



# TRANSLORIAL

Spring 2015

Journal of the Northern California Translators Association



## **MIXED INITIATIVE TRANSLATION**

**Natural Language Processing and  
Human-Computer Interaction**

## **LEON DOSTERT**

**Pioneer of Simultaneous  
Interpreting at Nuremberg**

## **MANGA FOR THE MASSES**

**A Writer and Translator Team Up  
on a Biography of Hayao Miyazaki**

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## UPDATES

### FROM THE PRESIDENT



NCTA has had some exciting changes, first with new members elected to our Board of Directors and now with a new Editorial Board for Translorial.

Please join me in welcoming our new Board members, Scott Ellsworth (Secretary), Isabelle Pouliot (Webmaster), Diana Dudgeon (Events), and Tim Cassidy (Ethics). We also thank outgoing board members Connie Archea, Mike Karpa, and Corey Roy for all of their work on the Board and for their many valuable contributions to NCTA. We will miss them.

Beginning with this issue, we are also changing the way we produce Translorial. Instead of a single editor, we now have an Editorial Board comprised of NCTA members. This new strategy should foster closer ties between our journal and our membership while also creating new efficiencies and cost savings. Many thanks to our Publications Director, Sean Dodd, for leading this initiative, and to our new editors for volunteering their time and effort to make it happen.

In preparing our 2014 Annual Report, I found NCTA to be in good shape. We are financially stable and we continue to offer a wide range of member benefits, including a variety of excellent workshops and presentations. In the last year, NCTA has held no fewer than 50 member-organized events, and we will continue to reach out to our members throughout Northern California this year.

None of this activity would be possible without our many members who volunteer their time and energy to NCTA, and we were proud to present two volunteer awards for 2014: one to Carolyn Yohn for organizing social and informational events in the Sacramento area and another to Kim Akashi, who served as Translorial's online editor from 2011 to 2014.

On a final note, for an upbeat look at the interpreting profession, be sure to check out the YouTube video of sign language interpreter Tommy Krångh at the annual Swedish Song Festival, or Melodifestivalen. Happy Spring!

— Sonia Wichmann, President

### FROM THE PUBLICATIONS DIRECTOR



Dear Readers,

I would like to thank our outgoing editor, Lauren Wendelken, for her years of service to Translorial. With Lauren's departure, we took a closer look at our production process and decided to try out a new publishing model, establishing an Editorial Board instead of recruiting a new editor. By opening up the production process to a team of volunteer editors, we hope to infuse Translorial with more energy and ideas from our members.

Therefore, please join me in welcoming our new Editorial Board: Diana Dudgeon, Noemi Gonzalez, Claudia Lopez, Elena Ow-Wing, Juan Pino-Silva, and Marta Sprague. The new editors are all NCTA members who are graciously volunteering their time, energy, and talents to help guide Translorial into the future. Please turn to page 4 to learn more about our new editors.

Please feel free to contact us at [publications@ncta.org](mailto:publications@ncta.org) for any feedback or suggestions you may have. And for anyone interested in contributing material to Translorial, we also welcome your volunteer assistance. Thank you for your readership.

— Sean Dodd, Publications Director



**Claudia Lopez** completed her graduate studies in linguistics at the University of Chile and has worked as a professional translator since 1991, in education, technology and marketing. She has lived in New England and Silicon Valley for the past 18 years, serving corporate clients such as HP, Google, and Apple, along with most major Northern California school districts. Claudia holds a California teaching credential.



**Diana Dudgeon** is a native Spanish speaker born and raised in Mexico City, and has worked as a translator since before moving to the U.S. in 2008. She has a background in psychology and a depth of experience translating educational, legal, medical and marketing materials. In 2012, Diana founded English Español offering translation, localization and web marketing services. She handles the online production for Bilingual Training Consultants as their communication and language specialist.



**Elena Ow-Wing** is an English>Russian translator, editor, and interpreter based in the San Francisco Bay Area. A native Russian speaker with an MA in Linguistics, she taught general and business English as a Foreign Language at Russian universities and worked as a part-time translator and interpreter before relocating to the USA in 2009. Her areas of expertise are business, marketing, education, tourism, and health care interpreting.



**Dr. Juan Pino-Silva** holds a Ph.D. in Linguistics from Indiana University and is the co-founder of L2slates Language Services, LLC, where he provides Spanish<>English translation, interpreting, localization, and social media marketing services. Juan is also an English and Spanish language instructor and language tester. As a published author, he also conducts research, presents conference seminars, and serves as a reviewer for the academic journals Foreign Language Annals and Hispania.



**Marta Sprague** is a Spanish to English translator and editor, specializing in medical, public health and social services. In addition to working as a bilingual social worker for over a decade, Marta has translated materials in the areas of dementia care and vocational rehabilitation. She has a degree in World Languages and Cultures, and has nearly completed her Certificate in Translation. She is focused on transitioning to just one job: freelance translation!



**Noemi Gonzalez** is a Spanish translator-interpreter with a diverse educational and career background that has led her to venture into medical and administrative interpreting, as well as business language services. Noemi is passionate about language, people, coaching, and mentoring—interests which she has combined to found the first Spanish Bilingual Toastmasters Club in the San Francisco Bay Area, one of her latest and proudest achievements.



**Matsuko Teshima** is a senior project translation manager for the Information Design & Development team at Sony Computer Entertainment America, and has also worked for Fujitsu, EPSON, and eBay as a Japanese linguist and language coordinator. She is Program and Project Management certified by the UC Santa Cruz Extension and has over sixteen years of translation/localization experience. Her translated juvenile literature was published in Japan. Her interests include technical documentation, terminology management, epublishing, photography, and jazz.



**Rick Dudgeon** is a software engineer who has worked for both successful startups and the world's largest software companies. In the past ten years, he has specialized in application usability and internationalization. While he has been involved in teaching and writing English for decades, he speaks only one language, unless you count C as a second language. He has degrees in Mathematics and Computer Science from UC Berkeley.



**Karl Pfeiffer** is an ATA-certified English to German translator. After graduating with a degree in Physics from the University of Tübingen, Germany, he focused on translating engineering documents, specializing in satellite technology and the lifting industry (cranes and aerial work platforms). He is Lead German Linguist at SH3, Inc., an Argos Multilingual Company located in Overland Park, Kansas. Karl has been using Trados CAT tools since the early DOS versions.



**Bryan Lopuck** is a Canadian transplant (B.A. Translation, CTTIC, ATA, NCTA and Registered Court Interpreter) who has been thriving in the Bay Area since 2007. His 15 years of experience as a certified translator and conference interpreter, as well as his extensive technical background, have prepared him well for a varied language career. He has held positions in government and in the tech sector, and is currently Head of Localization at HotelTonight.



**Tracy Chen** is a freelance English to Mandarin interpreter and translator specializing in legal and medical fields. She holds a BA in Communications and an MA in Multimedia Communications. Language has always been Tracy's passion and, after earning her degrees, she started her freelance business. She has been an NCTA and ATA member since 2012.

**Yuko Fukami** is a licensed architect and Japanese>English translator. Her translations span many fields, including art, law, and information technology. Yuko has translated many *Manga* series and she is currently working on a literary translation; a novel by Sawako Ariyoshi. When not playing with words, she plays with essential oils, resins, and wood chips to create natural perfumes and incenses.

**Alcira Salguero**, CMI (Spanish), received a bilingual education growing up in Mexico City. Her degree in hotel management led to a career as a purchasing specialist in industries ranging from tourism to engineering to pharmaceuticals. In 2007, Alcira made a career change to medical and legal interpreting. She holds a Certificate in Legal Interpretation (San Francisco State University, 2005), and when not interpreting she enjoys cooking, traveling, and Zumba.

**THANK YOU, NCTA VOLUNTEERS!**

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

- Yves Avérous
- Marie Brotnov
- Tracy Chen
- Ana de Moraes
- Peg Flynn
- Kazuyo Levitan
- Javier Moreno-Pollarolo
- Tatyana Neronova
- Jacki Noh
- Arianna Schneider-Stocking
- Thomas Shou
- Monica Simmons
- Afaf Steiert
- Carolyn Yohn

Thank you all!

**MEMBERSHIP BENEFITS**

NCTA is working hard to promote the association and its members. Make sure you are taking full advantage of your member benefits.

