Above, Jackie Noh and Monir Memarpuri enjoy the fun. At right, Raffaella Buschiazzo, Stefano Canta, and Matteo Sarica have some laughs while entertaining an appreciative crowd.

Above, the picnic was a fun family outing for MCTA member Mika Regan, her husband Jeff, and their children.



THANKS!

NCTA WOULD LIKE TO THANK THE FOLLOWING EVENT SPONSORS:

Judicial Council of California – Legal Translation for Court Interpreters and Translators

Accent on Languages, Inc. – September General Meeting
Fox Translate – Joint NCTA-ICI workshop

If you would like to support association events, please contact at events@ncta.org.

coming soon

NOW STARRING:

EASY REVIEW

BETTER TRANSLATION

HIGH SPEED

SDL | Trados Studio 2011

the world's most popular translation software

COMING TO YOU
SEPTEMBER 2011!

www.translationzone.com/fl/studio2011





Attn: Juliet Viola, Administrator
 P.O. Box 14015
 Berkeley, CA 94712-5015

ADDRESS SERVICE REQUESTED

PRSR FIRST
 CLASS MAIL
 U.S. POSTAGE
PAID
 TUCSON, AZ
 PERMIT #271

NCTA is a Chapter of the American Translators Association. Become a fan of NCTA on Facebook  and follow us on Twitter  @nctaorg.

NCTA CALENDAR

September 10	General Meeting	October 21-23	CFI Conference
September 24	Voiceover Bootcamp	Oct/Nov TBD	CAT Tools
September 30	Happy Hour in San Francisco	October 26-29	ATA Conference
October 21	NCTA/CFI Wordfast Seminar	December TBD	Tips on Legal/Financial Translation

See <http://ncta.org/calendar.cfm> for up-to-date information.

fly
higher...



flight19creative.com