

# TRANSLORIAL

JOURNAL OF THE NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION

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**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. Send your ideas to [editor@ncta.org](mailto:editor@ncta.org). ✓

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Unabridged bios at <http://tinyurl.com/76upmdh>

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## letter from the president

# STAYING CONNECTED

BY SONIA WICHMANN

**A**t the annual ATA conference, held this year in Chicago from November 5-8, we were once again proud to have many NCTA members presenting. The ATA conference is a unique opportunity to see more than 1,500 of your fellow language professionals in one place, to learn new things, and find out what is happening in the language industry. (For those of you who are ATA members, be sure to check the appropriate rebate box when renewing your ATA membership—it is an important source of income for NCTA.)

Most of you have probably visited our new website by now to update your own information. If you haven't gotten around to it yet, please log in and check your current listing to make sure it displays the way you want it to. The process of migrating to our new site began last fall, when our former website provider was acquired by another company. The transition turned out to be more complex than expected, but thanks to the tireless efforts of our webmaster Corey Roy, our administrator Juliet Viola Kniffen, and others, the new site was up and running smoothly by April. One of the nice results of the change

is that we now have enhanced options for customizing our member pages—that is, the results that are found when someone searches our *Find a Translator* database. Members are now able to add more information to their listing, such as links to a LinkedIn profile or personal website, or other documentation in PDF form, like a resume or samples of previous work. Similarly, our company member pages have also changed to allow for easier searching and more display options for members.

In other news, we have continued to offer a multitude of events around the Bay Area and beyond, largely thanks to the efforts of our Membership director, Mike Karpa, and the many member volunteers who have taken the initiative to organize these events. It has been exciting to see how this movement has continued to grow over the past year and a half. Please continue to suggest social events and other things you would like to see at NCTA, and consider volunteering a few hours of your time to help make it all happen! I look forward to seeing you at our December General Meeting or at another event soon. ✓

## member benefits

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

<b>Referral service</b>	NCTA's online referral service is one of the easiest ways for new clients to find you. If you aren't already listed, contact <a href="mailto:administrator@ncta.org">administrator@ncta.org</a> for an application form.
<b>NCTA LinkedIn group</b>	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.
<b>Facebook page</b>	For sharing news and announcements of NCTA events and activities, including with non-members who are Facebook users. Spread the word!
<b>Members Yahoo Group list</b>	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.
<b>NCTA logo</b>	Enhance your professional image by displaying the NCTA logo on your website, business card, and email signature. Contact <a href="mailto:administrator@ncta.org">administrator@ncta.org</a> to request use of the logo.

## BOARD REPORTS

At all meetings, finances, membership, and social media numbers are reviewed, and recent and upcoming social and educational events are discussed. There was no board meeting in July.

### At the April 2014 Board Meeting

- » Discussed membership growth, launch of new website, and use of social media for promoting NCTA events.
- » Reviewed member-organized regional events and planned summer picnic.
- » Considered future workshop topics and reviewed webinar program.

### At the May 2014 Board Meeting

- » Reviewed progress of website transition and update of member records
- » Discussed new bookkeeping procedures
- » Reported on T&I program graduate membership outreach

### At the June 2014 Board Meeting

- » Reviewed mid-year profit and loss statement
- » Reviewed successful resolution of a member-client dispute
- » Discussed marketing efforts for NCTA

### At the August 2014 Board Meeting

- » Discussed new website procedures and contacts with educational institutions
- » Planned NCTA participation at ATA conference
- » Reviewed *Translorial* tasks and volunteer staffing

### At the September 2014 Board Meeting

- » Discussed possibility of producing marketing video
- » Discussed potential changes to board meeting format

### At the October 2014 Board Meeting

- » Nominated Sean Dodd as Interim Publications Director until the next NCTA election and discussed the need for a Nominating Committee to fill upcoming Board vacancies.
- » Reviewed income and expense items on our annual balance sheet.
- » Discussed membership growth, website enhancements, *Translorial* publishing, event coordination, volunteer awards, marketing efforts, and our presence at this year's ATA conference in Chicago. ✓

# WELCOME

The following members joined NCTA between March 1, and August 31, 2014.

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## UNICODES

Find the key to the two-letter codes designating members' working languages at  
<http://tinyurl.com/26umq4g>. ✓

## MEMBER ACHIEVEMENTS

Congratulations to NCTA member **Anne Appel**, whose translation of Andrea Canobbio's *Three Light-Years* (FSG) was released July 1, 2014.

At the awards ceremony for the 33rd Annual Northern California Book Awards, **Anne Appel's** translation of Goliarda Sapienza's *The Art of Joy* (FSG/Penguin UK) was named the winner in the Translation - Fiction category.

[http://poetryflash.org/programs/?p=nca\\_2014](http://poetryflash.org/programs/?p=nca_2014)

We love to highlight our members' achievements. If you have recently been published or been the recipient of an award, please let us know by sending an email to [administrator@ncta.org](mailto:administrator@ncta.org). You can see a list of member publications on our website, [www.ncta.org](http://www.ncta.org).

## THANK YOU, NCTA VOLUNTEERS!

NCTA's many activities and services are almost entirely driven by volunteer effort. In addition to our *Translorial* contributors and proofreaders, who are listed on page 2, we would like to thank the following NCTA members for contributing to our association by organizing social events, helping with *Translorial* production, helping to maintain our website, and assisting at our General Meetings:

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Raffaella Buschiazio  
Larissa Crossno  
Diana Dudgeon  
Rick Dudgeon  
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Thank you all! ✓

## STAYING SHARP

### The Editor's Note.

BY LAUREN WENDELKEN

It's autumn again! The days are shorter, the nights are longer, and as the leaves on the trees begin to fall I am reminded that we are all getting older. One sure sign of this is a sort of mental rustiness that sets in slowly over time. For myself, the fact that I rely on email archives and my Google calendar to remind me of what I've done and what I need to do is proof that my mind is not the steel trap that it used to be. However, it's not all bad news, since age is supposed to impart wisdom, is it not?

If you have not noticed the general anxiety we as a society feel about mental aging, consider that there is now an entire industry cropping up around memory enhancing video games, even as scientists continue to debate the efficacy of such activity to boost brain power. Many people swear by the crossword puzzle, or Sudoku, to keep their minds sharp. Others go in for exercise and good nutrition (and how can you go wrong there?). One thing is clear: we all want to remain as mentally alert and agile as possible, as long as possible.

As you probably already know, one cognitive ability that tends to weaken with age is short-term memory. This ability is vital for successful functioning in everyday life, and is particularly important for interpreters, who must retain and accurately translate

chunks of verbal information. Interpreters who do not regularly practice their craft, or those who are feeling the effects of mental aging, can find themselves struggling to keep up with the task at hand.

