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Resolving Commercial Conflicts

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Overcoming Termbase Trepidation

50 Years
1959 – 2009

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American
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Association

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American Translators Association
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50
Years
1959 – 2009

Columns and Departments

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We Want You!

The ATA Chronicle enthusiastically encourages members and nonmembers to submit articles of interest. For *Submission Guidelines,* log onto www.atanet.org/chronicle. *The ATA Chronicle* is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.

Advertising Directory

Our Authors | April 2009

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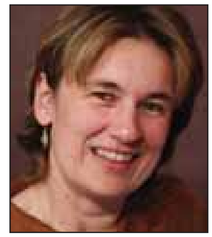

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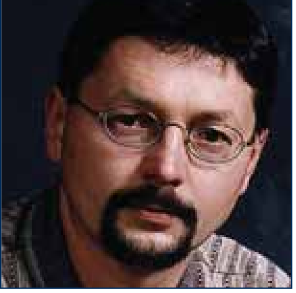

From the President

Jiri Stejskal
President@atanet.org

What We Are Lacking: Urgency, Revenue Resources, Interpreter Certification

Last time we reviewed our strengths: the Annual Conference, the Association's size, and Headquarters. Let us now look at the weaknesses identified by the Board during the January Planning Day. As with the strengths, individual Board members selected from a list of weaknesses identified during a brainstorming session the three items that they considered to be the most important. Here is the full list with the number of votes for each weakness in parentheses: inertia/complacency (9); few revenue resources (8); no interpreter certification (5); lack of financial support from major players (5); apathy (4); not enough voting participation (3); certification (2); divisions (2); cost of the conference (2); legislative isolation (2); chapters (2); and size (1).

It is interesting to note that many of our weaknesses are also our strengths. The Association's size was identified as our major strength, yet it also appeared on the list of weaknesses because it necessitates a certain level of bureaucracy and makes our Association less flexible. Similarly, chapters and divisions were listed both as strengths and weaknesses, because Board members felt that while they serve a very important function for our members, divisions also present governance challenges that need to be addressed. Finally, ATA's Certification Program was also identified as both a strength and a weakness, because while it is arguably the best certification program for translators in the U.S., there is still room for improvement; most importantly, it does not serve the needs of our interpreters and other language professionals.

It is interesting to note that many of our weaknesses are also our strengths.

Inertia and complacency were identified as our greatest weaknesses. A lack of new initiatives, apathy, and resistance to change are the all-too-familiar symptoms of what can be summarized as a lack of urgency. This is really a governance issue that needs to be addressed at the Board level. Going beyond its fiduciary responsibilities, the Board must ask some hard and fundamental questions and engage in "generative" thinking and governing. Generative thinking produces a sense of what a given piece of information means by reframing it and looking at it from different perspectives; it also facilitates generative governing, which produces—or generates—new approaches to existing problems.

Another major weakness of our Association is that our revenues come from few resources. The Association's main revenue sources are membership dues, advertising, the Annual Conference, and the Certification Program; the last two also have significant costs offsetting the revenue. This weakness can be overcome by exploring the pool of available resources such as grants, revenue-producing services or products, and financial support from major players within and outside our industry (the lack thereof was also identified as a weakness).

The fact that we do not offer certification for interpreters was also identified as a major weakness. More than one half of the Association's members offer interpreting services, and it is a matter of common sense that certification should be available to them. This weakness is being actively addressed by an ad hoc committee chaired by ATA Secretary Virginia Perez-Santalla, herself an accomplished interpreter. Given the wide spectrum of settings and domains in which interpreters work and the number of private and government certification programs already in existence, this effort is not without significant challenges, not to mention the high cost of developing such a program.

Weaknesses are internal to our organization, which means that we have control over them. The Board made the first and the most important step in identifying them; it is now up to all of us to reduce or eliminate them. Do you have an idea, suggestion, or recommendation based on your experience? Let the Board know. We are listening.

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From the President-Elect

Nicholas Hartmann
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Looking Forward

American Translators Association
50th Annual Conference
New York City October 28-31, 2009 New York Marriott Marquis
www.atanet.org/conf2009

New York City not only attracts foreign visitors from all over the world, but is also home to millions of immigrants, both long-established and newly arrived, from almost everywhere on Earth.

ATA's 50th Annual Conference on October 28-31, 2009 in New York City will be an opportunity both to celebrate 50 years of growth and to acquire vital new skills and knowledge for today's challenging business environment. Featured speakers will look back on everything that has been accomplished since 1959, but the event will focus, as always, on education. Conference seminars and presentations will provide practical information about business management, translation tools, subject-specific terminology, and many other aspects of our complex and demanding profession. Dozens of languages and subject areas will be represented, offering something for everyone. Those just entering the profession will find events designed specifically for them, as well as a Job Marketplace designed to benefit everyone in these difficult economic times.

Because this is such a special year, the conference is being held in a special place: not just in New York City, where ATA was established, but at the very heart of the city itself—Times Square. In addition to its quintessentially central location, the Marriott Marquis Hotel offers six floors of meeting rooms interconnected by escalators, a spacious and open layout for informal networking (the locals call it "schmoozing"), and some spectacular indoor spaces for special events. But fear not: thanks to quick action by the Board several years ago, the special ATA rate for hotel rooms is less than half the going price for almost anywhere else in New York.

When you are not collecting new knowledge or networking with your colleagues or prospective clients, you will find one of the world's greatest cities literally at your feet. Bring comfortable shoes, because New York is a walking town. Step outside the hotel and you are surrounded by restaurants offering any cuisine you fancy, as well as almost 40 Broadway theaters. Go south to find Macy's and all the other Midtown shopping outlets, not to mention the Empire State Building and Madison Square Garden. Go due west until you see the aircraft carrier, and visit the USS Intrepid with its unparalleled aviation collection. Walk north and you can get to Carnegie Hall without even having had to practice. To range farther afield, cross the street to the subway station and head for Lincoln Center, the Metropolitan Museum of Art and the Museum of Modern Art, or the Whitney, the Guggenheim, the Frick Collection, and the Neue Galerie. The truly adventurous can cross the water to the Statue of Liberty, Ellis Island, or even Atlantic City.

Wherever you go, keep your ears open. New York City not only attracts foreign visitors from all over the world, but is also home to millions of immigrants, both long-established and newly arrived, from almost everywhere on Earth. The young couple with their cameras and map, the taxi driver, and the pushcart vendor all make their contribution to the city's vast buffet of languages: the perfect backdrop for this unique occasion in the life of ATA.

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From the Executive Director

Walter Bacak, CAE
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Spending Money to Make Money

Help yourself and your business by attending an ATA event.

Difficult economic times require more attention to marketing yourself and standing out from the competition. The bottom line has not changed: you need to spend money to make money. These observations all tie into professional development.

With spring upon us, it is that time of year when the number of seminars and industry events compete for your time and money. Try to take advantage of these learning and networking opportunities.

Some counter with the argument that they learn on the job. That is true, but there is more to it. There is also much to be gained by getting away from your desk and attending a seminar to shake up your routine, re-evaluate your current ways of doing business, and plan new strategies. Do not forget networking, which should be one of your primary reasons for attending these seminars.

If you want to look at this financially, by spending money on attending a seminar you can realize actual savings through learning about a new software program that would save you time and money or a new technique or resource to improve your efficiency. If you factor in networking, one connection gained at a meeting could lead to a job that covers your seminar expenses and more.

Here are some recent and upcoming ATA professional development opportunities:

- Translation Tools Seminar, March 14, San Francisco, California
- Court Interpreting and Translation Seminar, April 25-26, Jersey City, New Jersey
- Building Your Business Seminar, May 16-17, Washington, DC
- Translation Company Division Mid-Year Conference, July 30-August 1, Quebec City, Quebec
- 50th Annual Conference, October 28-31, New York, New York

Plus, some additional events are in the planning stages. For more information on all these events, please see ATA's website: www.atanet.org. For other industry events, please see ATA's Calendar of Events at www. atanet.org/calendar.

Help yourself and your business by attending an ATA event. You will profit both financially and intellectually.