Referrals	NCTA's online referral service makes it easy for new clients to find you. Be sure to keep your listing updated, and take advantage of your listing's file upload section to post your résumé, certificates, and other files that highlight your unique experience and accomplishments. Search for Individual members under the Find a Linguist tab; click the Find a Corporate Member tab to search for Corporate and Institutional members
Social Media	Participate with the LinkedIn group and Facebook page; follow us on Twitter. <ul style="list-style-type: none"> <li>● LinkedIn/NCTA</li> <li>● Twitter @NCTAorg</li> <li>● Facebook/NCTA.org</li> </ul>
Networking	Meet your NCTA colleagues – translators, interpreters and LSPs – at workshops, informal social & networking events, and quarterly general meetings. Go to ncta.org, click the Events tab, and mark your calendar.
List-Serve	Don't forget to join the over 300 members on the NCTA listserv to quickly receive answers to your questions, exchange information, and read job postings.
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.
Volunteerism	Give back while getting to know your NCTA colleagues. Click on the Volunteer tab at ncta.org to read more, and then contact any board member to share your time and talent. You can make a difference.

At all NCTA Board meetings, finances, membership, and social media and marketing numbers are reviewed, and recent and upcoming social and educational events are discussed.

**At the November 2014 Board Meeting**

- »Discussed membership outreach efforts in Sacramento and Monterey areas.
  - »Considered possible topics for future workshops and General Meetings.
  - »Discussed possibility of making a promotional web video.
  - »Planned the 2015 New Year's Brunch.
- December 2014 Board Meeting
- » Board members' reports on attending this year's ATA conference in Chicago.
  - »Reviewed profit and loss statements and projections for Oct 2014 – Sep 2015.
  - »Voted to create a volunteer Editorial Board for Translorial.

**At the January 2015 Board Meeting**

- »Discussed upcoming board elections and board roles.
- »Reviewed December 2014 General Meeting and confirmed speakers for February and May 2015 General Meetings.
- »Reviewed the Administrator's report on the 2014 ATA Conference and NCTA website changes and membership renewals.
- »Received updates on the new Editorial Board for Translorial and the content submissions and publication timeline for the Spring 2015 issue.
- »Discussed possibility of having a General Meeting or NCTA sponsored workshop outside San Francisco in 2015.

**At the February 2015 Board Meeting**

- »Discussed transition planning for the new Webmaster.
  - »Reviewed success of Practical Note-Taking for Interpreters workshop; considered topics for future workshops and a potential NCTA member survey regarding topics of interest.
- President's update on the NCTA Elections.
- »Discussed first meeting of Translorial's new Editorial Board and publishing dates.
- March 2015 Board Meeting
- »Welcomed new board members Scott Ellsworth, Diana Dudgeon, Tim Cassidy, and Isabelle Pouliot.
  - »Discussed board roles for new members.
  - »Confirmed hiring of a new graphic designer for Translorial
  - »Discussed potential new speakers and topics for continuing education. ✓

## WELCOME NEW MEMBERS

The following members joined NCTA between September 1, 2014, and March 3, 2015:

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## ISABELLE POULIOT, TRANSLATOR AND JOURNALIST

By Juan Pino-Silva, Ph.D.



Isabelle Pouliot is a journalist as well as a translator, and a copy of her article on French-American linguist Léon Dostert is featured in this issue. We took the opportunity to meet with the author to learn about her dual career.

**Can you tell us about your process of becoming a translator?**

I was a journalist and editor for the website of one of Quebec's most important dailies, *La Presse*. My first degree was in communications and journalism. Hoping to be able to write articles in English and to freelance in a bigger market, I first enrolled in English studies at a local university. But the level of the program was too low, so I switched to a certificate in translation at McGill University in Montreal. I did not realize then that it would be love at first sight, so to speak. I decided then to quit my job and study translation full time. My first job was at the Quebec Division of the Canadian Red Cross, where I translated training materials for disaster management volunteers, people that could one day be deployed in Canada or abroad during a disaster. I worked along a small translation team and learned a lot about translation and disaster management, first aid and the humanitarian principles that guide the Red Cross movement.

**You are a translator, writer, editor, language entrepreneur and now a member of the NCTA Board of Directors. With so many diverse interests, how do you keep up with it all, maintaining your level of motivation and meeting the different challenges of each pursuit?**

Well, I am passionate about translation and the English and French languages. This is a second career for me, after having worked as a journalist and editor for several years. Nine years later, it's still a privilege to be a translator and to learn new things every day. As a newcomer to the Bay Area, joining ATA and NCTA was a logical step in my integration. It is a great way to meet interesting people and to have access to better opportunities.

**What is your greatest professional achievement?**

At the beginning of my career, I was very happy when my translation of a quote by a woman helped by the Red Cross was featured on the title page of an annual report of the Canadian Red Cross. More recently, being a contributor for the blog *Le mot juste en anglais* and being elected to

the Webmaster position of NCTA's Board of Directors are two things of which I am very proud. I feel they are stepping stones that will lead me to new challenges.

**How has writing helped your professional development?**

Writing articles and translating texts are not such different activities; you have to convey a message to a target audience. However, translators can be trapped by some habits and reflexes; for example, always translating word A into word Z. When you write from scratch, you have to create something out of your experience and knowledge in a way that will be your own, you do not have to follow the tone and voice of another writer. I have been so long without doing this, at first I had a kind of "stage fright", was blocked and had trouble finding my own voice. I also publish a blog for my friends and family. Writing regularly has helped me to keep my writing skills sharp.

**How did you become interested in the work of Leon Dostert?**

Well, I had studied his work vaguely in a course of my translation studies. It was Jonathan Goldberg, the webmaster of *Le mot juste*, who proposed this assignment to me. I accepted it immediately. Even though Dostert was a Frenchman who pursued most of his career in the US, he is still not very well known by the French-speaking community of translators and interpreters. I thought that writing this article would be a great opportunity to shine a little light on him.

**How do you perceive the future of the translation profession?**

I find it hard sometimes to be optimistic, but I am not jumping ship. I won't get a third career soon— I am too passionate about translation and linguistics. I know many translators prefer a hands-on approach, but I still read trade journals or books about translation theories. Being the best that you can be can only bring good things and I believe continuing education is the way to achieve this.

Passionate about translation, languages, blogging and her duties in the Board, Isabelle Pouliot is poised to continue to develop her many strengths. One of her goals is to translate the work of American authors to the French-speaking people of North America. This, she confides, is her innermost wish.

## NEW YEARS BRUNCH

By Alcira Salguero

It was a cold but sunny day for NCTA's New Year's Brunch in San Francisco. True to my Latin roots, I arrived fashionably late to Capurro's and was greeted by old familiar faces already seated and happily engaged in conversation at tables brimming to capacity. Desperate to find a spot for myself, I ducked behind a lonely empty table at the back of the room.

Some colleagues saw my plight and beckoned me to join them, graciously squeezing me into their group. But no sooner had the waiter taken my order than I saw another recent arrival empty-nesting it at that sad little table that I had just abandoned. So I decided to return to the back of the room and keep her company. The woman greeted me as I sat down to join her, and I learned that she was a Russian translator-interpreter based in the East Bay. Soon we were joined by more peers, including a couple who work in Arabic and in German, and we easily slipped into shop talk, sharing our various experiences in

the industry.

All around the room, everyone was enjoying a fine dining experience, some guests catching up with old colleagues and others meeting new ones. All told, there were probably 25 members of NCTA in attendance.

Following our annual tradition, we capped off the meal with a leisurely half-hour stroll, flapping our gums as we flexed our feet. After my two-year hiatus at such events, I am pleased to say that this New Year's Brunch was just as nice as in times past, although I do hope that next year we can return to Skates By The Bay on the Berkeley waterfront, a venue that allows for easier socializing while dining.

For those who have never attended the New Year's Brunch, I certainly encourage you to experience it at least once. Or if you are like me and keep your Sleep Number Bed set at ∞ on weekends, perhaps consider a weekday Lunch Social

or Happy Hour with your local NCTA group.

Either way, these NCTA gatherings offer a great sense of camaraderie through the sharing of experiences and ideas, and I for one treasure the delightful conversations and valuable insights to be had at such events. Wishing all of you a happy, healthy, and successful 2015!