The author of our feature article in this issue of *Translorial* takes a shot at teaching interpreters how to improve their short-term memory to enhance their professional skills. But just because we are not all interpreters doesn't mean we can't all benefit from the advice in Ms. Roberts's article, since enhanced short-term memory can lead to better performance in many areas of daily life. Furthermore, the exercises she suggests can be adapted to many professional or extracurricular activities.

Now, just because we are all getting older (and wiser), that doesn't mean we've stopped evolving. Each of us may have tricks we've perfected, but there is still plenty of room to add to our repertoire, and to strengthen the skills we have honed over our life time. So if you haven't already attended one of the many NCTA-sponsored seminars or webinars, I encourage you to browse through the upcoming events listed in this newsletter, or check out the spiffy new NCTA website, find something that tickles your fancy, and get out there and flex that hippocampus! ✓



## 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.

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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.

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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!



# MEDICAL INTERPRETER CERTIFICATION

Medical interpreters who wish to be certified have a choice between programs, but they're not all the same. Carlos Garcia presented the pros and cons of each.

BY SEAN DODD

Carlos Garcia's March 2014 NCTA presentation on medical interpreter certification provided actionable intelligence to the attendees who filled the room at the Berkeley Language Institute that rainy Saturday afternoon. Mr. Garcia is a Certified Medical Interpreter (CMI) who has been involved in a successful new legislative initiative (Assembly Bill 2325) to establish interpreter credentialing as the statewide standard.

As Carlos explained, the State of California has had an on-again/off-again relationship with medical interpreter credentialing over the years. The previous state-level certification was valid only for administrative hearings in which disability benefits are adjudicated; that certification program was discontinued several years ago, and no new state-level program has been offered since. Meanwhile, two other certification programs have emerged—one offered by the California Commission for Healthcare Interpreters (CCHI) and the other by the National Board for Certification of Medical Interpreters (NBCMI)—both of which are given equal recognition by the State of California. Mr. Garcia's presentation explored the relative advantages and disadvantages of each.

## What course to choose?

Both programs have very similar registration requirements. Candidates must be 18 or older, with at least a high school diploma or GED, and must be able to show that they have completed a minimum of 40 hours of approved medical interpreter training. Neither program accepts prior training or experience in non-medical fields. CCHI is more flexible, allowing candidates to register without providing proof of the 40 hours of medical interpreter training; however, CCHI reserves the right to audit the candidate at any time.

Both programs use a written multiple-choice exam, followed on another date by an oral interpreting exam. CCHI and NBCMI both charge \$175 for the written



Carlos Garcia breaks down the requirements for medical interpreter certification.

exam, and a 75% score is the minimum requirement for passing. Both programs charge an additional \$275 for the oral exam. The CCHI exam is a bit longer than the NBCMI exam. Both exams are computerized and must be taken at authorized test centers. The written exams do not gauge translation or interpreting ability so much as general knowledge of medical procedures, terminology, regulations, and ethics. Cultural awareness and an understanding of CHIA, HIPAA, and CLAS standards are vital for exam success. An important distinction between the two programs is that only CCHI issues a credential upon successful completion of the written exam.

## The process

CCHI candidates can expect a three-month delay between the date of the written exam and the date of the oral; but for NBCMI candidates the delay can be as long as a year. At this point, the NBCMI program takes about two years to complete; one year from the date of registration to the date of the written exam, and another year for the oral. CCHI has a slightly higher pass rate (75%), compared with NBCMI's 70%. However, NBCMI offers certification in several more languages than CCHI.

Once certified, both programs require the interpreter to maintain his or her credential through continuing education units (CEUs)—CCHI requires 16 CEUs every two years, and NBCMI requires 30 every five years.

CCHI credentials its successful oral examinees as Certified Healthcare Interpreters (CHI), while NBCMI uses the title CMI. Carlos pointed out that the CCHI certification is well liked by hospitals, while NBCMI certification is preferred by states—among them, California, Oregon, Washington, and New York. Currently, there are only 2,500 certified medical interpreters in all of California. Demand for certification is high, and Mr. Garcia foresees that these exams will only become more difficult over time; so for those interested in certification, now is a good time to begin the registration process. ✓

MORE INFORMATION CAN BE FOUND AT THE FOLLOWING LINKS:

[www.imiaweb.org](http://www.imiaweb.org)

[www.certifiedmedicalinterpreters.org](http://www.certifiedmedicalinterpreters.org)

[www.cchicertification.org](http://www.cchicertification.org)

Read the full version article online at [translational.com](http://translational.com)

## UPCOMING

### Notetaking for Interpreters

SATURDAY, JANUARY 24, 2015

9:30 AM - 4:30 PM

GOLDEN GATE UNIVERSITY

536 MISSION STREET, SAN FRANCISCO

Full-day workshop.

Presented by Nick Zacherl\*

### New Year's Brunch

SUNDAY, JANUARY 25, 2015

VENUE TBC

(See website for details.)

### February General Meeting

SATURDAY, FEBRUARY 7, 2015, 1 PM - 4 PM

GOLDEN GATE UNIVERSITY

Software-based language translation

Presented by Spence Green of Stanford

### Interpreting into Your B Language

FRIDAY, FEBRUARY 28, 2015, 1 PM - 4:15 PM

VENUE TBC

Half-day workshop.

Presented by Angela Zawadski\*

### Wordfast Training

SATURDAY, MARCH 7, 2015, 1 PM - 4:15 PM

GOLDEN GATE UNIVERSITY

Half-day workshop.

Presented by John Di Rico\*

### May General Meeting

SATURDAY, MAY 9, 2015, 1 PM - 4 PM

GOLDEN GATE UNIVERSITY

Advanced Google Searches

Presented by Richard Le ✓

\* Pre-registration and fee required to attend.

## THANKS!

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## DELVING INTO THE MYSTERIES OF L10N, I18N & G11N

Just what is localization? Jose Palomares unraveled the mysteries of this market in flux for NCTA members attending his August seminar. BY TIMOTHY CASSIDY

**D**rawn by the topic of the burgeoning but still somewhat mysterious field of localization, more than twenty translator and interpreter NCTA members and a handful of visiting engineers attended NCTA's July 2014 workshop in San Francisco.

The session, which included a follow-on presentation in August, was led by Jose Palomares, Chief Technology Officer of Venga Global, an agency providing a full range of internationalization and localization services, with emphasis on software. In addition to being an NCTA member, Jose leads the ATA Language Technology Division and serves as the Deputy President of the Institute of Localization Professionals.