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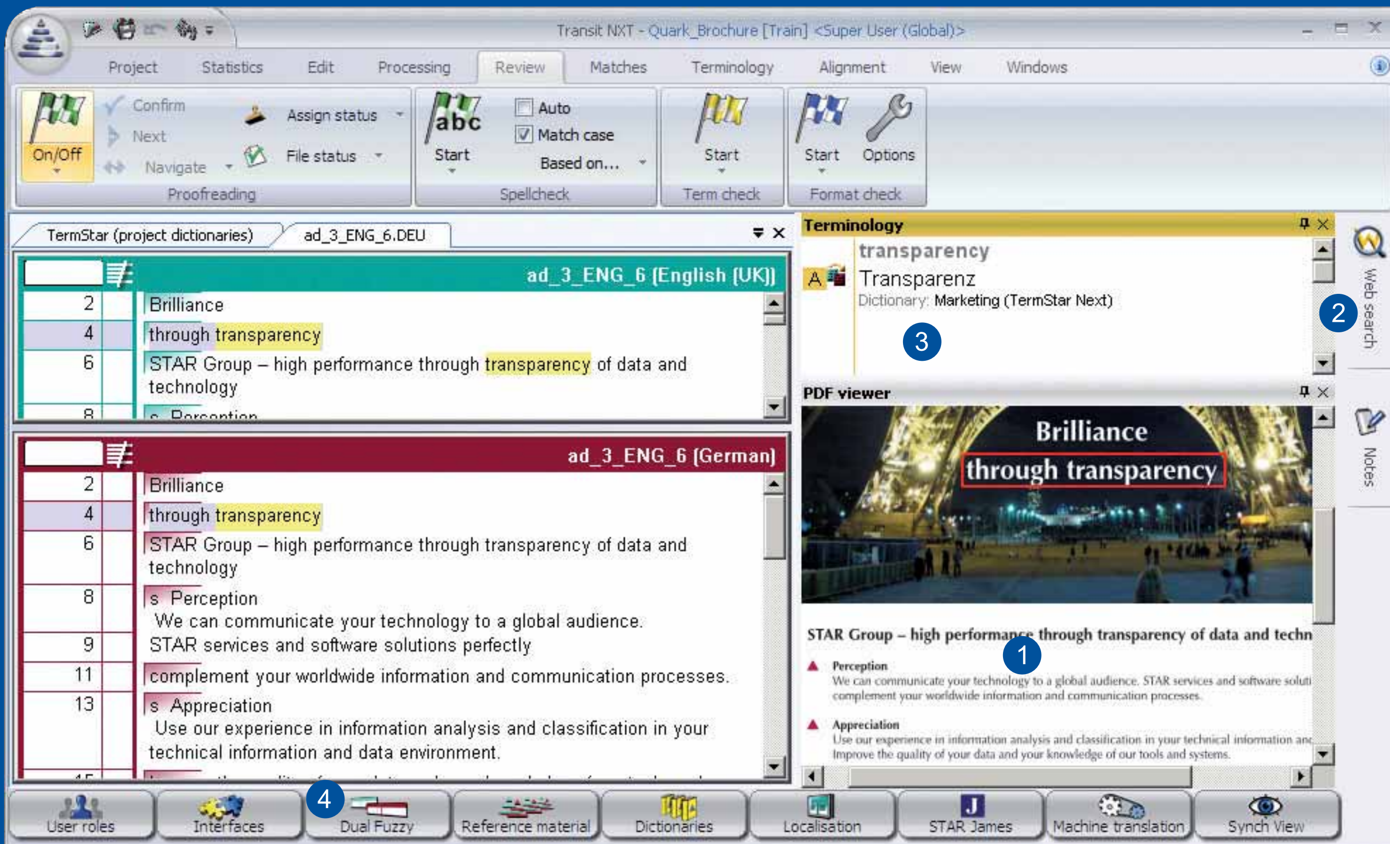

Transit's Translation Platform showing results of its multilingual context engine

Your information content is only precise, unique and significant when given in context! Transit's multilingual context engine enables users to benefit from a variety of context displays:

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2 Web Search
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3 Terminology
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4 Dual Fuzzy
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Resolving Commercial Conflicts

By Dorothee Racette

Although conflict may be an unavoidable part of life, it certainly has a high price tag in business. The British Centre for Effective Dispute Resolution estimates the annual cost of conflict to businesses, not counting legal fees, at 27 billion British pounds.[1]

While typical costs of conflict for small freelance businesses include lost payment, hours spent trying to address a customer complaint, and collection efforts, the outcome of a conflict in the case of large translation agencies can be as dramatic as scrapping an entire project, with all the expenses that have gone into it, as a consequence of customer rejection. In addition to this quantifiable cost, there is the indirect cost of stress symptoms and quality issues as a result of neglecting ongoing work tasks.

The outcome of a conflict in the case of large translation agencies can be as dramatic as scrapping an entire project, with all the expenses that have gone into it, as a consequence of customer rejection.

In dispute resolution, the term commercial conflict refers to any incident that pits two parties against each other for business reasons. In our industry, conflicts most frequently arise over payment issues and nonperformance allegations (quality complaints). Although even the most peace-loving people cannot avoid all conflict, research has come up with ways to manage those situations effectively and with as little time wasted as possible. Since the translation and interpreting industry is relatively small and word-of-mouth is essential for getting work, it is also very important to maintain a good professional reputation.

This article introduces some of the pertinent terminology and presents different approaches to dispute resolution that have become increasingly important over the years. In light of bogged-down court systems and the absence of effective tools to collect small debt,[2] effective dispute resolution skills are often the only instrument available to small business owners.

Make sure to put any agreement in writing.

Alternative Dispute Resolution

The growing case lag of court systems, as well as the cost and consequences of full-blown legal disputes involving lawyers and court fees, has given rise in past years to approaches summarily referred to as alternative dispute resolution (ADR). The term covers a wide range of methods and approaches that provide an alternative to litigation, meaning the pursuit of a conflict in court.

The two central approaches of ADR, arbitration and mediation, are frequently mentioned in the same breath, yet are anything but interchangeable. Arbitration is a legal process used to avoid settling a dispute in court, for which a third, unbiased party (the arbitrator) is appointed to review the case and make a final decision in favor of one of the parties. Essentially, the arbitrator acts as the judge and jury rolled into one. Arbitrators typically have a background in law and work in specialized fields. In contrast, mediation takes a different approach to settling a dispute. During mediation, a third, unbiased party (the mediator) stimulates discussion between the disputing parties to help the negotiation process and move the dispute toward a resolution. The mediator, who does not necessarily need a background in law, does not make a decision and does not tell the parties what to do. Accordingly, the two approaches produce very different resolution scenarios. Arbitration has greater resemblance to the court model, while mediation shifts the decision-making process directly to the parties. Figure 1 shows a breakdown of the main differences between arbitration and mediation.

Roots of Conflict

When analyzing the structure of conflicts, experts distinguish an outward set of circumstances that ignites a conflict. In this visible and tangible portion of the conflict, each party expresses its expectations or demands in a so-called "position." For example, say Party A agrees to complete a short translation assignment for Party B for the usual minimum fee. Forty-five days later, the invoice for the work is overdue and Party B is making excuses, referring to a vague "quality problem." In this case, the "position" of Party A would be that the ➡

Figure 1: Differences Between Arbitration and Mediation

Arbitration	Mediation
Legal process used to avoid settling a dispute in court.	Process used to avoid settling a dispute in court.
Must follow the remedies provided by law.	Has the potential to come up with creative solutions.
Third, unbiased party (the arbitrator) is appointed.	Third, unbiased party (the mediator) is selected, including from among peers.
Arbitrator reviews the case and makes a final decision in favor of one of the parties.	Mediator stimulates discussion between the disputing parties to help the negotiation process and move the dispute toward a resolution.
The final decision is made by the arbitrator.	The final decision is made by the parties.
Outcome: Winner + loser (award)	Outcome: Agreement
Status of decision: Legally binding	Status of decision: Nonbinding

payment is overdue and that the agreed terms were 30 days, while Party B might present the "position" that the work did not meet expectations.

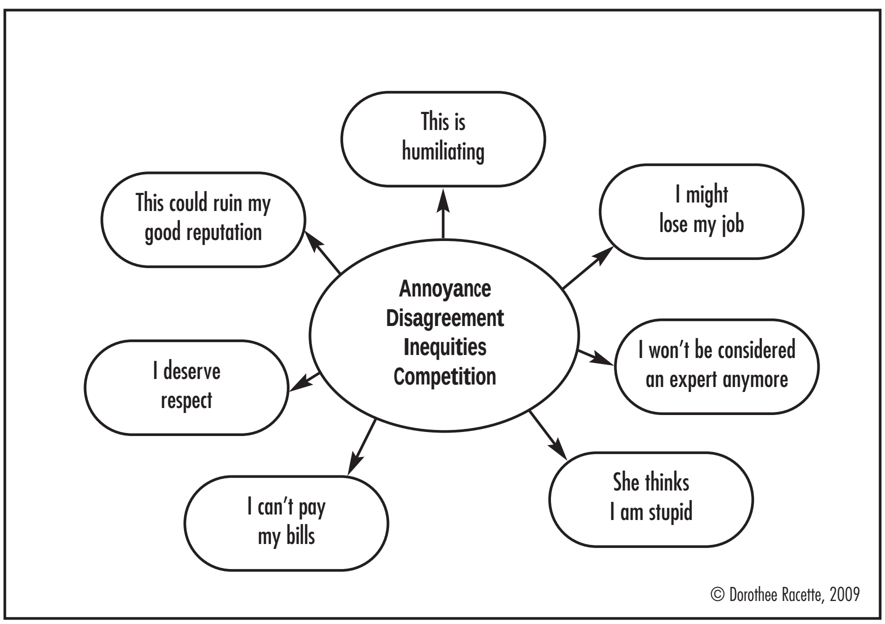
Through all the verbal and written exchanges associated with this situation, a second aspect of conflict is at work and remains largely unseen. The parties are often not even fully aware of it.