## CONTINUING THE LEGACY

By Diana Dudgeon

Mike Karpa, our former Membership Director, left a great legacy of regional events. Since last November, we've had a total of fourteen gatherings combining potlucks, happy hours, coffee hours and lunches. The various locations where they have taken place include San Francisco, San Jose, Mountain View, San Rafael, Oakland, Roseville, Sacramento and Fresno.

These events provide a great opportunity to network, share insights about our profession and get to know our colleagues in a relaxed environment. Check our calendar of events to find the meet-up that is most convenient for you, and please feel free to contact us at [events@ncta.org](mailto:events@ncta.org) if you would like to host an event in your area.

Many thanks to the wonderful hosts and volunteers that have made these possible: Isabelle Pouliot, Carolyn Yohn, Thomas Shou, Jacki Noh, Arianna Schneider-Stocking, Srinapa Hummel, Connie

Archea, Javier Moreno-Pollarolo, Kazuyo Levitan, Marie Brotnov and Richard Markley.

"There were 10 of us and we all had a great time with delicious food (Italian, French, Korean, Chinese, etc.)" -Jacki Noh, Host of the San Rafael Potluck

"It was an interesting group consisting of American (JP > EN), Egyptian (Arabic), Estonian (Estonian, Polish, Russian), Finnish, Korean and Japanese translators. We talked about movies, travel, world affairs, medical translation, etc." -Kazuyo Levitan, Host of the San Jose Happy Hour

"We had a wonderful time today having coffee with the Fresno group." -Marie Brotnov, Host of the Fresno Coffee Hour

"The group discussed a variety of things, but the two main topics were computer aided translation (CAT) tools – Trados and Wordfast in particular – and various translation agencies." -Richard Markley, Fresno Coffee Hour Attendee

## FRESNO NCTA MEETING FEB 21, 2015

By Richard Markley

This time the group got together at a bakery/coffee shop called Chiffonos in north-east Fresno with a total of six attendees, as follows: Marie Brotnov, Bill Knowles, Dominique Masse, Richard Markley and two new people, Cecilia Palmcrantz, who works with Swedish, and John Peterson, who owns Poetic Matrix Press in nearby Madera, CA, which publishes lesser known authors of poetry and prose in English translation, among other things.

Everyone introduced themselves and we discovered that Cecilia is fairly new to the translation field and that John has published quite a bit of poetry translated from Spanish. He brought a number of books of a couple of Hispanic poets and passed them out to

attendees that wanted them. He also mentioned that his grandson had graduated from UC/Berkeley with a degree in Arabic.

The group discussed a variety of things but the two main topics were computer aided translation (CAT) tools – Trados and Wordfast in particular – and various translation agencies. There was mention of an upcoming conference concerning Wordfast that is to take place in either San Francisco or Monterey. There was also discussion of a particularly notorious translation agency in New York that used to be decent back in the 90s, that is, it used to pay well and quickly, but in recent years it has degenerated into one of the agencies from hell that treats translators like dirt. Several of us mentioned how we used to work for it from

time to time but had ceased to do so because of its unethical treatment of translators.



Fresno Happy Hour with Marie Brotnov, Bill Knowles, Dominique Masse, Richard Markley, Cecilia Palmerantz, and John Peterson

## TRADOS STUDIO 2014 & SDL OPEN-EXCHANGE WORKSHOP

### Intermediate and Advanced Trados Studio Users Gained Valuable Insights Into the Nooks and Crannies of this CAT Tool

By Karl Pfeiffer

On Saturday, September 20, 2014, about a dozen dedicated Trados users resisted the temptation to spend this balmy afternoon outdoors in the Bay Area, and instead gathered in a classroom at the Golden Gate University on Mission Street, where they were hoping for a different kind of treat. They were not disappointed, as our local Studio expert and nationally acclaimed Trados trainer Tuomas Kostianen introduced them to some of the more complex features of this CAT tool and its apps environment, SDL OpenExchange. The 3 1/2 hour workshop was no walk in the park, more like a half-marathon, but it was well worth it. Tuomas shared “performance-enhancing” tips and tricks with the attendees, who will now be able to use Trados Studio more efficiently and adapt it to their specific needs.

#### Tool Management Aspects

The workshop covered three main topics: (1) TM and file management, (2) Studio verification tools, and (3) the use of SDL OpenExchange applications. Studio 2014 brings new features in all of these areas; not all of them are obvious to the unsuspecting user. Based on Tuomas’ observations, among the improvements of version 2014 over 2011 are: better stability, faster processing, improved display filter, merge functions, more reliable file filters and better file conversions.

Well ahead of the workshop, participants received practice files and handouts. Working with a practice file, Tuomas introduced concepts of translation memory management and translation memory fields, including: creating and selecting TMs for translation; finding and replacing; as well as editing and batch editing functions on the translation unit level; exporting and importing TMs; and upgrading TMs from prior versions, the latter being a sometimes tedious, but unavoidable task when migrating from one version to the next. Considerable time was spent on explaining the finer points of TM and project settings, fields (types, values, picklists, etc.) and filters. Translators with many different clients and complex, sometimes overlapping subject matters can greatly benefit from employing a well-structured array of fields.

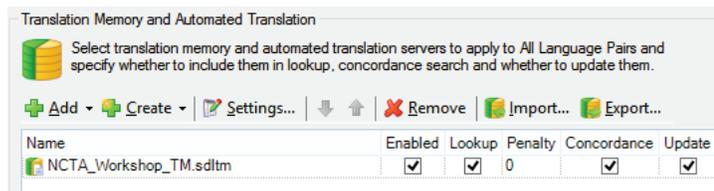


Fig. 1: TM settings

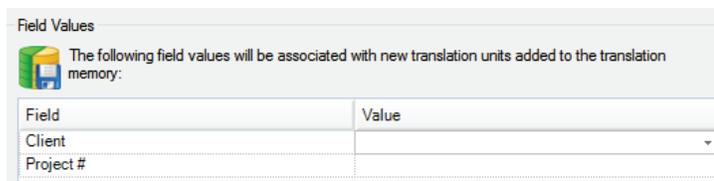


Fig. 2: Field values

Filters, especially when used in conjunction with Boolean operators and conditions, can enhance searches in large TMs.

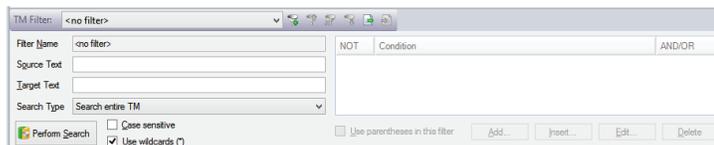


Fig. 3: TM filter

#### Verification Tools

After providing additional tips regarding file management operations, Tuomas moved on to the next step in the translation process - verifying various levels and aspects of the translated document. Like many advanced CAT tools, Studio 2014 can perform automated verification processes from punctuation, tags, numbers, and general inconsistencies, like repeated words and length verification, to more complex checks like mandatory or forbidden terms and regular expressions.

## TRADOS STUDIO 2014 & SDL OPEN-EXCHANGE WORKSHOP

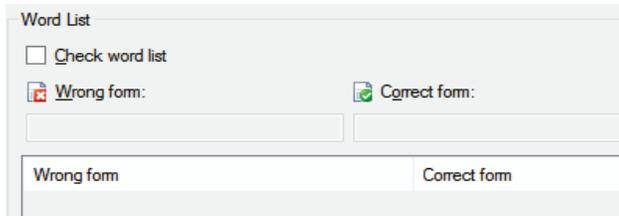
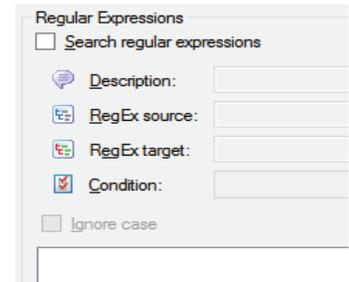


Fig. 4: Word list

Figure 5: Regular expressions



For some of these checks, Trados users have the option to choose between Studio's integrated tools and external tools like xBench. Studio appears to be more sophisticated, but some may call the multitude of choices and settings over-engineered. Even for advanced users, verification settings can appear like a dreaded maze, but Tuomas' presentation, as well as his handouts, will serve attendees as a welcome compass when choosing between global options vs. project settings and navigating the QA screens. It should be noted that global settings can also be exported, imported and shared among workgroups.