American companies are just discovering their localization needs, but the global market for language service providers (LSPs, covering everything from translation agencies to full-service software localization consultants) is already huge at nearly \$35 billion. Typical localization clients are found among computer software and hardware businesses, corporate marketing and communications departments, advertising agencies, the games industry,

and LSPs themselves. For all the current momentum in localization business, it is still surprising to learn that:

- » 76% of the web's content is in only 10 languages: (English, Japanese, German, French, Spanish, Korean, Swedish, Chinese, Norwegian)
- » Only 12 of the top global brands and just 4 of 50 top retailers have translated significant portions of their websites into Spanish
- » 99% of global content is *not yet translated*

### Getting the lingo down

As most of the workshop participants had heard of localization and not much more, we were relieved to find that the first mystery solved was a simple one. The terms L10n, i18n, G11n? They're simply abbreviations for key terms (with the number representing the number of middle letters): *localization*, *internationalization* and *globalization*.

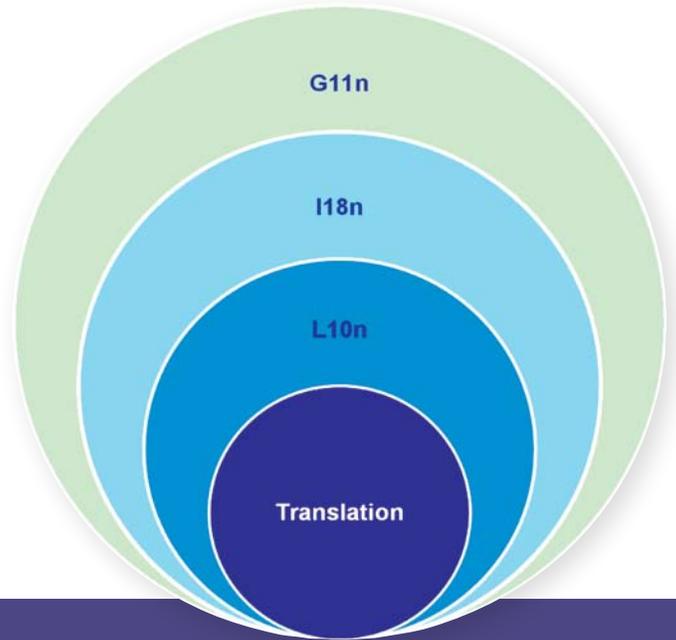
The use of the terms appears to be interchangeable, but there are some fine distinctions. When working with the mechanics of software itself, *internationalization* is more



NCTA members and visiting engineers get a primer on localization.



Jose Palomares unravels the mysteries of the localization market.



frequently used. *Localization* tends to refer to the broader umbrella process, including the work before and after adding each new language to software or a website, including the human deliberations involved in the approach for the target market, taking care that the end product is appropriate in cultural and linguistic context. *Globalization* is more of a buzzword to “sell” the previous two to the uninitiated.

The challenge for the management of localization is that the project manager must be able to supervise tasks beginning with translations of content, including quality control of the work, and also speak “tech-ese” to the engineers responsible for the correct functioning of the translated software or website.

### The human element

Good news for translators is that some CAT tools they may already be familiar with, like *Trados* or *memoQ*, are often used in the internationalization process. Even with the increased automation and machine translation in this environment, no one expects to eliminate the human role of the language specialist anytime soon. Localization teams also include a role for a terminologist, as corporate clients have continued need for standardized glossaries.

Another product, *SDL Passolo*, can help the team view new translations in the context of a web site, which is important when we consider that translations often require

different amounts of text space. In the case of English to Chinese, typically only 64% of the original space might be required, and for English to Greek or Dutch, 128% of the space would be needed in translation. Consequently, text and photo areas on sites may need resizing.

### The L10n market

Jose also addressed the job market for those interested in pursuing work in localization. There is a tight overlap between the roles in the team: the translator, the language lead, the terminologist, the testing and QA (quality assurance) manager, the L10n engineer, the project manager.

As a result, job titles are not yet standardized and vary between companies’ postings and candidates’ resumes. Jose believes that job seekers should focus realistically on their leading strengths in the localization process and not just call themselves “localization specialists.”

With the needs and roles in the localization business in flux, there is still a limited amount of formalized training available—some university study programs have come and gone, some are in planning or start-up stages. But for those willing to add more technical expertise to enhance their translation careers, the opportunities appear unlimited. ✓



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Attendees of the May NCTA General Meeting enjoyed a few minutes of presenter Dagmar Dolatschko's time as she reviewed the importance of first impressions.

## DO YOU HAVE A MINUTE?

**NCTA's general meeting on May 10, 2014, featured an excellent presentation by Dagmar Dolatschko, founder and president of Peritus Language Services, on the importance of first impressions.** BY SEAN DODD

The meeting opened with NCTA business, including recognition of the day's presenter, Dagmar Dolatschko, for her contributions to the organization. For years, Dagmar juggled her role as NCTA Treasurer with her busy career heading up a translation agency. NCTA's newly appointed treasurer, Kåre Lindahl, took the opportunity of Dagmar's presentation to award her a gift basket in recognition of her service to the organization.

Dagmar is from Germany, and in 1996 she founded her own translation agency, which eventually grew to 10 employees. In recent years, she has chosen to downsize her agency, in order to focus more closely on her core clientele. She described

her presentation, *Why First Impressions Matter*, as the culmination of many years of experience in the field.

### Time is precious

Pointing to the two-second rule described by trend guru Malcolm Gladwell in his landmark book, *Blink!*, Dagmar emphasized the immediacy with which first impressions occur. Typically, people reach snapshot opinions after just 17 milliseconds of exposure to another person, thing, or idea. The ways in which the human eye tracks new visual stimuli is the subject of an entire field of study that Dagmar has been professionally involved with: information mapping.

The goal of information mapping is to

design attractive and effective visual cues and textual blurbs that immediately draw attention to key information while avoiding any extraneous details that might distract from the main message.

Time is precious, and in Dagmar's experience, those who make the most economical use of their first-impression opportunity are the likeliest to grab her attention. She noted how it is important that anyone seeking information, advice, or work opportunities show due deference for her time. Emails should be brief and to the point, and greetings should include a written or verbal acknowledgment that her time is precious. For example, someone calling on the phone might ask, "Do you have a minute?"

This year's June Picnic attendees included (from left to right) Elvira Rafikova, Diana di Battista, Judit M

## SUMMER FUN

On June 8, 2014, NCTA members had a blast at our annual picnic in beautiful Tilden Park. Excellent food, beautiful weather, a great view of the bay, plenty of opportunities to chat and mingle, and—most importantly—a warm sense of camaraderie were enjoyed by all.