To stay with the above example, Party A, who knows there was nothing wrong with her work, could simply keep demanding the payment of the minimum fee and move on. After all, the payment is relatively small and represents a fraction of her monthly income. However, for some reason, she feels exceptionally angry about the failure of Party B to pay the bill. Obviously, a factor other than money is at the core of the conflict. Those with expertise in ADR call this conflict core an "interest." In juxtaposition, "position" and "interest" are closely related to the concepts of "text" and "subtext" in our line of work. "Conflict emerges when disagreements, differences, annoyances, competition, or inequities threaten something important," say Jennifer Beer and Eileen Stief, the authors of *The Mediator's Handbook*.[3]

Figure 2 highlights some of the possible, unspoken sentiments of Party A. The actual event (in our example, the nonpayment of a bill) that caused the conflict touches an "interest" of high importance. These sentiments are the true source of the conflict. Mediation efforts, in addition to finding the facts of disagreements, focus on identifying the sentiments underlying a conflict.

Effective dispute resolution skills are often the only instrument available to small business owners.

Figure 2: Conflict Core



Effective Strategies to Handle Commercial Conflicts

The first expression of conflict is typically anger and rage. As we all know, these sentiments not only consume our energy, but are also often extremely unproductive. A typical reaction to conflict is to assume that everything is the other party's fault, and to call for some kind of "authority" (parents, the police, a judge, your professional association, etc.) to step in. ("Someone please deal with this; It's not fair!"[4]) Unfortunately, no "authorities" are usually available to settle commercial conflicts, unless there is a large amount of money involved. This leaves small business owners with only one option: to address the conflict in an adult and professional manner, usually without outside help.

Keep in mind that a clear structure of work documents, prompt and consistent invoicing, and a system of order documentation can be extremely useful when it comes to presenting your side of the conflict. Presuming the other party is a genuine business without deceitful intent, a polite request to please pay invoice No. 123, issued on Date x for

PO number 987 will go further than an angry phone call about “that invoice from last month.”

Before responding to a conflict situation, take a little time to consider what your positions and interests are and to analyze your motivations. Why exactly is the situation making you angry, and how can you express your sentiment? (Don’t yell “What are you taking me for, an idiot?”) Which alternatives and consequences are available to you? If you are planning to make a phone call, prepare a short memo with the facts and the statements you plan to make. This also includes clear and very specific communication about the way you want to resolve the conflict. As quietly as you can, explain what the problem is and write down the suggested solutions of the other party. If you have to respond to a difficult situation in writing, show your letter to someone else before sending it, and beware of hasty instant messages and e-mails that you cannot take back.

Once you have reached an agreement with the other party, make sure to put your understanding in writing and send the other party a copy with a request for acknowledgement. Think about which steps you can realistically take if the other party fails to live up to its promises and include these steps in your statement without sounding overly threatening. Even if this approach should not produce the desired results, you now have a perfect track record of the incident and will not have to describe the circumstances all over again if you have to escalate the case.

While it is easy to make a professional impression when things are going smoothly, quietly asserting yourself in a conflict situation will definitely improve your standing with reputable business partners, not to mention give you peace of mind.

Notes

1. British Centre for Effective Dispute Resolution, www.managementissues.com/display_page.asp?section=research&id=3262.

2. Although the small claims court system in the U.S. is theoretically a tool for recovering minor debt, these courts are most effective when they deal with local disputes.

3. Beer, Jennifer, and Eileen Stief. *The Mediator’s Handbook* (Gabriola Island, 1997), 11.

4. This explains the popularity of court television shows, such as Judge Judy, in which a stern judge reestablishes the “fair” universe we all crave.

Introducing the

National Museum of Language

By Greg Nedved

The National Museum of Language (NML) in College Park, Maryland, officially opened to the public in May 2008. Featuring a main exhibit entitled "Writing Language: Passing It On," the museum has already had several hundred visitors from all over the world and from all walks of life—quite an accomplishment for an institution with only three rooms that is open only 10 times a month. NML is one of only a handful of museums in the world dedicated to all aspects of language and linguistics. The goal is not just to explore languages, but the importance of languages in societies and even everyday interactions.

The museum will strive to be a visible, authoritative, credible, and accessible national forum for languages and linguistics.

A National Forum

If there is to be a genuine effort to educate all those who have an interest in or who need to have a better understanding of some aspect of language, that effort must be made as authoritatively as possible, and with a high level of visibility to attract a wide audience. The responsibility for such an initiative can no longer rest with the academic community alone, especially when it comes to reaching out to this country's youth to get them excited and actively involved in language learning. Language is simply too important to be left to a single constituency. This is where a national language museum comes into play.

NML is designed to bring together diverse language and linguistic circles—academic, governmental, social, business, scientific, literary, technological—and to provide a forum through which they can communicate effectively, focusing attention on language as it relates to all aspects of life, human development, and human history. The museum is intended to serve as a visible, authoritative, credible, and accessible national forum for languages and linguistics. By fostering the study of the nature of language, its development, and its role and importance in society, and by exploring linguistic problems and ways of overcoming them, the museum will serve as an educational resource to contribute to better understanding and communication among the peoples of the world.

History and Development

The history of NML goes back over 30 years. Its initial inspiration was a 1971 exhibit in Greenbelt, Maryland,

Visitors practicing calligraphy in the museum's activity room.

The museum is designed to bring together diverse language and linguistic circles.

entitled "Language, Its Infinite Variety," which linguists from the National Security Agency (NSA) organized for over 1,000 students from area high schools. In 1985, several creators of the 1971 exhibit met throughout the year to develop a concept and to study the feasibility of creating a national language museum. They prepared an outline of sample exhibits and discussed the possibility of approaching the Smithsonian Institution for sponsorship. The group later disbanded when members realized they would be unable to prepare the exhibits adequately. It would not be until 1997 that another organizing committee would be formed to create an independent national language museum based on the original 1980s concept. The committee officially established NML in December 1997.

As anyone who has ever been involved in creating a professional organization can attest, the first few years are critical. This was also true for NML, which made steady progress, although it was not always obvious. The museum needed office space, bank accounts, tax exemption, bylaws, officers (board of directors and associates), volunteers, affiliations, a

NML Links

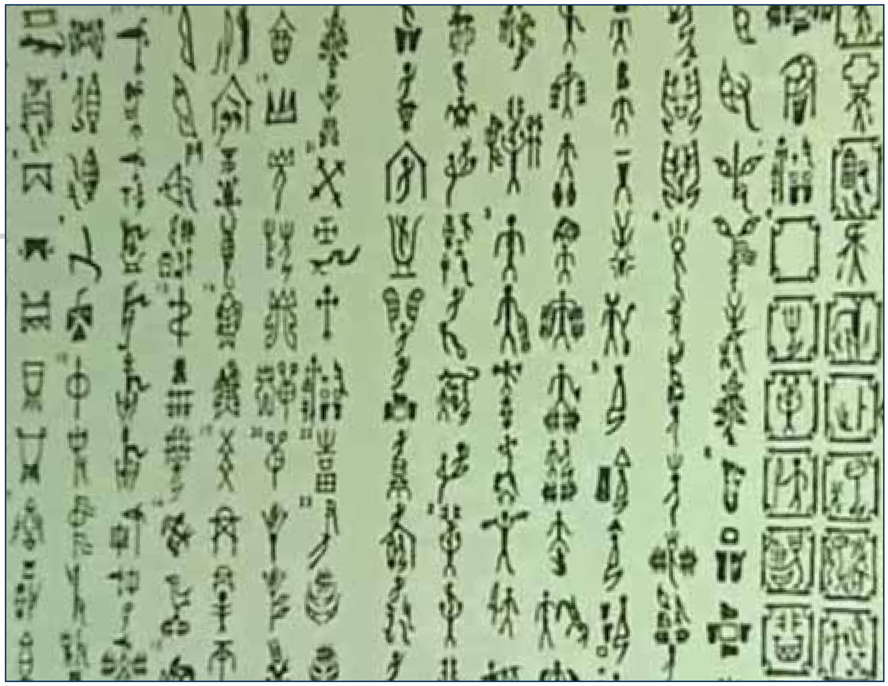
Events
www.languagemuseum.org/calendar.htm

Exhibits
www.languagemuseum.org/menu/index.html

Kids Korner
www.languagemuseum.org/kids.html

NML Podcasts
www.languagemuseum.org/podcasts/index.html

newsletter, a logo, and an annual meeting. Thanks to a lot of dedication and hard work, NML had everything it needed by 2000. The first years of the new millennium saw further progress as representatives from NML began attending language meetings nationwide. The museum started to sponsor its own programs, for example, traveling exhibits and lecture series. The museum collected and received donations of language items of interest for display, and a library was eventually established. The museum also began recruiting interns to help with its ever-growing programs. Another big step came in November 2005, when NML's website went live. In short, NML was turning into a real museum.


Rubbings from bronze engravings (Shang Dynasty) showing Chinese pictographic characters.

Dream Realized

The years 2007 and 2008 were momentous for the museum, because it was during this time that it took that final step: opening to the public. In doing so, NML was fortunate to have outside assistance. For example, the Alphabet Museum in North Carolina provided guidance and did design work. A University of Maryland professor did exhibit planning and provided student volunteers. A professional museum consultant gave layout and organizational advice. Two exhibits—alphabetic and logographic—were merged together under the theme of "Writing Language: Passing It On." An exhibit room, an activities room (for children of all ages!), and a reception room were readied for the public.