### It's an Apps Wonderland

After returning refreshed from a coffee break and networking with colleagues, the workshop participants were treated to the 'dessert' of this afternoon session: an introduction to SDL OpenExchange. Launched in 2010, this web portal allows the sharing of applications and plug-ins for Studio to add functionality - to some extent highly specialized - to the tool. This topic could easily fill several more pages of this publication, but suffice it to say that Tuomas skillfully covered app categories and pricing, installation and organization of these applications by independent developers who leverage the software's open architecture.

Among the main app categories are file filters and converters, TMs and TM management tools, termbases and terminology converters, process automation and management, automated translation, and reference apps. Some apps will only run in Studio 2014, not in earlier versions.

In the remaining workshop time, the participants gained hands-on experience with eight (free) apps they had downloaded via pre-workshop links. They included: Client Services CMX, Time Tracker, GlossaryConverter, PackageReader, and the SDLXLIFF Toolkit. Tuomas pointed out, that some apps will show up in Studio's lower left Welcome panel, while others will be listed under Add-ins>Plug-ins.

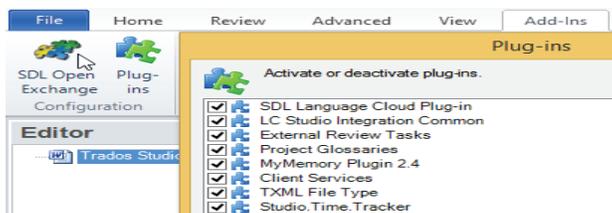
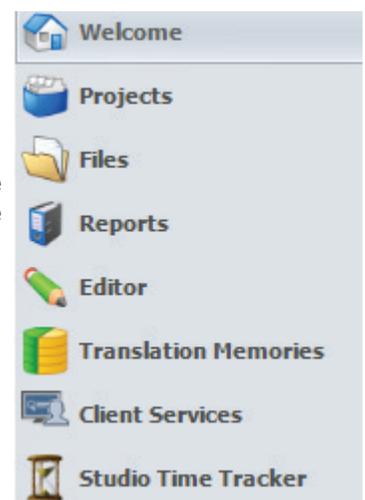


Figure 6: App plug-ins

Figure 7: Apps under Welcome list



After a final Q&A phase, an inspired group of translators left with renewed interest into the current capabilities and future possibilities of this app exchange portal. It is safe to assume that they will come back for more insights from Tuomas' treasure chest of Studio experience.

More information can be found at the following links:

<https://tradoshelp.wordpress.com/>

<http://www.translationzone.com/openexchange/>

<http://www.translationzone.com/products/sdl-trados-studio/>

## WORKING INTO ONE'S B LANGUAGE

### Seasoned Interpreter Angela Zawadzki Provides Insight Into the Challenges of Interpreting Into One's B Language

By Tracy Chen



On March 21st, about ten interpreters and translators gathered at the Berkeley Language Institute for a half-day NCTA workshop

presented by Angela Zawadzki, a state and federal court interpreter. The workshop was language-neutral, but the languages of usage represented by the participants ranged from Spanish to Mandarin to Russian, French, Italian, and Portuguese.

The presenter started off with an overview of language classifications offered by the International Association of Conference Interpreters (AIIC). According to the AIIC classification, the A language is “the interpreter’s mother tongue or another language strictly equivalent to a mother tongue.”

Even though the A language is spoken with flawless accent, a native speaker may not always meet the standard for working as an interpreter: the native speaker may not have the linguistic competence in the B and C languages to successfully render meanings in his or her A language. Just consider, for example, the problem of getting tripped up by *false friends* (words or phrases that sound similar in both languages but have different meanings).

The B language is “a language of which [the interpreter] has perfect command.” Although it is not a mother tongue, the interpreter can work into the B language in either the simultaneous or consecutive mode. While there is some dispute about using B as a target language, the AIIC discourages this practice on the basis that it is not the interpreter’s mother tongue. Different kinds of B languages include those that are acquired at an early age (heritage languages) as well as those learned through foreign-language study.



Most of the workshop participants also possessed a C language – a third language which an interpreter understands passively and uses only as a source language.

Maintaining your C language proficiency requires a lot of time and effort. Interpreters may hear different accents and vocabulary, depending on where and with whom they work. If English is a C language, the interpreter should be familiar enough with dialects and regional variations to be able to transform it into *Globish* (global English) so that any English speaker can understand it. This adaptive capacity must be present when claiming a C language.

The concept of B and C languages can become slippery and shifting. For instance, if a person grows up in Taiwan, speaking Mandarin as the native language, and later earns a degree in philosophy at an American college, that person is more likely to develop a full command of the philosophy terminology in English without knowing the corresponding terms in Mandarin.

Ms. Zawadzki recommends being courageous and humble when speaking in the B language, as we are always facing a layer of peer judgment that is absent in our A language. When using B as the target language, it can be helpful to avoid colloquialisms, flowery expressions, and slang. She described common areas of linguistic weakness in the B language, such as prepositions, verb tenses, noun gender, idioms, collocations, and the listener’s expectations of clarity and accuracy. Stamina and resilience are also essential skills to develop.

Finally, in the interpreter’s effort to convey all meanings correctly in the B language, some omissions may be inevitable, as the need to keep up good pacing and pronunciation and to keep the message from becoming too digressive may outweigh the need to preserve all meanings intact.

Ms. Zawadzki recommends building confidence by learning the terminology, focusing on the message, using the proper register, and appropriately clarifying cultural references. Anglicizing the pronunciation of places and names is also important for saving time and keeping the interpretation on-topic.

Some strategies suggested for improving one’s interpretation into the B language include: 1) Identifying difficulties; 2) dealing with “impossible speeches” by using the *STLP* technique (stop, look inside, proceed); 3) looking for similar texts in B language for assignment; 4) finding good interpreting partners and practicing with mentors who have compassion, and 5) deliberate practice. According to Ms. Zawadzki, “experts are experts at maintaining high-levels of practice and improving performance.”

How do we practice to become proficient at interpreting into the B language? An excellent technique is shadowing – orally repeating a text spoken or read aloud by another person at varying time delays. Shadowing helps create muscle memory and delivery. It is a good idea to find and shadow an experienced interpreter whom you admire. Shadowing news segments on the radio can also be helpful.

At the end of the workshop, the attendees were split into pairs and asked to practice shadowing at varying time lags, making small changes, like paraphrasing. It was a difficult exercise, but one which could prove useful in tackling the challenges of interpreting into the B language.

# STRIKING THE RIGHT NOTE: PRACTICAL NOTE TAKING FOR INTERPRETERS

**A Workshop by Nick Zaheri**  
**By Bryan Lopuck**

If you Google Aaron Koblin, you'll get a lot of information on the Creative Director of the Data Arts Team at — yes — Google itself, including the following quote: "They say an elephant never forgets. Well, you are not an elephant. Take notes, constantly."

Easier said than done, perhaps. I've never been one to take notes. Even in school I never had to write anything down except maybe a few names and dates. Maybe that's what makes me a good interpreter — I don't have to write everything down. I can listen, translate on the fly, and render a message as I'm listening to the next one.

But even the best interpreter isn't a computer. We can't remember every fact, especially the fine details. That's where note-taking comes in. The concept is simple enough: if you can't remember something, write it down. The difficulty lies in capturing everything a speaker says without knowing shorthand or having a stenotype machine at your fingertips.

Interpreting long speeches in consecutive mode also isn't something I've had to deal with in my career. Most of my interpretations have been simultaneous — quick, easy and almost mechanical. But what if you're dealing with a longer speech and you have to interpret it after the speaker has finished? This long-form, conference-style consecutive was foreign to me. I needed to find out how it was done.

Enter Nick Zacherl, who was trained in France using Jean-François Rozan's 1956 classic, *La prise de notes en interprétation consécutive* (I tried to find a copy of it, but apparently it's been out of print for years). On January 24th, Nick presented an NCTA workshop called Practical Note-taking for Interpreters, in which he explained that while Rozan's method of "deverbalizing" the original message and using symbols to represent the subject, verb and object is useful, it doesn't work for everyone. Developing your own technique works best.