The more, the merrier, so be sure not to miss out on the next NCTA social event! Check out our *Upcoming Events* on p.8 and plan ahead using our handy calendar online to join in the fun! We look forward to seeing you all! ♡





Mimi Wessling won the raffle to take home the prize, and NCTA Treasurer Kåre Lindahl presented a thank-you gift to Dagmar in appreciation of her service to NCTA.

## Important questions

Dagmar encourages job seekers to add little hooks to their correspondence, showing why the communication deserves attention. At a single glance, it should be obvious to the reader what the communication is about and why it deserves a look. Résumés should be short and sweet—ideally a single page, but no more than two.

Translators should not balk at small projects, because translation agencies often use low-volume jobs as competency tests for their new collaborators. One of the first questions to ask the agency or client is where the translation is going to be published. This is important, not least because different countries use different paper sizes, and the same translation formatted in US 8 ½” x 11” will look all jumbled up in an A4 paper format.

Another important question to ask is whether the translation will be reviewed by an editor or delivered or published as-is. Translators are responsible for

translating, and editors are responsible for editing. If the agency has no plans to use an editor, then the translator may want to consider adding that service.

Before turning in the final translation, it is important to do a page-by-page comparison with the source document. Often, the translation ends up being shorter or longer than the original text, resulting in fewer or more pages. Savvy translators consult with the client early on, to address the question of pagination. Sometimes, the translator will have no recourse but to modify the text. In today’s multinational business world, people need to be able to point to a single page number and see the same content in both documents.

## Content management

While by no means a Luddite, Dagmar is ambivalent about the degree to which computerization has actually yielded improvements in the quality of translations. The graphical interfaces in many

content-management systems tend to use small text boxes that focus too narrowly on short passages, making it difficult for the user to see the whole of the paragraph or page, and this can lead to errors. Spell-check, hyphenations, run-on sentences, broken lines of text, and time pressures can also lead to undesired outcomes.

On large projects, Dagmar recommends using pre-translation checklists and Q&A tracking sheets to log the terminology standards of the projects and the quality-assurance questions that were posed to the client during the project, and the answers that were given. Searching for similar texts that have already been translated and published by the industry can also be helpful in guiding one’s terminology and style choices.

Whatever you do, make sure that the first page of your translation is entirely error-free. Page-one errors are the kiss of death for new translators trying to establish themselves with a new agency. ✓

arin, Javier Moreno-Pollarolo, Jana Cole, Connie Archea, Isabelle Pouliot, Kyongmi Ader, Niels Nielsen.



# THE SOCIAL SCENE

BY MIKE KARPA

Regional NCTA events are flourishing. Since the last edition of Translorial, NCTA members have hosted regional events in ten cities across the state. These have included a Los Angeles lunch, three Fresno coffee hours, four Santa Rosa breakfasts, seven Roseville coffee hours, three Sacramento lunch socials, two San Jose happy hours (West San Jose and Blossom Hill), a coffee chat in Loleta, a San Rafael potluck, and happy hours in both Cupertino and Mountain View. Additionally, there have been three learning events in Sacramento: a discussion of California certifying practices, a tour of the Sacramento County Public Law Library, and a Q&A with a business and tax consultant. All told, these have attracted upwards of 130 participants.

Recent hosts and supporting volunteers include Carolyn Yohn, Srinapa Hummel, Monica Simmons, Marie Brotnov, Tine Haurum, Larisa Crossno, Kazuyo Levitan, Diana Dudgeon, Thomas Shou, Clarissa Laguardia, Anna Montoya, Arianna Schneider-Stocking, Jacki Noh, and Monica Nainsztein Rodriguez. ✓



An Oakland-based happy hour at Leaning Tower of Pizza drew a spirited crowd.



NCTA members Juan Pino-Silva, Diana Dudgeon and Juan Pino-Silva

## COMMUNICATION

Localization expert Kat Momoi and community involvement. BY DONALD COUCH

The September 13, 2014 NCTA general meeting took place on one of the warmer days of the year in San Francisco, allowing those of us at the meeting to be in shirtsleeves and sandals while enjoying an excellent assortment of refreshments and catching up with friends and colleagues.

The topic of the afternoon was *Supporting Languages in Internet Software: Past, Present and Future*, and was presented by Mr. Kat Momoi. The presentation was an overview of the integration of languages into an interface once almost entirely dominated by English, and it offered much food for thought. As background, Mr. Momoi shared with the audience two significant moments in his life that led to his interest in communication across borders. One took place in the U.S. while he was still in Japan and the other occurred in Japan while he was in the U.S. The first of these was the initial international television broadcast from the U.S. to Japan which relayed news of the assassination of JFK; the second was the Hanshin earthquake of January 17, 1995. In the latter case, having his own website enabled Mr. Momoi to translate the Japanese news into English for students and the community. He credits these moments as inspiring his work, first with Netscape and later Google, where he has worked since 2005 as a member of the Internationalization Group, a section dedicated not to translation per



Ed Marin (left), and Peg Flynn and Rita McGaughy (right) caught up at the September GM, where Kat Momoi (center) shared his extensive knowledge of internet software.

## ON WITHOUT BORDERS

Momoi reflects on the inception and trajectory of localization, and the events that inspired his

se, but to the localization of software and the integration of proper translation into the User Interface (UI) as accurately and efficiently as possible.

### Moving into the Cloud

The presentation was wide ranging, and Mr. Momoi began by highlighting May of 1995, when languages other than English were first incorporated into web pages. Mr. Momoi identifies this as Phase I—the static rendering of web pages in one’s own language. He then fast-forwarded to present trends and a discussion of the Cloud, which is becoming the platform for much of what we now do. He envisions that programs on the personal computer will be relegated to specialized needs, *Windows* and *Mac* operating systems will give way to Cloud based apps, and access points will become as mobile as the cell phones and tablets of users. He pointed out that as browsers become more powerful, we will be able to access all our computing needs on the Cloud. Constant connectivity gives one this access at any moment from any point, and is responsible for much of the Internet use in the developed world, and even more so in the developing world.