NML opened amidst much fanfare on May 3, 2008, an event that was covered by Kuwaiti TV of all places! Since then, there has been a steady arrival of student groups (all levels), academics, curiosity seekers, language lovers, and government representatives, both foreign and domestic. The museum has since revised and updated its exhibits, added docents, and now offers virtual presentations on its website as a supplement to current exhibits. A big boost came when NML was covered by *The Washington Post* in October 2008.[1]

The museum continues to expand its offerings and education programs. In October 2008, it ran a contest to design the world's first international flag of language. Intended to get young people interested in languages, the contest was also NML's contribution to the United Nations Educational, Scientific and Cultural Organization's (UNESCO) 2008 International Year of Languages. (NML hopes that the winning entry will be displayed at a UNESCO facility in the near future. Already selected but not yet announced, the winning entry was fine-tuned to satisfy the judges, who are experts in both languages and vexillology.) The museum has also been sponsoring the Marian M. Jenkins Memorial Speaker Series for many months, with presentations on Cherokee, Arabic, English, Chinese, Yiddish, Amharic, and language preservation, to name just a few.

As the museum approaches its first anniversary, it is already planning its next exhibit: "Living Language." It is also seeking a larger facility. Much has happened to the museum in recent months and, with the word out now about its existence, goals, and activities, its future is truly bright. NML will continue to educate and inform, serving as a necessary national forum for language and linguistics in all of its aspects.

Want to Learn More?

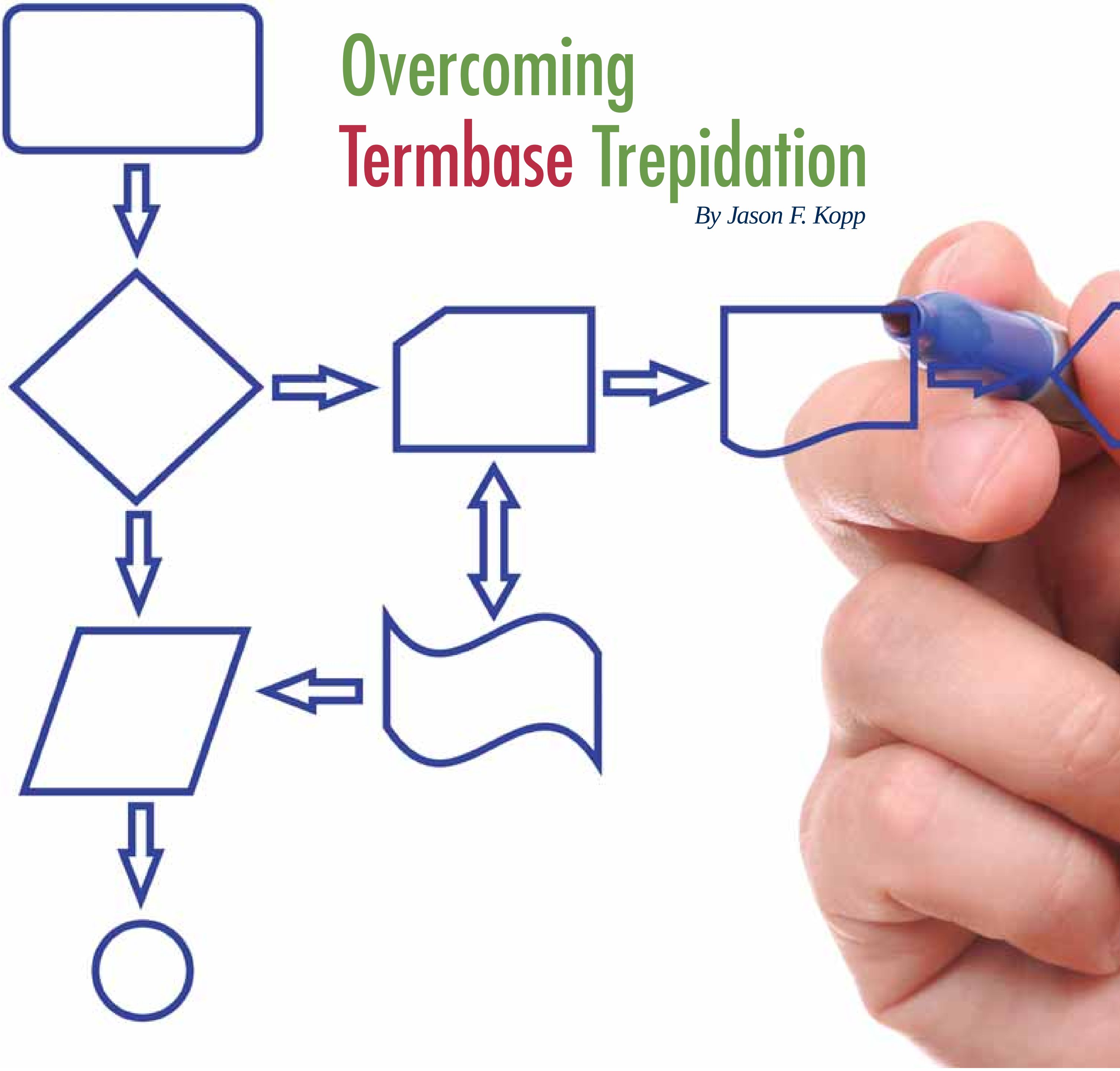
The museum is open Tuesdays and Saturdays from 10:00am - 4:00pm, and from 1:00 - 4:00pm the first and third Sundays of each month. Admission is free. For more information about the museum and its exhibits, visit www.languagemuseum.org. Amelia Murdoch, the museum's president, can also be reached at a.c.murdoch@verizon.net.

Note

1. Orndorff, Amy. "Take Our Word: It's Worth a Look." *The Washing-ton Post* (October 3, 2008), WE05. www.languagemuseum.org/documents/TakeOurWord_Look.pdf

Overcoming Termbase Trepidation

By Jason F. Kopp



While translators are certainly a diverse bunch, if we share one thing, it is our genuine love of words. In fact, we love words so much that we constantly devise new ways to record them. Indeed, we regard it as a tragedy if we are unable to recall the perfect word when destiny gives us the opportunity to use it.

The freelance translator needs a more efficient and effective solution for managing the fruits of hard hours of terminology research.

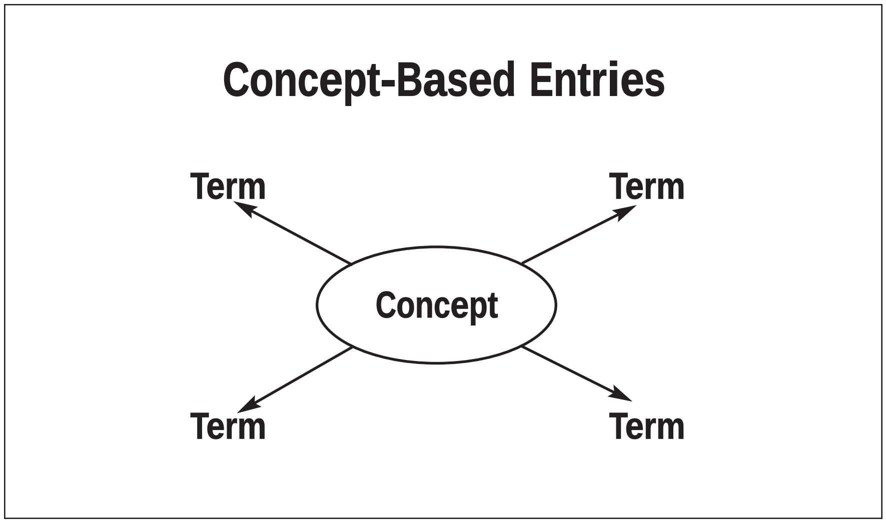
One thing that we do not share, however, is how we record words. Many translators have tables in multiple Word documents and Excel spreadsheets listing every important term they have ever encountered. Sometimes these files are organized in a logical manner; sometimes they are more cryptic than hieroglyphics and about as unstable as a house of glossary file cards.

Depending on the type of work you do, a simple term list may be all you need to organize your terminology. More frequently, however, the freelance translator who must dabble in nearly every subject under the sun needs a more efficient and effective solution for managing the fruits of hard hours of terminology research. Fortunately, many major computer-assisted translation (CAT) programs available today include a terminology management component.

Few people will dispute the benefits of well-organized terminology. These benefits, such as increased consistency, better quality, improved productivity, and cost savings, have been described at length in other articles.[1] What many people will dispute, however, is the best way to manage terminology, particularly terminology databases or termbases. Many freelance translators question whether effectively utilizing a termbase is even possible for individual translators. Some argue that time is at such a premium that managing a termbase is unrealistic for all but full-time terminologists.

I believe that it is not only possible, but essential for freelance translators to use and embrace the terminology management tools available today. I realize that most literature on terminology management has focused on systems and workflows that are not relevant to the distinct needs of freelance translators. The purpose of this article is to set forth a simple and concise method for managing a termbase that caters to the needs of freelance translators, project managers at small language service providers, interpreters, and anyone else who is not a full-time terminologist. Correct terminology management still requires a certain investment of time, but I hope to provide you with a framework that minimizes the time you spend managing terminology while maximizing your benefits.