We began the class with a few memorization exercises to see how far we could get without any notes at all. Nick advised us to develop an emotional rapport with what the speaker was saying, because we remember thoughts and situations with which we can empathize, rather than individual words.

We use notes for statistics and data that the mind can't capture with precision (ever try memorizing a phone number someone just gave you?). For example, if the speaker mentions that she's from Brazil, that fact is a lot easier to retain if the speech is about Brazil and the speaker has a Brazilian accent. We don't need to write it down, at least not in great detail. But if she moved from 598 Baker Street to 17349 Saratoga Avenue in 1995 and that detail is an important part of the speech, then it bears noting, lest we forge Nick's take on Rozan's technique involves capturing imagery and emotion as well as "data". The human brain

can remember stories. It can remember feelings. If we can capture these key points, then we can just connect the dots between them and recreate, or paraphrase, the speech.

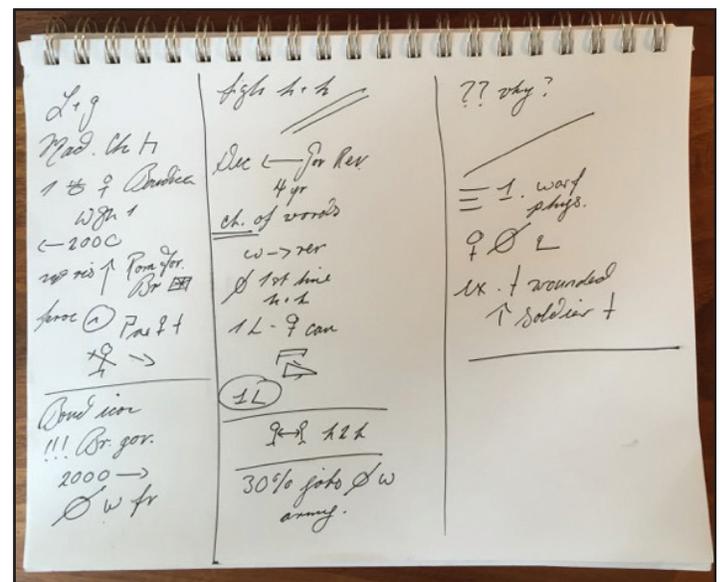
However, our accuracy is also tied to our short-term recall of the speech itself. It's amazing how accurate we can be if we regurgitate the speech immediately after it was delivered in the same context, and how inaccurate we can be if we're asked to deliver it after some kind of delay or interruption. Fortunately, in our line of work, we'll never get asked to absorb a speech, then go to lunch, then interpret it when we get back.

After our lunch break, however, we put theory to practice and started note-taking exercises using short videos. At first, the reflex was to try to capture everything on the page. However, we soon came to realize that it's neither possible, nor necessary, to note every single concept. Instead, we noted subjects, actions and objects.

One speech involved a pre-Christian English warrior who led an uprising against the Romans. We noted the names and dates, then used little swords to represent soldiers. Then we had to deliver the speech to our partners.

My class partner happened to be a Mandarin interpreter who had the added advantage of using Chinese ideograms to represent certain simple concepts, like "tree" (□) - but even she had to improvise quickly to come up with a three-stroke way to note more elaborate concepts like "bronze age" (I stole the tree idea from her, by the way).

After a few videos, we realized that we could refine our techniques into our own versions of pictographic shorthand that could easily be understood in the context of the speech, which is what is needed when paraphrase-interpreting.



**LEON DOSTERT****An Exceptional Figure****By Isabelle Pouliot****translated from the French by Sean Dodd**

This article was originally published in French on the blog *Le mot juste en anglais* ([le-mot-juste-en-anglais.typepad.com](http://le-mot-juste-en-anglais.typepad.com)) and it is reprinted here in English by permission of the author. Isabelle Pouliot is an English>French translator accredited by the *Ordre des Traducteurs, Terminologues et Interprètes du Québec* (OTTIAQ). In 2012, she founded a translation agency, DES-IM, Inc. (<http://traduction.desim.ca>). Isabelle holds a degree in translation from McGill University and her academic and professional background includes journalism, translation, and editing. She divides her time between Oakland, California, and Montreal, Canada.

Leon Dostert (1904-1971) played a major role in the early development of simultaneous interpreting. This interpreting mode, which seems so commonplace today, made its actual debut during the Nuremberg trials of 1945-46. Dostert led the team of court interpreters at Nuremberg, and it was he who convinced US prosecutor Robert Jackson to employ simultaneous interpreting instead of consecutive, using a microphone-and-headset system.

Simultaneous interpreting had first been tested in 1927 by the International Labor Organization in Geneva, using an IBM system; however, the many long cables and power cords required proved too cumbersome for most interpreters and it was not until after World War II, when the Allied Powers convened their military tribunal in Nuremberg, that the technology was able to prove its worth.

Dostert saw the difficulties of consecutive interpreting, a mode that he himself had used as chief interpreter for General Dwight D. Eisenhower. "When I was Eisenhower's interpreter and he was discussing something with De Gaulle, it was not De Gaulle he would address, but me. And then De Gaulle would reply with facial expressions, tone of voice, and gestures, all of which were directed at me, not at Eisenhower."<sup>1</sup>

But how did a Frenchman come to be chief interpreter for an American general in the first place?

Leon Dostert was born in 1904, in the northeastern French village of Longwy. In 1914, when France entered World War I, the German Army occupied his village, and the German language began to be taught at the local primary school.

As a teenage day laborer, Dostert developed such proficiency in German that his coworkers made him their interpreter. Later, when the US military pushed the Germans out of the village, he learned English, this time becoming an interpreter for the American soldiers.<sup>2</sup>

After the war, Dostert left for the United States, first arriving in California, and then moving to Washington, D.C., where he studied at Georgetown University. Not long afterwards, he became a professor of French at Georgetown.

Dostert worked at the French Embassy in Washington in the early years of World War II. In 1941 he became a US citizen, and the following year he joined the US military. By 1944 Dostert had become Eisenhower's chief interpreter and in 1945 he was promoted to colonel and was charged with putting together a system of simultaneous interpreting for the war-crimes tribunal in Nuremberg.

The challenges Dostert faced were daunting, as the court sessions were held in four languages: German, Russian, French, and English. Marie France Skuncke, an interpreter who worked at the tribunal, recalls a typical day's sessions:

"In the morning, Team A was in the booth for 45 minutes, while Team B listened to the proceedings from Room 606, behind the courtroom. Mid-morning, the teams would switch, with Team B interpreting from the booth and Team A installed in Room 606. There was a recess at noon, and the pattern was repeated in the afternoon session. When Teams A and B were working, Team C had the day off. Every day, two of the three teams were working."<sup>3</sup>

Back then, the equipment was unwieldy and obtrusive. "The sound system comprised six microphones; one for each judge, one for the witness stand, and another for the person who was at the rostrum. Each person speaking into a microphone would have his or her voice transmitted via a main console to the interpreters' headsets, and the interpreters in turn would orally translate what was said, speaking into one of the four microphones, one per booth."<sup>4</sup>

The cables lay strewn about the floor and occasionally came unplugged whenever someone tripped over them. The time delay between hearing the speaker and transmitting the interpretation was less than 10 seconds. Colored lights were also used in the courtroom; yellow to ask the speaker to slow down, and red to request a pause.

According to author Jesús Baigorri Jalón, "In the event of interpreter fatigue or ongoing difficulties in the interpretation, the 'monitor' would call in a relief interpreter. [...] Those present were aware of the novelty of the system and of the time-saving benefit that it offered, and they showed an understanding and acceptance of such interruptions and substitutions."

In light of the success of simultaneous interpreting at the Nuremberg Trials, the United Nations chose to rely on Dostert for organizing the simultaneous interpreting for its founding conference in October 1945, in San Francisco.

**Communication, a Constant Concern**

Leon Dostert believed there were many possibilities for communication. He cofounded, and for 10 years directed, the Institute of Languages and Linguistics of

**LEON DOSTERT****(CONTINUED FROM PAGE 14)**

the School of Foreign Service at Georgetown University. The institute made great use of tape recordings for language learning via headsets. Monsieur Dostert also established an annual conference series on language and linguistics studies, as well as an English language program in Turkey.