Considering Phase I as an arbitrary point of departure and the Cloud as the direction in which we are moving, we may call our current trajectory Phase II, and it involves the integration of all languages

on the Internet. Mr. Momoi described the state of technology when he began working at Google in January of 2005: *Gmail* was just getting underway and, although many languages could be displayed as static text, the user interface (UI, which requires text to change dynamically) was only in English. In April of that same year the UI was presented in 12 languages, predominately Western, with the inclusion of some Asian languages and Russian. Since then, this number has grown and continues to do so in accordance with commercial and intellectual value. The acceptance of the Unicode as standard in place of separate codes for different languages has facilitated this. However, problems encountered in rendering the languages, especially in combination with one another, are complex. Text runs left to right or vice-versa, or vertically, and in some languages the characters must be rendered differently depending on the position in the word.

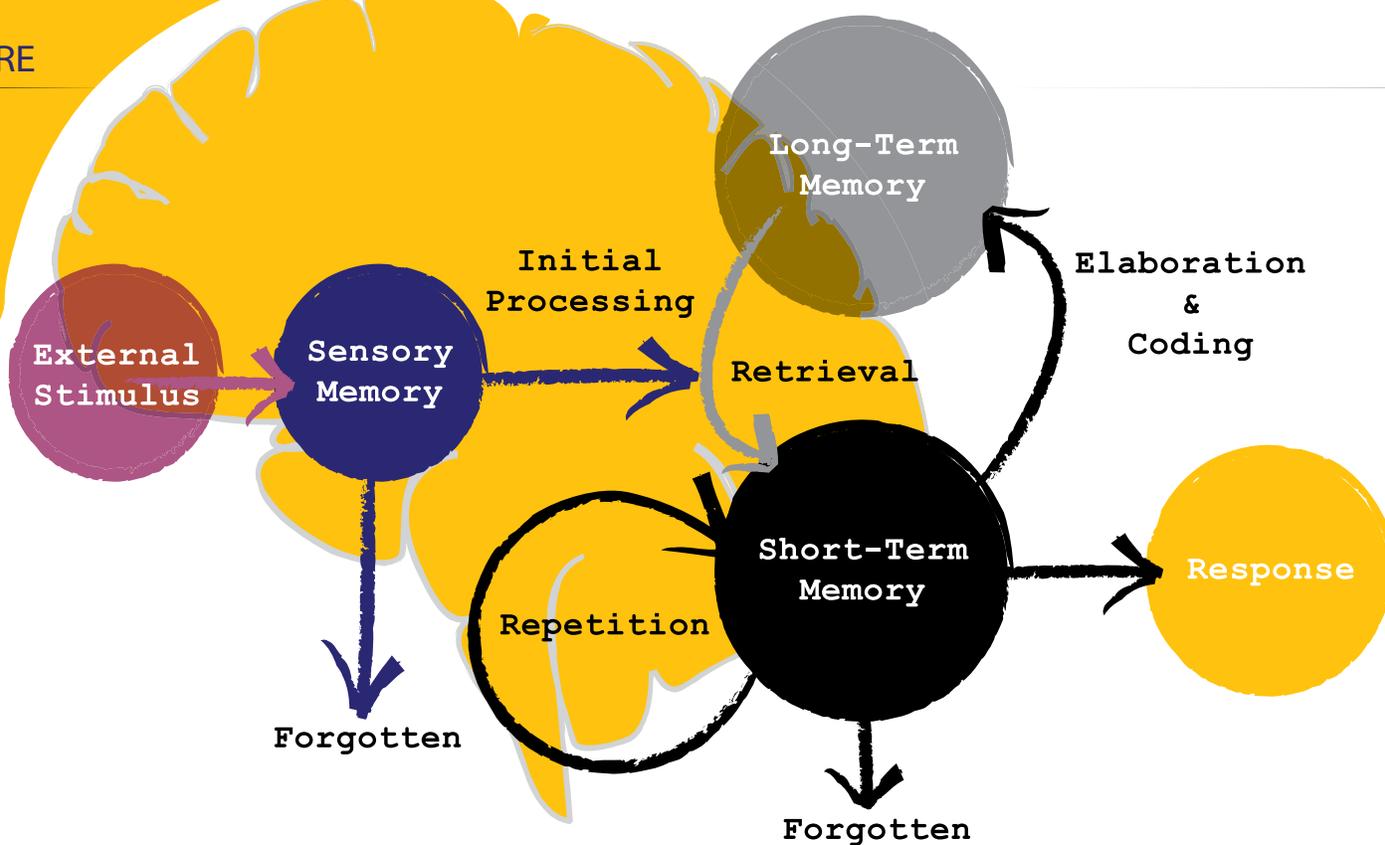
### Problems & possibilities

To deal with these problems, Mr. Momoi gave us a vision of an Internet supported by engineers dedicated to establishing code for all symbols in all languages. When the Internet was first created it had 64,000 characters with 2-byte sequences. There are now 130,000 4-byte sequences, with a growth rate of 2,000 to 3,000 per year.

Emoji (symbols) have been written in the code as a result of Mr. Momoi’s efforts, and include a wide range of emotions, facilitating a more telegraphic style of communication. The tools available are many, including machine translation (estimated 70% accuracy for Western languages), virtual keyboards with the option to have multiple languages in one place, predictive input, trace typing, voice recognition, OCR of not only text but also images, and text to talk. Machine translation of voice input along with better voice output is improving, and a live demonstration was given to illustrate this. All of this relates to translation projects, and Mr. Momoi estimates a three-day turnaround for preparation and translation of materials from start to finish, with the actual translation occurring in a 24-hour time period.

After reviewing the trajectory, the problems and the possibilities of the integration of language on the Internet, Mr. Momoi shared his opinion that machine translation will continue to improve based upon the massive amounts of data available, but it will never replace human translation. He then closed with a Haiku that he had translated—17 syllables that take one far beyond anything of which machines are capable.

Many thanks to Mr. Momoi for a thoroughly engaging and informative presentation! ✓



## ENHANCING SHORT-TERM MEMORY FOR ACCURATE INTERPRETING

Short-term memory is essential for successful interpreting, and routine practice of a few simple exercises can greatly improve memory function. BY RODA P. ROBERTS

It has often been said that an interpreter needs to have a good memory. This statement is somewhat misleading, as it seems to imply that an interpreter should be able to recall in great detail what he or she read or experienced several years ago. While that kind of recall would be a great asset for anybody, it is certainly not essential for an interpreter. Interpreters work in the moment, so what they need to remember and recall is what has just been said by other participants in the communicative situation in which they are working that day. In other words, what they need is a good short-term memory.

### Types of memory

Since the 19<sup>th</sup> century, memory has been classified as either short-term or long-term. This distinction was fully exploited in the 1968 Atkinson-Shiffrin model of memory, which proposes that human memory involves a sequence of three stages: sensory memory, short-term memory, and long-term memory. Our

short-term memory is where much of our information processing takes place; information is retained for between 15 and 30 seconds, which is just long enough for it to be reused.