Figure 1: Concept-based Term Entries



To benefit fully from a termbase, it is extremely important to consider adapting your workflow to include routine terminology management tasks.

Identifying Terms

The first step in managing a termbase is to identify terms correctly. Filled with vigor and enthusiasm as they begin to populate their first termbase, many linguists spend hours creating term entries for nearly every word they come across. Not only does this take up a great deal of time, it also crowds termbases, making them more difficult to use. Therefore, identifying good term candidates for entry into a termbase is of the utmost importance.

While it may seem like a simple task, identifying a term is not always straightforward. ISO 704:2000 standard, *Terminology work — Principles and methods*, defines a term as the designation of a concept using specialized language, that is, language used to permit unambiguous communication in a particular field of knowledge, such as law, medicine, or technology.[2] This definition is important for two reasons. First, it helps us differentiate between a term, which is used in specialized language to designate a concept, and words, which belong to general language. Second, it clarifies that each term can designate only one concept. For example, in a legal document, the word "discovery" is used to mean the compulsory pretrial disclosure of facts or documents relevant to a case. The specific concept this term designates is clearly different from the use of "discovery" in general language: the act or process of uncovering or finding something.

Terms do not need to consist of only one word, although many do. Many terms are also written with typographical enhancements, appear frequently throughout a text, have similar contextual surroundings, and tend to be nouns. However, a set phrase, chemical or mathematical formula, scientific name in Latin, acronym, official title, or symbol can be terms as well. As long as the two criteria mentioned in the previous paragraph are fulfilled, you have a good candidate for a term. (An excellent resource for term identification is the Pavel Terminology Tutorial, found at Termium.com. Section 1.2.4 has several exercises to practice differentiating between a term and words in general language.[3])

Most literature on terminology management has focused on systems and workflows that are not relevant to the distinct needs of freelance translators.

Figure 2: Sample Entry

Definition—corrective lenses used in eyeglasses to correct presbyopia and other disorders of accommodation, characterized by a gradient of increasing lens power, added to the wearer's correction for the other refractive errors.

English

progressive lens
progressive addition lens
PAL
progressive power lens
graduated lens

French

lentille progressive

German

Gleitsichtglas

Termbase Management Basics

Once terms have been selected and researched, they must be organized in a termbase. The organizational scheme you use ultimately depends on your personal needs and workflow preferences. There are some organizational principles that every translator working with terminology should know.

Concept-based Termbases

The industry standard is to create concept-based termbases. This means that each term can designate only one concept per entry. A concept-based term entry will look quite different from the lexical entries found in most dictionaries (see Figure 1 on page 21). Instead of providing every meaning for a word, each entry will only contain one concept, designated by one or more terms, including synonyms in the source language and equivalents in the target language(s). Figure 2 uses data from a sample entry listed in the TBX (TermBase eXchange) Basic Specification.[4] In this entry, there are numerous terms used in multiple languages to name the same concept, which happens to be a specific type of corrective lens. This organizational principle is central to modern terminology management. There are seven terms in this one entry, but they all designate the same concept.

The Importance of Data Categories

To make a termbase truly useful, it is important to record additional information for each entry. These additional data categories allow you to identify and select the appropriate term quickly when searching your database. Information such as part of speech, date created, and subject field are often critical to identifying a term correctly. For information regarding data categories used for organizing termbases, be sure to consult ISO 12620:1999, *Computer applications in terminology — Data Categories*.[5]

The problem for many linguists is not a lack of data categories for each entry. Rather, most linguists say that attempting to complete term entries with the number of data categories they feel are needed makes managing a termbase extremely cumbersome, if not impossible. For an example of how to mitigate this problem, we turn to the TBX-Basic Specification, created with this issue in mind.

The TBX-Basic Specification was developed by the Localization Industry Standards Association's Terminology Special Interest Group to offer a minimalist approach to terminology management that is compliant with major industry standards. It highly recommends the following five data categories:

- Term
- Language
- Part of speech
- Definition or context
- Subject field

The importance of the *Part of speech* data category is emphasized because it is the only way to dif-

Figure 3: Three Levels of a Termbase Record

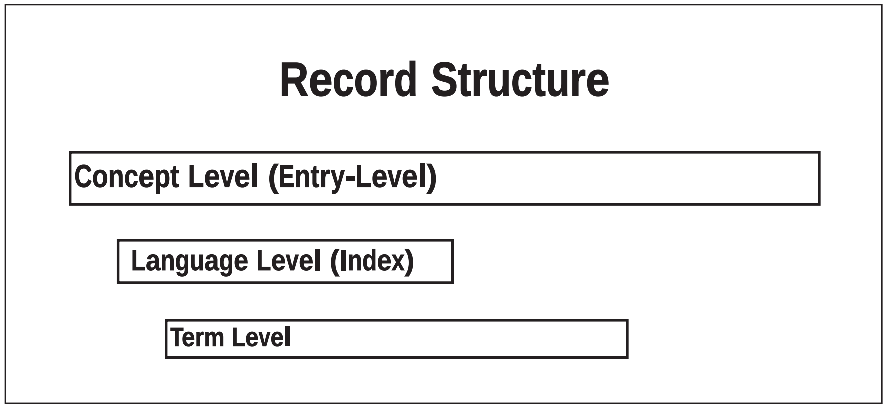
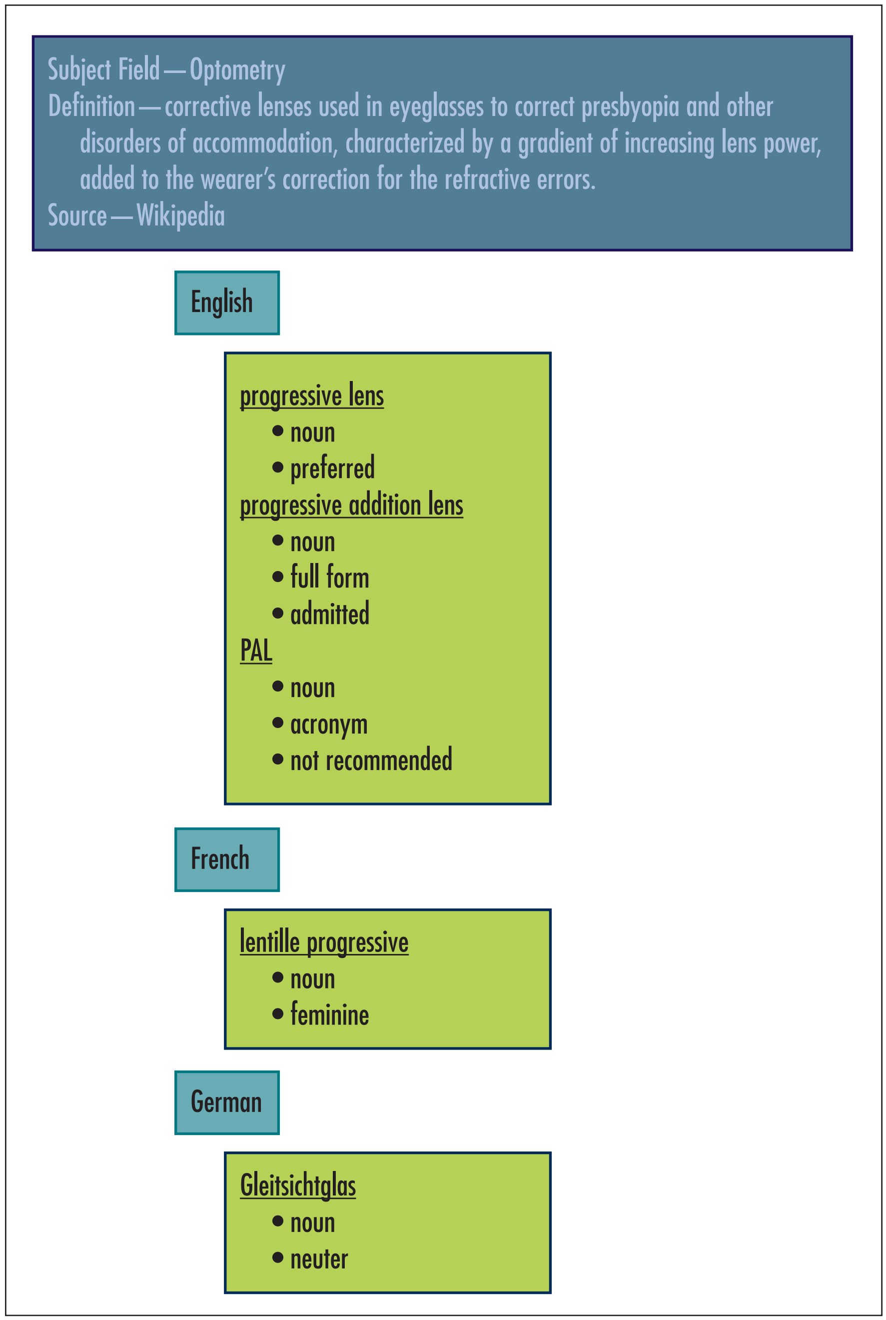


Figure 4: Using Data in a Record Structure



ferentiate homonyms. For example, "bow" in English is both a noun and a verb and, therefore, two separate terms.