In 1953, Dostert was tasked with researching the potential of machine translation. A joint collaboration between IBM and Georgetown led to the very first machine translation in January 1954, generated by the IBM 701 computer, which was programmed to use a 250-word vocabulary in combination with six grammar rules.

An IBM press release from the time stated: “Russian was translated into English by an electronic ‘brain’ today for the first time ever. [...] A girl who didn’t understand a word of the language of the Soviets punched out the Russian message on IBM cards. The ‘brain’ dashed off its English translation on an automatic printer at the breakneck speed of two and a half lines per second.”<sup>5</sup>

In the press release, Dostert predicted that within five years, or maybe even three, dual-language electronic communication would become a reality, stating: “Another obstacle to inter-cultural communication will have been removed — another step taken toward greater comprehension. For it is through the print of language that man has ever sought to communicate more widely with his contemporaries, more completely with posterity. Multilingualism has, in part, hindered this quest. Electronic language translation is another stride forward in man’s effort to reach his neighbors.”

Dostert continued his brilliant career late into the 1960s. He received several honorary doctorates, was invited to work at various universities, pioneered foreign-language learning methods for the blind, and published a number of articles on machine translation, language study, and linguistics. He is also recognized for his contributions to the development of simultaneous interpreting and the use of information technology in translation.

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**TransMUG**

Bidding a Fond Farewell

Recently, Yves Averous and Christine Lemor-Drake announced to their online followers the discontinuation of TransMUG, with Yves explaining that, “Ultimately, Apple has built such a sterling record when it comes to satisfaction that it has made our evangelist mission irrelevant.” Yves is nonetheless hopeful that he may still continue to share Mac-worthy news with NCTA members in other ways moving forward. We thank Yves and Christine for all their years covering Mac-worthy news for our members. | TL

## CURATE THAT SITE TO PREVENTS ITS DROUGHT

### The Process of Finding Good-Reads

By Juan Pino-Silva

“Drought” is a multi-purpose word. As Californians the word currently triggers powerful reactions as we suffer through this amazing State’s longest and most devastating drought in history. So in this case, the word refers to a “prolonged period of abnormally low rainfall.” But when the word is applied to a small, home-based business – such as the professional translator – “drought” refers to a “prolonged absence of income-producing business,” and this is disturbing.

What to do? A standard MBA recommendation is to “increase your revenue streams.” Put simply, this means if the phone is not ringing, find other avenues for business that enable them to find you. One obvious resource is the Internet, and specifically social media, where anyone in the world can find you and your translation services.

For our purposes here, “social media” is defined as three specific Internet services, Twitter™, Facebook™ and LinkedIn™. The advantages of these tools to a professional translation business? First, they mean “connection”. Second, they are on everyone’s mobile devices, and third aside from your Web site expenses, they do not cost money. However, that’s not to say that growing your presence on social media doesn’t cost anything. It does. Reaping the benefits of social media requires time, creativity and perseverance.

Translators often hesitate when presented with concepts like sales, marketing and branding. If after some trepidation, they set up a Web site they would quickly discover that the social media tools embedded in their Web site require significant and on-going attention. Social media is there to further Web visibility, but without content,

your presence on these sites can go through periods of “drought” and eventually evaporate.

“Feeding” these outlets is almost always beneficial to a business. Yet for the sole operator of a translation business, finding the time and motivation to search for digital content that is appropriate and engaging is an exhausting option. With energy fading after 10 or 12 hours at the keyboard, one’s drive to search, read and select materials is seriously limited.

This brings us to a crossroad: On one hand, our desires clash with pragmatism. The deadline is there, but we talk ourselves into believing that the brave digital world out there can survive without our postings for one more day. On the other hand, keeping our Web site’s embedded social media outlets dry for too long can seriously hurt one’s professional reputation and the company’s search engine optimization (SEO).

#### **A Plausible Solution: Content Curation**

Digital material can only be picked by browsers and is often not visible to routine scrutiny. Because browsing is painstakingly slow and work-intensive, the concept of digital content curation has been introduced. It can be roughly defined as the effort of gathering big repositories of content on a topic of interest and then placing the collected digital material on a site under one’s control to share it in one’s own social media outlets. The reader may find a list of 26 cleverly designed tools for curation here: <http://ow.ly/KDczQ>.

If you picked Scoop.it from that list, you’ll be asked to select a topic, name it, (i.e. Linguistics for translators) and then write five key words.

After a while, you will be advised via email that you are ready to curate your chosen topic. The result is an endless set of digital material that has been picked by your five key words.

This process can be regularly optimized for better, higher-quality results by adjusting the set of key words, quality and quantity of sources. For the curation process, read a title and scoop it. The result is a curated bank of good-reads. Optionally, if you still have energy and the gracious patience of your e-mail readers, you can put together a digital newsletter in a snap and send it to your colleagues or co-workers. If this is all too abstract, just hit <http://ow.ly/KDcMU>, for an example.

#### **Summary**

Translators want to focus on seeds, which is the creation of good translations. But apart from word-of-mouth and referrals, the well-trained translator now understands that having a marketing strategy, which includes the construction and maintenance of a Web site and the utilization of its social media sites, is essential to his or her profession. When social media outlets embedded in Web sites go hungry, it is suggested that they can be handsomely fed by using curation tools. The overall strength of this curation strategy is that it can become a windmill with the potential to ease social media droughts. The strategy is likely to generate large amounts of good reads, which translators may confidently transfer to their social media outlets at their own time and pace.

“Every problem has in it the seeds of its own solution. If you don’t have any problems, you don’t get any seeds.” - Norman Vincent Peale (1898 - 1993), Pastor and Author of world-wide best-selling book, *The Power of Positive Thinking*.

**SLEEPLESS IN CHICAGO****NCTA Members Share Presentation Experience at ATA 55th Annual Conference**

By Rick and Diana Dudgeon



**Rick and Diana Dudgeon  
at the ATA Conference**

Our journey began with a delayed flight. We made it in time for the Welcome Reception, but rushing to get there would be just a prelude to the fast-paced days to follow.

Having attended the conference once before, we anticipated the long days filled with activities, sessions and meet-ups, and while we wanted to make the most out of every minute there, we also planned on taking some time to enjoy the city.

If you have never attended the conference, we would like you to picture a program that includes activities starting at 6:00 a.m. First, they have the usual Stretch, Breathe, & Move along with the much acclaimed Zumba class. The morning exercise is followed by the Continental Breakfast, right before the Opening Session begins. Then, it is time to select your session out of up to fifteen available per time slot. You could be sitting in on at least three sessions a day, but you still need to consider attending the networking events such as the Brainstorm Networking, Résumé Exchange, Business Practices Happy Hour, After Hours Café, TweetUP, and the annual division meetings and

dinners. Not to mention visiting the exhibit hall or the translation Tool Bar stations, and meeting with potential business partners over lunch. It's no wonder the coffee breaks are so popular!

This time around, we had the opportunity to present a session at the conference for the first time. Our topic was Internationalization and Localization for Translators. This seemed a natural choice for us since Rick is a software engineer with years of experience internationalizing software and Diana is particularly drawn to website localization.

There is so much to these subjects that selecting the most relevant points was a challenge, especially when catering to such a varied audience like the one attending the ATA conference. We realized we were in trouble when prior to going to Chicago, we attended an NCTA workshop by the master Jose Palomares on very similar content. He had so much to share that four hours wasn't enough time to get through it all. Having learned from this experience, we spent weeks narrowing down our material to what we thought was the essential information needed for translators unfamiliar with the fields of internationalization and localization.

Finally, the big day arrived. Our presentation was scheduled for 8:30 Saturday morning—yes, that's 6:30 California time. Needless to say, we didn't sleep a lot that night. It wasn't perfect, but we felt good about our presentation. We focused on explaining the difference between traditional translation and localization and the role internationaliza-

tion engineers play in the localization process. The gist put in Rick's analogy: It takes a very different set of skills to create a gourmet kitchen than it does to create a gourmet meal. But without the kitchen, there can be no meal. Similarly, without internationalization, there can be no localization.