### Memory & interpreting

Daniel Gile, whose performance models have been adopted here, views interpreting performance as a set of three efforts—the Listening and Analysis Effort, the Production Effort, and the Short-term Memory Effort—each of which takes up part of a limited supply of processing capacity. These three efforts, along with a Coordination Effort, which is required to coordinate the other three efforts, are found in both simultaneous and consecutive interpreting. The essence of the Effort Model implies that rather than an increased capacity (i.e., bigger storage) of the interpreter’s memory, it is the efficient management of information that contributes to the interpreter’s success.

Inadequate short-term memory inevitably has negative consequences, some

of which may not be obvious. The most obvious consequence of poor short-term memory is omission while interpreting. The other obvious consequence of poor short-term memory is what may be termed “approximate interpreting.”

*Efficient management of information contributes to the interpreter’s success.*

For example, the interpreter recalls that the speaker said that X had a powerful impact on Y, but does not remember the degree of intensity (somewhat? fairly? very? extremely?). So, the interpreter may opt for “fairly powerful” as a safe bet, when the speaker had actually talked about an extremely powerful impact. In the worst-case scenarios, poor short-term memory leads the interpreter to total inaccuracy.

Less obvious but nevertheless serious consequences can result when memory requirements are greater than memory capacity. For instance, saturation may occur when the source and target languages are syntactically very different from each other, thereby forcing the interpreter to store a large amount of information for long periods before being able to reformulate it.

To alleviate a number of these memory issues, as well as to retrieve more chunks of information from memory, interpreters can take notes during consecutive or simultaneous interpreting. Names, numbers, and dates must be noted, since they are difficult, if not impossible, to retain in memory, especially when there are several of them grouped together. The same is true, although for different reasons and to a different extent, of all lists and difficult technical terms.

Since understanding is necessary for information to be stored in short-term memory efficiently, anything that is strange or new to the interpreter needs to be noted before it can be analyzed. However, the more notes an interpreter takes, the less his or her focus is on the Listening and Analysis Effort, which is essential for good interpreting. Hence the importance for interpreters to enhance their short-term memory by all possible means.

## Guidelines for exercises

Proper functioning of short-term memory involves:

- » efficient processing of sounds into recognized words and then into chunks of information
- » effective storage of these chunks
- » timely recall of the chunks of information.

The exercises proposed in the following section will involve all of these aspects. Memory exercises should simulate actual interpreting as closely as possible, since the specific goal is to enhance memory for interpreting purposes. However, memory exercises should not involve bilingual transfer, since the latter leads to different problems that may take the focus off memory. The same exercises may be done alternately in both of the interpreter's languages; in fact, doing so is highly recommended.

### Exercise 1: Shadowing

Shadowing involves repeating what a speaker says, word for word, in the same language. It generally involves staying a word or two behind the speaker as one repeats what has been said. This lag can be increased slowly as the one doing the shadowing becomes more comfortable with the exercise. Any type of text would be suitable. The initial texts should not be more than about 100 words, although they can get progressively longer.

*Memory exercises  
should simulate actual  
interpreting as closely  
as possible.*

### Exercise 2: Attentive Listening

Careful listening is an important element of memory recall. Attentive listening involves identifying the key points of an utterance. You should be able to listen to a short narrative or descriptive text and answer the key questions "Who? What? When? Where? Why? How?" While not all of these questions would necessarily be pertinent in every case, the ability to answer most of them would indicate attentive listening for key points. The initial texts should not be more than about 100 words, although they can get progressively longer.

### Exercise 3: Expanding Recall

Good memory has to be developed gradually. This exercise is based on a 50-60-word speech utterance and involves recalling first the main ideas and then, during a second or even third pass, recalling progressively more details. The ultimate goal is to be able to reproduce, after listening just once, all of the details found in an utterance that is around 50 words. As the interpreter becomes more proficient at recall, the number of times he or she listens to the text can be reduced, and the size of the practice text can also be increased to 70, 80, or even 100 words.

### Exercise 4: Segmentation

This exercise is based on the concept that it is easier to retain a number of limited chunks of information than one or two larger dense chunks. Segmentation involves breaking up a larger chunk of

information into two or more smaller chunks. Any long sentences would be suitable for this exercise, although the denser the information they contain the more challenging they will be. The sentences should contain at least three separable chunks of information. While doing the exercise, you will have to be disciplined enough to read or listen to the sentence only once before doing the segmentation.

### Exercise 5: Using Notes to Jog Memory

Interpreters must always be prepared to take notes when interpreting, because jotting down "key reminders" aids memory. This exercise is intended to train the interpreter to take notes, starting with only proper names, numbers, dates, and lists, and then progressing to ideas. The goal is for the interpreter to discover how much note-taking he or she requires to be able to reproduce a source message accurately and completely.

During the first round, the interpreter listens to a dense text and notes down, at most, seven key elements. After this, the interpreter should try to reproduce the content he or she heard in the source language. The interpreter then listens again to the text to identify what was missed. This exercise is repeated a second time, with the interpreter adding to the notes any other essential elements and again reproducing the content of the original in the source language. Finally, the interpreter listens to the original text once more to see how completely and accurately he or she has been able to reproduce the text. ✓

#### NOTES

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Read the full version article online at [translational.com](http://translational.com)

## THE TRANSLORIAL TOOL BOX

*The Tool Box Journal* 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 © 2014 INTERNATIONAL WRITERS' GROUP, COMPILED BY YVES AVÉROUS



### memoQ 2014

“Individual translator” is how Kilgray currently designates what you and I know otherwise as a freelance translator. They came to that conclusion after a survey they took among participants during the last *memoQ*fest.

The new version of *memoQ* has plenty to offer for a variety of users, even though it might not be apparent at first glance because the interface looks deceptively similar. Here are the bigger changes:

- » A stronger emphasis on automation, project management, and a tie-in with the web-based Language Terminal
- » A stronger utilization of third-party terminology
- » An emerging emphasis on multimedia

Kilgray has been touting templates for project creation for several weeks now, and I wasn't particularly awed by the idea; it felt like something they should have done some time ago. Still, their implementation is pretty clever. Now you can start a project on the basis of a previous project (i.e. a template), but Kilgray's idea of templates also involves project automation. If you select **Tools>Resource Console>Project Templates** and then select one of the available templates, you have the option to select **Automated Actions**. This in turn will allow you to define a whole chain of events that are dependent on each other.

For the freelance translator it should be a welcome option that you can now right-click on any *memoQ*-supported file in *Windows/File Explorer*, select “Send to” and “*memoQ*.” *memoQ* will then analyze the language of the file, make that the source language, and also decide on the target language based on your keyboard layout and other indicators.