In addition to the fields above, I recommend that translators use the following data categories:

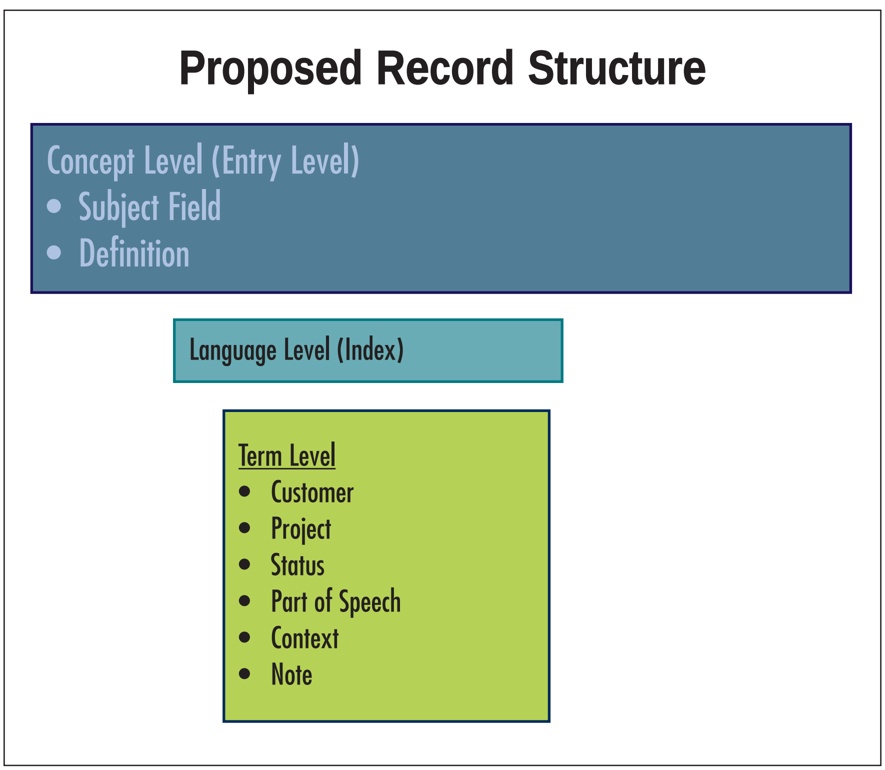
- Administrative (the date each record is created and modified by a user)
- Client
- Project
- Term status
- Note (used for additional information such as a source or comment)

Fortunately, most modern termbase programs record administrative data automatically. In addition, most of the other fields take only a few seconds to complete, and several of them can be auto-filled using templates for specific projects or clients. Besides, you can always leave a field empty if you do not need it for a particular entry.

The *Definition* field may well be the most problematic. While extremely useful, time constraints often make elaborating definitions nearly impossible. Consider including a context sentence with each term entry instead. Context sentences are much easier to record and often can be automatically extracted using CAT tools. In addition, context sentences offer the following benefits: they prove a term actually exists; may contain at least part of a term definition; provide answers to the five Ws (who, what, when, where, and why?); show how the term is used; provide grammatical information; and encourage the translation of a concept rather than a word.[6]

The 10 data categories listed earlier are the minimum I would consider when designing a termbase as a freelance translator. The incorporation of these data categories should minimize the time you need for maintenance while increasing your termbase's overall utility.

Figure 5: Organizing Data Categories



Record Structure

Before you begin entering data into a termbase, there is one last crucial concept to discuss: record structure. Each record in a termbase has three levels, as indicated in Figure 3 on page 23—concept, language, and term. Since it is a global level, information at the concept level applies to the entire record, and each record contains only one concept. Information at the language level (also called the index level) applies to all term entries made at the term level directly below it. Finally, data categories included at the term level only apply to each specific term.

Figure 4 on page 23 illustrates the record structure. The data used here is from a TBX-Basic Specification sample entry. Comparing Figure 3 with Figure 4 should help clarify the different levels in a terminology record. Ultimately, how you organize the data categories for each terminology record depends on your personal needs and preferences. Figure 5 offers a proposed model terminology record that should work well as a starting point for the needs of most freelance translators.

Workflow and Other Considerations

Now that we have covered some basic terminology management concepts, you should consider how these ideas can be incorporated into your workflow. Recording terminology involves identifying, researching, inputting, vetting, and updating terms. While I encourage anyone to take up terminology management as a hobby (perhaps instead of the Sunday crossword puzzle in *The New York Times*), this may not strike everyone's fancy. If that is the case, and to benefit fully from a termbase, it is extremely important to consider adapting your workflow to include routine terminology management tasks.

If you decide to design your own database, be sure to consider how it will integrate with other CAT tools. Even small details, such as how terminology entries are displayed in a separate CAT program or interface, can significantly affect the functionality of your termbase. It is critical that your termbase also comply with TBX standards so that you can easily export and import data. Also, if you are using a termbase for the first time, plan for a learning curve. Do not expect to build a termbase overnight, but be persistent, so that your efforts will bear fruit.

Once you have started to use your termbase regularly, be certain to let your clients know. By managing terminology you enhance the quality of your translation work, and you also provide a separate service. Some clients may specifically request your terminology work, and some may even wish to participate in the vetting process. If a client does decide to request this additional service, you may want to reconsider your contractual relationship with them. Of course, client relations should always be approached with great care, and a well thought out explanation of your work may be useful.

Last, but not least, find ways to use your termbase to collaborate with other translators. You can build a project termbase as the lead translator for a team or consult on terminology with colleagues in the office or online in a professional forum. While we may not all organize terminology exactly the same way, an emphasis on TBX and ISO standards means that we can share our terms much more easily. Who knows? Perhaps one Sunday morning you will sit down at the local cafe with a cup of coffee and your termbase.

Notes

1. For some examples, see Uwe Muegge's article, "Why Manage Terminology? Ten Quick Answers," in the July 2007 edition of *The Globalization Insider*, or any of the several articles on terminology management benefits in the April/May 2007 edition of *Multilingual*.

2. ISO 704:2000 standard, *Terminology work — Principles and methods*, www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_detail.htm?csnumber=31696.

3. The Pavel Terminology Tutorial, www.btb.termiumplus.gc.ca/didacticiel_tutorial/english/lesson1/index_e.html.

4. TBX (TermBase eXchange) Basic Specification, www.lisa.org/TermBase-eXchange.32.0.html.

5. ISO 12620:1999, *Computer applications in terminology — Data Categories*, www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_detail.htm?csnumber=2517.

6. LISA Terminology SIG, *TBX-Basic Data Category Specification*, www.lisa.org/TBX-Basic.926.0.html.

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What Is Really at Stake with Machine Translation?

By Rosana Wolochwianski

The topic of machine translation (MT) gives rise to all kinds of reactions and concerns. Large companies, always eager to reduce costs, wonder how it can be implemented and if it is worth the investment. End users have divided opinions: some enjoy the possibility of having access to a low cost or free translation, even if it is imperfect; others express disappointment over the poor quality of the results. Translators seem to be worried about the possibility that these programs might displace them in the production chain, turning them into mere editors of pre-translated material. They also wonder to what extent MT will affect work availability or if it will impact their rates. On the other side of the spectrum, researchers and developers of these programs have been asking themselves repeatedly, for over 50 years now, why these programs do not deliver better results.

Machine Translation Versus Human Translation

As translators dealing with language on an everyday basis, it is quite obvious to us that the quality of these programs is still poor in many cases. We tell jokes and anecdotes concerning these shortcomings that make us feel all powerful and that we cannot be replaced. To reach publishable quality, we reason, MT output still requires human intervention, either in the authoring phase (by means of controlled-language efforts) or at a later phase through post editing. It would seem, therefore, that MT implies quality constraints.

Despite this, it is evident that the scope the democratization of technology has reached in this globalized era has generated consequences we would never have imagined a few years ago. Today, it is estimated that nearly 1.5 billion people are online, with almost 104 million Web domains, accounting for about 30 billion pages.[1] The quantity of information circulating today is so vast, and the eagerness to access it so urgent, that it is almost impossible to think that only a group of qualified professionals can satisfy such a great demand. Human translation implies time and volume constraints. Thus, it is necessary to admit that a good part of this information will never reach the hands of professional translators—either for lack of time or money—and will possibly be processed by MT programs. For many, MT serves as a good alternative to no translation at all.

Dissemination Versus Assimilation

The use of MT programs goes in two directions nowadays. In the original development plans for MT, the purpose was to create a tool that would be capable of translating text, which could then be disseminated by the original authors to the users. Since these types of commercial systems render a result that needs to be reviewed and corrected by human translators in order to achieve an acceptable level of quality, they have been widely criticized by the translation community.