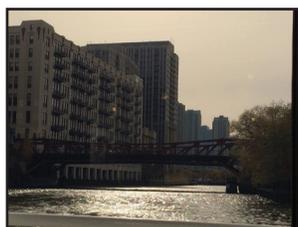
The feedback we received right after the session was encouraging. The anonymous survey feedback we got months later was somewhat mixed, though mostly positive. One reviewer said "the presenter seemed nervous". Ya think? Which one? We were both nervous. The number one criticism we got was that the material was too general. The number two was that it was too specific.

We worked hard and we were ready to play hard! After preparing and delivering our session, we felt like the Dance Party Saturday night was a nice reward. We felt justified in letting go a little bit, but still found it to be a great networking opportunity. Every moment was, really. In fact, a fellow translator we met in the elevator on the way to our hotel room turned out to be a source of business just a couple of weeks after we got home.

All in all, it was a wonderful trip. We enjoyed immensely catching up with old friends and we were lucky enough to make new ones who have remained close ever since. The amount of support we received was amazing and we are nothing but grateful to everybody who got up to attend the earliest session of all and contributed with their suggestions and feedback.



**Sarah Llewellyn and  
Sonia Wichmann**



**The Conference Site**



**Sonia Wichmann and  
Connie Archea**

## MIXED-INITIATIVE NATURAL LANGUAGE TRANSLATION

By Matsuko Teshima



Dr. Spence Green from Stanford University shared research findings on human and machine translation collaboration and presented his own web-based mixed-initiative translation application

February's general meeting was held at Golden Gate University in San Francisco. NCTA President Sonia Wichmann shared annual reports and the results of the Board of Directors election. Guest speaker Dr. Spence Green presented Mixed-Initiative Natural Language Translation, focusing in two important notions: human and machine collaboration, and predictive translation memory (PTM). How much has the recent fully automated machine translation been improved? Are all professional translators going to be replaced in the near future?

Recently graduated from Stanford University with a computer science doctoral degree, Dr. Green is an active member of the Stanford NLP (Natural Language Processing) group and the University of Washington Interactive Data Lab. His extensive research involves in intersected NLP and HCI (Human-Computer Interaction) and has built a community to study further NLP, HCI, and data visualization.

Dr. Green is not a translator but a computer scientist researching how to guarantee quality in machine translation and designing a high quality machine translation application. He claims that in the next couple of years, the mixed-initiative translation system would be completed, which would help human and intelligent machine agents collaborate to complete a task by working together.

In 1951, at the end of the Cold War, the first machine translation application was developed. Yehoshua Bar-Hillel, Israeli philosopher, linguist, and the first machine translation researcher, distinguished two types of machine translation: assimilation and dissemination. Google Translate and Bing Translator are examples of

assimilation. These tools produce a rough, convenient and fast translation when a gist of the meaning is sufficient. The other type of automatic translation, called dissemination, weights in quality. Extra-linguistic knowledge is required and it is more appropriate for professional translators. Since a machine cannot understand connotation and differentiate accordingly, human intervention is inevitable to satisfy a predefined quality threshold. As Dr. Green said, "it's easy for humans but hard for machines."

Yehoshua Bar-Hillel doubted that a fully automatic high-quality pure machine translation would ever be feasible. In fact, all translators understand that the typical lousy machine translation skews the brain. Starting from scratch often gives faster and better output than trying to post-edit in a dissemination scenario. For more than 34 years, interactive machine translation systems have been researched and developed; however, there have only been disappointing results. Why is the collaborative translation system not working so well?

One of the reasons, Dr. Green pointed out, is that the undeveloped user interface design has not improved. So, what if NLP and HCI were combined to realize human intervention more efficiently? The result had to be a better UI design for translators. To learn translators' behavior, he conducted a case study with two settings: unaided and post-edited with unintelligent agent (translation memory, glossaries and etc.). In addition Dr. Green tested three languages (Arabic, German, and French into English) for each setting. Ultimately, the goal was to determine which setting maximized human productiveness (time/quality and facilitate adaptive machine translation. He observed translator's eye-movements to determine eye mapping patterns and their mouse movements to determine hover patterns over source texts to understand what translators do. As a result, the post-editing setting significantly reduced time for 3 languages ( $p < 0.001$ ). In addition, a fifty-percent probability was given to the quality measurement to determine a condition for better output. The quality was quite biased toward the post-editing, which increased quality ( $p < 0.001$ ). He concluded that the suggestions primed translators from the fact that the final output was influenced for each language. Lastly, the effort was measured by the number of keyboard operations. Under the unaided condition, the amount of text editing events was much more frequent than under the post-editing condition, where the translator was reading most of the time.

## MIXED-INITIATIVE TRANSLATION

Based on the outcomes, Dr. Green designed a web-based mixed-initiative translation application. We were excited and grateful to see his experimental UI design. It has a simplistic bilingual text editor type UI with a machine translation service (Google Translate) at the bottom. The capabilities of auto-complete and re-ordering can speed up and improve the quality of the job. To help source comprehension, uncertain terms can be checked by source lexical dictionary lookups. It shows partial or complete suggestions as references. (Escape capability is available to be more efficient for some translators.) The target source text shows in the light-blue box. The translator types the intended translation phrase and selects the MT-generated gray text below the target source in the white box. As s/he translates, the text color changes from gray to black and the translation input adapts to the translation machine database to show in the next suggestions. The great legibility and the active interactions assist the translators in many ways.

Most of all, the “predictive translation memory (PTM)” is facilitated in the UI very smoothly, which drew everybody’s attention. Not only do the suggestions change in response to the human-computer interaction, but it also adapts to our needs, and learns from our input. Dr. Green stressed that customizing the

translation memory to a particular domain makes the application more feasible and realistic to use for the translators’ daily work.

A question about company confidentiality was brought up among the audience. He explained that the more data input, the better the machine translation system becomes. Since it drives the statistics from data only, it is not obtaining any specific information.

From the user case study of PTM and post-editing comparison with two languages (FR-EN and DE-EN), there were variables in quality and time. Translators had a steep learning curve given that fifteen minutes of training was not sufficient. In fact, Dr. Green stressed that the interactive mode was much preferred after the translators became accustomed to it. To further his research, he is looking for native speakers with many other languages to participate in his study as a beta tester (You may sign up at [liit.com](http://liit.com)).

Dr. Green concluded the presentation with a clarification of a frequent misconception about machine translation. He stated that machine translation will NOT replace human translators under the dissemination scenario until AI is solved. Currently, the possibility that the machine can master and represent extra-linguistic knowledge does not exist.



**NCTA General Meeting, February 7, 2015**

## MANGA FOR THE MASSES

### Author Beth Cary and Translator Fred Schodt Recount Their Collaboration on a Two-Volume Biography of Filmmaker Hayao Miyazaki

By Yuko Fukami

NCTA's general meeting of December 6, 2014, featured a presentation by author Beth Cary and translator Fred Schodt, who shared their experience collaborating on a two-volume biography of manga artist Hayao Miyazaki; *Starting Point: 1979-1996*, and *Turning Point: 1997-2008*.

Miyazaki (b. 1941, Tokyo) is famous as a one-man studio, serving as screenwriter, animator, director, and producer on such feature-length animations as *My Neighbor Totoro*, *Spirited Away*, and *The Wind Rises*, possibly his final film. The two-volume biography includes Miyazaki's many talks, interviews, and essays. Schodt sees Miyazaki as a global sensation. He recalled the filmmaker's visit to UC Berkeley, where he accepted the 2009 Japan Prize before a packed audience. "How many directors of animation can fill Zellerbach Hall when they give a talk?" he asked. Cary, who attended that event as Miyazaki's interpreter, remembers students scrambling to take notes as he spoke. To her knowledge, no other animator or director has been so deified.

Miyazaki is also unique for the amount of attention he receives from academia. Much has been written about his films and what they represent. At Cardiff University in Wales, the Anime and Manga Studies Department is holding a Miyazaki symposium in April 2015. And his films feature prominently in Women's Studies departments, where his representations of girl power are explored. A recurring trope is the transformation of a whiny, insecure girl character at the beginning of his films into a strong, confident girl by the end. *Nausicaa of the Valley of the Wind*, *Kiki's Delivery Service*, and *Spirited Away* are some examples of this.