The integration of projects with the online *Language Terminal* (LT) also contin-

ues to evolve. In fact, LT is now becoming more like a translation management system, where details about projects, vendors, and clients are stored and communication is enabled between all of these groups.

I was particularly excited about the third-party terminology integration into this new version—though disappointed when it didn't work in the beta version. For example, it is now possible to import *Transit* and *Trados* packages, including the terminology databases they might contain.



The other twist that I'm excited about is the integration with *TaaS*, a tool that allows you to extract normalized terminology from your project, pre-translate it with a number of web-based resources, and then correct that pre-translation. You can then either download it or—in the case of *memoQ*—leave it right there on the server. This is great for sharing terminology with other translators. What I found unfortunate in *memoQ*'s implementation is that it uses *memoQ*'s own term extraction module, which is usually not as powerful as that of *TaaS*.

Another new feature is the processing of embedded files. If you for instance have a *PowerPoint* file with an embedded *Excel* file, the text from both files is extracted and offered for translation. *memoQ* also now extracts embedded graphic files. Of course, it can't offer you the extraction of text—that would require an optical character-recognition

engine—but it allows you to transcribe the images. It's a nice new feature but not earth-shattering.

The speed of the processes in *memoQ* is also notably faster. Startup time is at least twice as fast, and the export of files now uses both processors in your computer (if you have dual processors).

And the TAUS DQF results can now be exported into a nice-looking report if you use that particular aspect of *memoQ*.

How's that for quality?

### New World Localization

Recently I discovered the folks from LingoHub, an Austrian/German company that offers a platform for the localization of mobile and web applications. They have a number of well-written articles on app localization on their blog. At about the same time, Sebastian Haselbeck from LingoHub contacted me to share a survey that LingoHub had just completed among translators about a whole range of issues ranging from billing to marketing to translation technology.

It won't surprise you that I found the answers on technology the most interesting. According to the survey, 62% of all translators use a translation environment tool, and 34% do not use a TEnT. Of those translators who use TEnTs, 34% used *Trados*, 21% *Wordfast*, and 12% *memoQ*. I think it's surprising to see that only a third of TEnT users use *Trados*, and I think it's also surprising that significantly more translators use *Wordfast* than *memoQ*.

Why not use the current LingoHub translation editor? LingoHub has about 1,300 users right now, approximately 30% of whom are translators. But, according to Sebastian, LingoHub was built with the developer and not the translator in mind. This is visible in the messaging of the tool as well as its functionality. For instance, right now there is no translation memory functionality available. However, this and other necessary tools will be available in the upcoming *LingoIO* tool. **JZ** ✓

## THE TRANSMUG REPORT

### The Heights of Yosemite

There it is, in all its half-dome splendor! *Mac® OS X® 10.10* is finally out with its cortege of improvements on the software side, and its fresh iOS looks on the design side. Icons, window buttons, and every other accent come in bright colors and keeps with the style of your *iPad®* or *iPhone®*. For the curmudgeons who hate candy, there is a *Pro* setting that dims everything down and fits in with Apple® *Pro* apps.

### Continuity

Past the good looks, what does that free upgrade mean for the user? First and foremost, it is designed for more integration with all your Apple devices and programs, with a set of features called **Continuity**. First among them, **Handoff**. The idea is to allow you to start your work on one device and finish it on another. Powered by *Bluetooth LE* (low energy), your *Mac* computer knows you started an email on

your *iPhone*, and invites you to resume where you left off. And then there are all the things you can do with your *iPhone*: make it a seamless hotspot for your *MacBook's®* hotspot, see calls appear as notifications, take a call—or even call back—from your computer, and send SMS text messages to any phone right from **Messages** on your *Mac*. That's synergy!

### iCloud Drive

To tie all those features together, *iCloud® Drive* is now your Apple-branded *Dropbox*-like service that keeps all your documents in the cloud. This very first version of the latest *OS X* release still feels a little immature here and there, but it's a great step towards modernity that should inspire many developers.

### Slowly, another Quicken

Sadly, one of the *Mac* software library staples, *Quicken*, fell off its pedestal. One would think the just-released *Quicken 2015* would make up for years of neglect, but instead it leaves its customers wanting. This is the first all-new version in seven

years. *Quicken Essentials*, already four years old, was a pairing down of features and a late-coming native port (application coded in native *OS X* code). There is still no feature-parity with the *Windows* version, and a host of traditional features are missing. At \$75, this is an expensive disappointment. I tested the beta and I was not wowed. And don't expect to try before you buy. *Quicken* is now a Mac App Store only app. Not all Mac developers are dropping the ball on home accounting solutions, though. I gave *iBank* a try this year, and found it a better alternative to *Quicken Essentials*.

Follow TransMUG on our Facebook page, on our Twitter feed (@transmug), or in our brand new LinkedIn group, iTransMUG. Comment, react and suggest wherever you like it best, and come meet us before the next NCTA General Meeting. In the meantime, you can join TransMUG by clicking on the Yahoo! Groups button at [www.transmug.com](http://www.transmug.com). See you soon! YA

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## PREPPING FOR SP<>EN CERTIFICATION

Translators preparing for the Spanish<>English ATA certification exam got the inside scoop at an NCTA workshop. BY JUAN PINO-SILVA, PhD & MARÍA MILAGROS ANTONINI, PhD



Workshop attendees completed a practice test to help them prepare for the real thing.

Getting proper certification is a chief goal for any translator. ATA invests considerable muscle to both encourage certification and organize several examination sittings each year. On their end, translators invest time, funds and emotional reserves to prepare for the examination. Because of the stakes, a good preparation plan is crucial when confronting this immense challenge. Our plan included attending the Spanish<>English ATA Exam-Prep Workshop sponsored by NCTA and presented by Sean Dodd, a seasoned ATA Spanish>English certified translator.

The workshop aimed to familiarize participants with the ATA Examination, to practice translating texts in a test context, and to offer preparation strategies. Noteworthy is the detailed, pre-workshop feedback offered to participants who submitted an assigned translation before the workshop. This was both a priceless contribution to our preparation endeavor and a rich source of discussion. Equally valuable was the workshop synopsis sent to participants after the event.



Presenter Sean Dodd imparted valuable tips.

### Test-taking challenges

The body of the workshop included a number of critical linguistic issues that may present challenges to Spanish<>English translators. Among them, the use of the passive voice, prepositions, false cognates, “heavy” nouns, and English noun clusters.