However, there is another reality that needs our attention, which is that every day millions of people click on the links to the free MT tool on an Internet page (e.g., Yahoo! Babel Fish, and Google Translate) to "translate" short messages and other material. The result is something that is merely indicative of translation, enabling the user to gain a rough understanding (the gist) of the central idea of the text. This process—which goes in the opposite direction of "dissemination"—is called "assimilation," in the sense that the translated information is not pushed toward the user by a publisher, but is pulled or retrieved by the user on-demand, in real time, for his own consumption. It has been an unexpected result of the extended and decentralized use of the Internet.

In this sense, it is necessary to accept that translation is no longer associated exclusively with a translator's job, that is, the traditional translator devoting hours to find the best possible translation for a word. The scenario has become much more complex. When thinking of translation today and assessing the value of MT, we must consider the different viewpoints of all the players involved in this new and intricate reality, flooded with information and urgency.

We should all be involved in understanding technology, using it responsibly and productively for our benefit to the greatest extent possible, and helping clients and users become aware of its benefits and limitations.

The User: Certain users approach MT from a pragmatic viewpoint. This could be a person trying to find a resource online and making use of the free MT programs available to get to know, at least vaguely, what a page is about, or a tourist trying to decide which hotel or meal suits his needs best during a trip. This type of user focuses on what works for him and might not care much about quality, especially when it comes from a free resource and provides him with an instant solution to his immediate needs. His questions are more likely to be "Does this technology work?" "Does it solve my problem?"

The Researcher: This individual represents the academic viewpoint. He is curious and a perfectionist by nature, and is not satisfied with the quality of the results generated by the MT program. He wants to understand why this technology does not work better and, possibly, find a solution to improve its performance.

The Corporation: Let us not forget the large corporations with translation departments, or the translation companies, that need to translate endless manuals or support documentation into several languages in a very short time frame and at the lowest possible cost. In other words, replacing labor with technological resources to the maximum. They want to know if the return on investment from using MT is justified and if the quality of the products they deliver will be compromised.

The Translator: What about professional translators? Many of them are reluctant to admit the usability of MT, as they see it as a tool that, together with translation automation processes in general, aims at displacing them in the production chain. The translator would then be confined to the role of an "editor" of material digested by MT, instead of being the one who translates texts from scratch. This might be true for certain types of texts, and it is already the case with the use of translation memories (TMs). It becomes, no doubt, a bit alienating for us translators, who probably dreamt of translating classic literature in our early school days. It also calls for a redefinition of our compensation schemes, maybe a shift from a per word compensation into a per hour compensation scheme, or other new options to come.

Limits of MT Systems

For almost 50 years, MT research focused on what is called rule-based machine translation. This is the classic system, which makes use of bilingual dictionaries and a set of lexical, syntactical, and semantic rules for each language pair. In the 1990s, new alternative methods started to be explored. After almost two decades of TM usage, huge amounts of aligned bilingual material (databases comprised of segments in both the source and target language) started to become available. The new challenge was: Could this corpus of aligned material be used to feed an MT system and, combined with good search engines, render an MT program capable of "learning" through successive translations? That is where statistics-based and example-based systems entered the scene, with their probability-driven and pattern-driven approaches, respectively.

In spite of all these years of research, the application of different technologies, new investments, and lots of previously aligned bilingual information to feed MT systems, these programs still do not work so well, are still criticized, and are the butt of jokes and anecdotes. Why? Well, the preliminary answer is quite simple: because translation depends on a unique human capacity—that of interpreting meaning, making inferences, and conveying sense. Pragmatic processes allow us to close the gap between the semantic representation of a given text and its interpretation as a statement realized within a certain context. What is said is comprised not by conventional meanings alone, but by the result of reference allocations, disambiguation, and the enrichment of some expressions—what takes us from the level of conventional meaning to that of communication.

The result any MT program can generate is just a target-language proposed equivalent, the product of rule application and/or matching efforts, but not a translation in its proper sense. Everyone in the industry (not just translators) should understand that the meaning of an expression does not exist beyond the usage it is given in a certain context, and that there is no preexisting translation that a program can just find, probabilistically deduce, or decode.

On the contrary, a piece of translation should be "elaborated" on the spot. It is not a mere transfer of meaning from one language to another, and that is why different translators might use different translations for the same original text, or the same original text can require different translations in different contexts. Therefore, retrieving an exact equivalent from a database is just not good enough. This process relies on human extra linguistic knowledge such as culture, experience, beliefs, assumptions, and, above all, interpretation skills and common sense, which is something machines do not have and will most probably never have.

We rarely know the final destination of our work.

New Models: The End of the Utopic Phase

At this point, we might be tempted to think that we can relax. MT programs cannot, due to the very nature of human language, translate the way we, human beings, do. It is not a question of time; it will not happen in the next five years. In this sense, the industry has reached a very similar conclusion, and has decided to change its perspective to a more realistic one. They have concluded that the classic idea of "Fully Automatic High Quality Translation" is still to be developed, but that a form of "Fully Automatic Usable Translation"—as an alternative to no translation at all—can already be achieved and leveraged. This 180-degree shift in perspective has revolutionized the translation industry at many levels.

For 50 years researchers have been struggling to create tools that can translate with the same level of quality a human being does. This, obviously, has not been possible so far. Now the need to access translations in huge volumes and almost in real time is so high and so urgent that, in many cases, the user does not care about quality. There are situations in which, due to lack of time or budget, an imperfect translation is preferable to having no translation at all. "Let's embrace the imperfection of MT," claims the Translation Automation User Society (TAUS), founded in 2005, in its vision statement.[2] TAUS is trying to champion a new localization model, in which the final users and the market are the ones that dominate the translation flow, not the publishers. They are working on the "self-service" information model propagated by

Google, and this is becoming a reality, so we should be aware that TM sharing and the development of large TM repositories are under way. For example, the TAUS Data Association was incorporated in 2008 by 40 founding members with the goal of selecting and pooling data to increase translation efficiency and improve translation quality.[3]

Of course, that makes us wonder if a potentially larger TM repository, even if organized by industry domains, could effectively feed and train MT systems, given the subtle context restrictions any piece of translation poses. Anyone who might have tried to merge TMs from different clients probably knows the matches rendered are usually far from relevant. In 2002, Yves Champollion warned us in one of his articles against this trend to make up for lack of relevance with size through the use of "blind, random TMs."[4]

MT in Practice

Notwithstanding all that was just said, one thing remains true: technology is neither good nor bad, it is just a tool, and it all depends on who uses it, how, and for what purposes. MT has been applied creatively and effectively in order to reduce lead times, cut costs, facilitate searches, preselect materials to be translated, and even please translators with new negotiated win-win compensation schemes. Here are some examples:

- MT application for the translation of knowledgebases / customer support (translation on demand / prioritizing localization needs).

- MTM solutions: TM + MT combined in high-volume time-restricted projects.

- Automated translation of intranets and news bulletins for multilingual employee bases (for the sake of reaching out / keeping confidentiality).

- Patent search engine translation projects.[5]

- Translation of extranets (like the case of movie distributors and product catalogues).[6]

- Virus alerts (where instantaneity becomes a must).

Some Critical Points

Where do we stand, then? There are plenty of scenarios in which MT can be applied, either for a less than perfect quality translation or for a pre-translation to be polished by human professionals at a later stage. There are still many concerns, however, namely:

- **How can the quality of MT translation be measured?** So far, there is one predominant standard called BLEU (Bilingual Evaluation Understudy) by IBM (See www1.cs.columbia.edu/nlp/sgd/bleu.pdf), which identifies in MT output similarities to a referenced human translation. There is also a four-level painstaking process metric used by human translators, in which the degree of usability of the output is graded. (See www.ics.mq.edu.au/~szwarts/MT-Evaluation.php.)

- **How can return-on-investment be justified without clear metrics?** If a company has to assess the cost of controlled language + post editing + statistics-based machine translation continuous training, is the investment in MT still profitable?

- **How are clients' expectations handled?** Are translation companies conscious of what they sell when they offer MT? If they post edit everything, there might just be a risk of loss of profit. However, when translation companies offer MT directly as a low cost option to clients, are the clients aware of the kind of quality they will receive? As it is popularly said, there is no second chance at making a good first impression. Could not MT become a business boomerang if the client is disappointed?

- **How is resistance among translators handled?** Are there new balanced options regarding productivity per hour that could entice professionals into working with MT?

Post Editing: A New Job Opportunity?

It is clear that MT still relies on the post-editing abilities of human translators, at least for the moment. Its use is restricted to certain highly repetitive areas, and is integrated into the job workflow just like other tools. There will still be a need for translators for many other areas in which quality is non-negotiable, such as marketing, law, and literature. So, if they want, seasoned translators will still find ways to go on working without using MT. In that case, who will work on MT post editing?

A few years ago, I came across an article in *The ATA Chronicle* in which post editing was considered a new job opportunity.[7] The authors explain that post editing is a type of work with its own characteristics, for which we can get specifically prepared by developing special skills like speed, gaining an understanding of the different post editing requests (complete, minimal, partial), and so on.

I wonder if we can really tell editors to do a "partial" editing. I also wonder how they would feel about having to edit terminology but ignore grammatical mistakes, or vice versa. The article also highlights that the best candidates for this type of work are, of course, the newcomers, the junior translators, as they tend to be more open-minded and need to work. The article has led to more reflection on my part.