The filmmaker is politically outspoken, with leftist leanings and a staunch-

ly anti-nuclear, anti-war disposition. He devoted an entire issue of *Neppu* magazine to the protests that followed the Fukushima nuclear meltdown of 2011. *Neppu* is Japanese for "hot wind," and the magazine is published by Miyazaki's production company, Ghibli (North African Arabic for "hot and dusty desert wind"). In protest of the Fukushima incident, banners were hung over the studio building, reading: "Studio Ghibli wants to make movies with non-nuclear electricity."

Miyazaki's love and respect for nature, can be seen in many of his movies such as *Princes Mononoke*, *My Neighbor Totoro*, and *Ponyo*. This environmentalism may also spring from his nostalgia for naturalistic environments he remembers from his youth, his Europhile fascination with German fairy tales, or *Märchen*, known as *meruhen* in Japanese.

Another Miyazaki theme is airplanes and flying contraptions. In *The Wind Rises*, he pays tribute to Jiro Horikoshi, the designer of the Zero fighter. Even so, the film has been criticized in Japan for its anti-war message. Flying machines also figure in *Laputa: Castle in the Sky*, *Nausicaa*, and *Howl's Moving Castle*. Despite his anti-war position, Miyazaki is a great aficionado of fighter planes and mecha (flying machines).

Cary and Schodt explained that the first volume, *Starting Point: 1979-1996*, was commissioned for publication simultaneous with the release of the film *Ponyo* in 2009. Schodt, a manga expert, pioneered the niche field of manga translation and has authored several books on manga and animation. But it was Cary, a noted nonfiction author and literary translator, who was first contacted by the publisher, Viz Media, in 2006. Cary first had to submit a sample translation, before receiving the go-ahead in 2007. She then enlist-

ed Schodt's help. To harmonize their different writing styles, each worked on alternating sections, then exchanged their writing and translations, revising the other's work, a process that took over a year for the 500-page book.

After that first volume, Cary and Schodt were again commissioned by Viz Media, with a nod from Studio Ghibli, to produce the second volume. Facing a tight nine-month deadline, and already familiar with each other's style, they spent less time revising each other's work on that volume.

To "get into the head of the person you're translating," Cary and Schodt traveled to Japan and visited Miyazaki and his staff. They also visited the Ghibli Museum in Mitaka, near Tokyo, as well as other places connected to Miyazaki and his works, such as the Edo-Tokyo Open-Air Architectural Museum, its buildings and models serving as inspiration for his sets.

Their only regret is that while working on the second volume, they were unable to meet with the editors of the book to clarify the submission schedule. Parts of the first book were redacted for being too obscure for an English readership.

Schodt noted how important it was to obtain copyright for the translation, as it allows him to take it to another publisher once the book goes out of print. Unfortunately, few US publishers offer royalties for translations, and the terms and conditions for translations are only getting harder.

Cary and Schodt ended their talk with a presentation of their latest books, *The Anime Encyclopedia*, 3rd Revised Edition, for which Cary served as an editor, and Professor Riskey and the Imperial Japanese Troupe, Schodt's book about 19<sup>th</sup> century Japanese circus acrobats.

## IN THE FIELD WITH MICHAEL SCHUBERT

### Accomplished Translator, Musician, and Cyclist Michael Schubert Let Us In for a Backstage Peek into His Background and Work

By Diana Dudgeon



Accomplished translator, musician and cyclist Michael Schubert let us in for a backstage peek into his background and work

Michael Schubert is an ATA-certified German to English translator and a former orchestral flutist. Raised in Los Angeles, he spent a decade working in Germany as a freelance musician touring extensively throughout Western Europe and performing symphonic and chamber music, opera, film scores, musicals, and on numerous CD recordings.

Mr. Schubert served on the NCTA Board of Directors from 2005 to 2009 as the webmaster and he continues to be actively involved in our association. Whether it is writing a software review for Translorial or presenting his Getting Started workshop for newcomers, he has repeatedly contributed his knowledge and expertise to our community. He specializes in legal, financial and IT translation, and his career has been strongly marked by technology. In our interview, he emphasizes the importance for translators to master not only their language skills, but also their computer skills since they are no longer optional.

#### **Which was first: German or Germany?**

German! Although I am of German descent, I only began learning German at age 19. My love of German Romanticism made me want to study the language – originally as a general education requirement, later as a minor, eventually as a second major. I spent a year of my university studies in Heidelberg, then I moved to Germany right out of college and worked there for 10 years.

#### **Did the musician become a linguist or did the linguist become a musician?**

My early career ambitions were always in music – to become a professional orchestral flutist. Thanks to my degree in German and my year abroad, I had the opportunity to start my career in Germany, which has much more work for classical musicians than the US. I earned my living as a freelance musician in Germany for 10 years. When I returned to California in 2000, I began exploring translation in order to supplement my music career. But almost immediately, my prospects in translation were so much better that I soon put my music aside altogether. And without reluctance – music is a harsh mistress, as we say!

#### **In both careers you have worked as a freelancer. Businesswise, are there similarities?**

The common requirements are discipline, ambition, good organization, and independence. And flexibility, since you work with a large cast of characters.

#### **On that musical note, have you found patterns in your “soloist” working habits?**

I work from my home office weekdays from early morning to mid-afternoon. Then I typically exercise, and if things are particularly busy, I return for an evening shift. I relish quiet and solitude when I’m working, so I’ve never felt drawn to a shared workspace. Over the years, I’ve learned to keep more reg-

ular hours. That way, my clients know when they can count on me. And without regular hours, we freelancers know that you can easily end up working day and night!

#### **What would be your ultimate piece of advice to succeed as a freelance translator?**

First, never stop learning and networking. Language is dynamic, so we have to stay engaged to stay good at what we do. And we learn so much from one another! Second, embrace technology. We freelance translators must have excellent computer skills. A CAT tool, a system for managing projects and invoices, a sophisticated mail client, a backup concept – all of this is indispensable.

#### **You know them both: Are translators artists?**

To some extent, of course. There are so many ways to turn a phrase, so translators have to be creative and have a flair for making a translation sound natural, fluid, and yes – beautiful! Even in something as dry as a license agreement. It takes both skill and artistry to translate bloated, verbose legalese into a target text that conveys the same meaning without duplicating the sins of the original. But our creativity is also heavily constrained by the source content, of course. It’s not so different in music, by the way. It may seem highly creative to the listener, but there is a tremendous amount of “instructions” to follow – in classical music, at least!

#### **Years ago you wrote a clearly expert review on STAR Transit NXT, what is your current favorite tool?**

I use SDL Trados Studio 2014. Not that I’ve tried every tool and chosen this one on its merits, but because it’s the dominant tool, because I know it well, and because it does everything I need. The predecessor products Trados Workbench and

## IN THE FIELD WITH MICHAEL SCHUBERT

### Accomplished Translator, Musician, and Cyclist Michael Schubert Let Us In for a Backstage Peek into His Background and Work

TagEditor were really quite dreadful – I always refer to them as hair removal programs – but the Studio products introduced in 2009 are excellent!

#### What do you mean by hair removal programs?

They make you pull your hair out!

#### What role has translation technology played in your career?

I've loved personal computers from the day I switched on my very first PC. I burned a lot of midnight oil learning my way around the Windows operating system, the Microsoft Office suite, and various utilities and CAT tools. For freelance translators, computer skills are just as important as our language skills!

#### What is your ideal translation job?

I'm at my best translating website content. No content a business generates is more important than its website – its window to the entire world, a source of information for both existing and prospective clients. My ideal translation job is when a client writes good German copy, then gives me the necessary background information and license to produce good English copy.

#### Is there any project or topic you would like to highlight at this time?

Over the years, I've translated a number of academic papers written by German-speaking professors for publication in English-language musicological journals. My background makes me uniquely qualified for such jobs, but academic writing is so dense and lofty that I find these projects to be tougher than anything else I do!



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## NCTA CALENDAR

May 2	Workshop: Wordfast Pro for Beginners* (Monterey, MIIS)	May 27	San Francisco Happy Hour
May 2	Workshop: Wordfast Pro for Intermediate Users* (Monterey, MIIS)	May 31	Santa Cruz Happy Hour
May 9	NCTA General Meeting	June 12	South Bay Happy Hour (San Jose)
May 12	Oakland Lunch Social	June 13	Workshop: Getting Started in Interpreting* (San Francisco)
May 16	Vallejo Waterfront Kaffeeklatsch	July 11	Backyard Barbecue Potluck (Vallejo)