The presenter also dedicated some time to logistic challenges. The San Francisco exam sitting is a pencil and paper test. Dictionaries are allowed but electronic devices are not. The test is timed to three hours, which presents a challenge in terms of planning lexical search, translation and proofreading strategies.

### Making the grade

The stellar feature of the event was the discussion of the pre-workshop assignments. Sean presented the source text side by side with his translation of the text, and the audience pulled out their translation assignments. The workshop became a lively give and take discussion of the merits of various approaches, with the turn-taking gaining momentum and a sort of language banquet evolving around the nuances of words in the source and the translations. The sole unwanted guest was time. It seemed to gobble the minutes assigned to this activity.

The exercise stressed the point that to go for the all too human desire to impress raters would not win points. Instead, accurate, complete, appropriate and natural renditions were encouraged throughout the session. This section proved to be the most engaging

and fruitful portion of the workshop. There were plenty of opportunities to ask questions, and most responses were reassuring.

Then it was time for the practice translation. Participants chose the direction (ENG>SPA or SPA>ENG) and were instructed to recreate as closely as possible the real exam situation: it was time to unpack the dictionaries and put away the electronic devices.

Individual approaches to the translation varied. Some participants skimmed the whole text before attempting to translate, others numbered each sentence in the text, others solved lexical problems with the aid of their dictionaries before attempting to write, and yet others started to translate right away. Pros and cons of each strategic approach were discussed.

### Final notes

The most current ATA statistics (2002 - 2012) indicate that Spanish<>English candidates are the most numerous group and that the pass rates are only 9.45% into English and 11.40% into Spanish. These very low pass rates augment test anxiety as test takers face the possibility of failing the exam. Workshops like Mr. Dodd’s are a very welcome initiative, since they make prospective test takers aware of their strengths and weaknesses and present a detailed account of the nature of the exam and of the challenges to meet. We extend our heartfelt thanks to him and NCTA for their contribution. ✓

# What I like about **SDL TRADOS STUDIO 2014**



- The **ribbon**, particularly for new users and others who are not aware of all the settings in the old menu structure
- Much more **accurate** Concordance search results
- **Speed** improvements
- **Virtual merge** and autosave
- Improved **display** filter
- **Easier access** to the various help resources
- New TM fields and field values are **immediately available**
- Very **stable**

## Tuomas Kostiainen

Translator and SDL Trados Trainer | [www.finntranslations.com](http://www.finntranslations.com)

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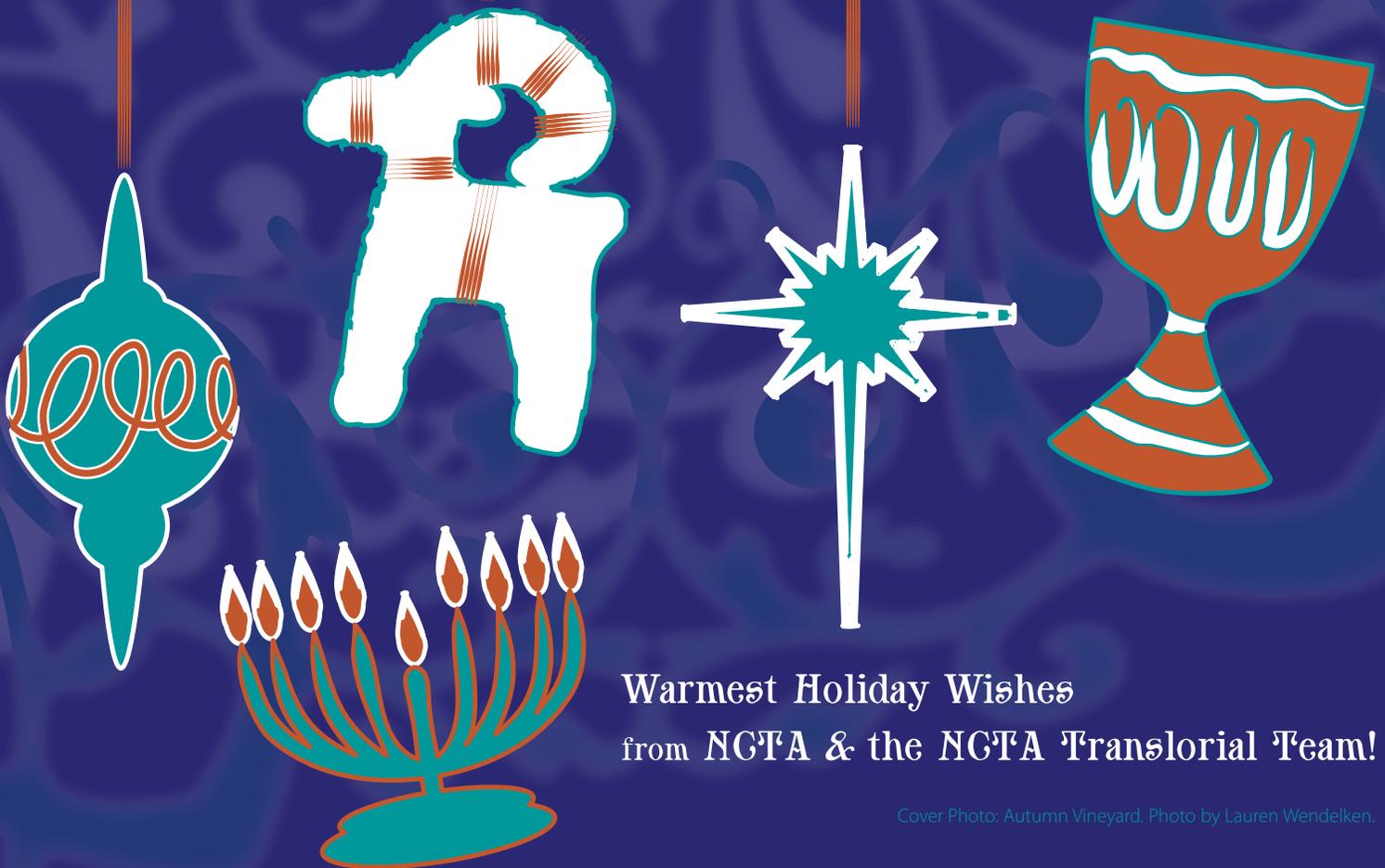
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### NCTA CALENDAR

January 24	Notetaking Workshop	February 28	B Language Workshop
January 25	New Year's Brunch	March 7	Wordfast Workshop
February 7	General Meeting	May 9	General Meeting

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



Warmest Holiday Wishes  
 from NCTA & the NCTA Translational Team!

Cover Photo: Autumn Vineyard. Photo by Lauren Wendelken.