In 2000, French anthropologist Marc Auge pointed out that it is at the moment we develop our writing abilities that we discover the subtleties of reading.[8] We can all agree that this is certainly true. When we learn how to read, we do not get stumped by the differences between an "s," a "c," or a "z," or between a "v" and "b," we just go on reading. It is when we intend to write, to produce, that we start to doubt ("Which is the correct letter to use here?"), and we become aware of the subtleties of language. I think there is a possible analogy to translation work here. We learn to translate by translating. It is through creative decisions, and by making mistakes repeatedly, that we become experienced translators and acquire that subtlety of language that makes us good translators.

If novel translators enter the industry as editors of material that has been preprocessed by an automatic program, will they really be able to acquire that subtlety? Is it not possible that the first time they notice a strange expression they will change it, the second time think "this sounds familiar, I saw it somewhere else," and the third time assume that "this is the way it is usually said?" What kind of translators will get formed through such a process? What will the threshold of quality be in the future?

Is Creativity at Stake?

On the other hand, this profession that was born as an eminently creative and expressive one, is being somehow jeopardized nowadays by all of this technological progress. The possibility of being creative in our everyday tasks becomes more and more limited: we have to follow the glossary; we have to respect the client's preferences; we have to imitate the style in the TM; we need to use Neutral Spanish (if there is such a thing); we have to unify the style of all the translators on the team…and now, we have to post edit texts which have been automatically translated.

These new work modalities estrange us from the final result of our work. Many of us work on high-volume projects of which we only see a small part. We rarely get to know the final destination of our work. We just press "click" and send it, having no authorship rights over it. We are increasingly more involved in a numeric rather than a communicative process: words, hours, and dollars counting.

After learning and having a better understanding of what MT is and how it works, I have come to the conclusion that, as a translator, MT really does not worry me so much. I am much more worried by the overall automatization of the daily translator's workflow.

Technology is neither good nor bad, it is just a tool, and it all depends on who uses it, how, and for what purposes.

Finally, I would like to share with you a paraphrase from another text by Marc Auge, written in 1995, about technology, which I think can well be applied to the translator's profession, and explains somehow why I, as a translator, felt the need to do research on this topic:

> "Only by intensifying the relationship with the technological instruments will we be able to control them. If we understand how they work, we will feel less alienated by them. The new humanism is just that: forming people not as consumers, but as creators. Forming them so that they can control the instruments. Forming them to create."[9]

I think the bottom line is that a translator's attitude should not be one of rejecting progress or opposing technology. What we all should be involved in is understanding technology, using it responsibly and productively for our benefit to the greatest extent possible, and helping clients and users become aware of its benefits and limitations.

Notes

1. Netcraft, www.imakenews.com/lweaver/e_article001189962.cfm.

2. Van der Meer, Jaap. "Local Language First," paper presented at Localization World Berlin, June 20, 2007.

3. TAUS Data Association, www.translationautomation.com/whitepaper/taus-data-association-business-plan.html.

4. Champollion, Yves. "Automated Translation: The Next Frontier." *Translating and the Computer 24* (ASLIB, November 2002).

5. For example, the European Patent Office (EPO) is currently in the process of developing and installing a machine translation service for translating patent documents from a national language of the EPO into English and vice versa, which is based on a similar system developed by the Japanese Patent Office. For more information, see www.trilateral.net/projects/documentation.

6. Van der Meer, Jaap. "The Business Case for Machine Translation," in Proceedings of the Twenty-fifth International Conference on Translating and the Computer (London, November 2003).

7. Schwalbach, Ursula, and Franco Zearo. "Machine Translation: Translating Automation into New Opportunities," *The ATA Chronicle* (American Translators Association, May 2006).

8. Auge, Marc. *Fictions fin de siècle* (Fayard, 2000).

9. Auge, Marc. *Introduction to an Anthropology of Supermodernity* (W.W. Norton & Co, 1995).

School Outreach Profile: Facing the Interminator

By Lillian Clementi

School outreach can be a real adventure, especially with very young children. When ATA member Johanna Klemm spoke to her daughter Alicia's first-grade class, she was rewarded with humor, insight—and an unexpected opportunity for Alicia to share her own experiences with her classmates.

> Remember what we call a person who speaks two languages? One little girl answered enthusiastically: "An interminator!"

"It was challenging to speak to first graders," Johanna recalled. "I don't think they all grasped the concept of bilingualism. When I asked in the end, 'Remember what we call a person who speaks two languages?' one little girl—gap-toothed smile and all—answered

> **Have we ever thought of making Arnold a spokesperson for ATA?**

enthusiastically: 'An interminator!'"

"Have we ever thought of making Arnold a spokesperson for ATA?"

But the experience clearly left an impression on the children. "It's important for my daughter and for other bilingual kids—and there are many in Texas—to realize that their language skills are an asset," Johanna says. "There is one little boy named Carlos in the class. I could see his eyes light up as he realized, 'This is about me!' And now he comes up to greet me whenever I see him."

Johanna based her presentation on an elementary-level script she downloaded from ATA's School Outreach website (www.atanet.org/careers/school_outreach.php). "It was excellent. The information on the website made everything easy." Johanna supplemented the existing material with a "pretend" game, in which Johanna pretended not to speak English and Alicia interpreted for her, plus a variety of books in German and English.

"The kids loved the books I brought: *Where the Wild Things Are, The Magic Tree House,* and *Ruby the Red Fairy,*" Johanna recalled. "And they were shocked to hear that German kids cannot read Junie B. Jones because there is no translation! It was a real eye-opener for both the children and the teachers to realize how widely present translation is."

As the concept of the language barrier began to sink in, one of the children raised an unexpected question: What do I do if I'm in a different country and I don't have an interpreter and can't understand anyone? For Johanna, the query was an opportunity for her daughter to talk about her own experiences. "I let Alicia answer the question, because she didn't speak any English when she first started school in the United States. She said, 'At first it's very scary and very sad, because when the teacher gives instructions, you can't even understand them, so you can't follow them! But after a while you start to understand, and then it's really great.'"

Johanna and Alicia live in Arlington, Texas, with Johanna's husband, Andre Silva, and their son Miguel. An ATA-certified English→German translator, Johanna specializes in mechanical engineering and the automotive industry, as well as business and advertising. She is also an experienced interpreter and is interested in expanding her conference interpreting practice. Johanna holds an interpreting degree from the University of Heidelberg, where she studied German, French, and Portuguese.

ATA member Johanna Klemm with her daughter, Alicia, at Butler Elementary in Arlington, Texas.

And she is already planning her next adventure. "I would like to contact the Arlington Independent School District to investigate the possibility of presenting our profession to high school kids. School outreach at Butler Elementary was a great experience, and I hope to do it more broadly with older kids."

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ATA: Looking Back Through Words

50
Years
1959 – 2009

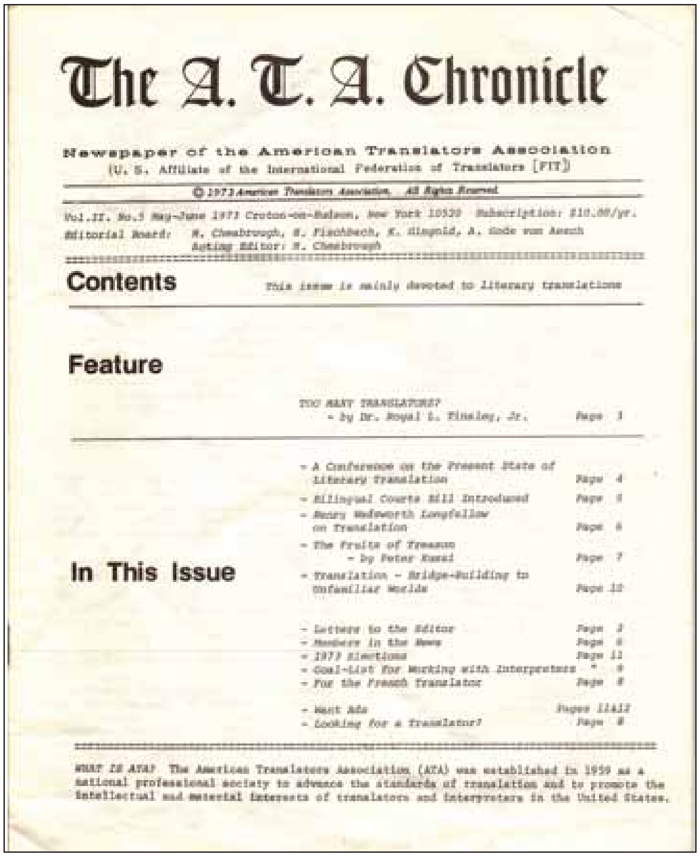
To help commemorate ATA's 50th anniversary, we will periodically take a peek through the Association's archives to examine the topics that have inspired our members through the years. The following appeared in the May-June 1973 issue of The ATA Chronicle.

Henry Wadsworth Longfellow on Translation

In the preface to his 1833 translation from Spanish of Jorge Manrique's *Coplas de Don Jorge Manrique*, Henry Wadsworth Longfellow presented his ideas as to what constitutes a good literary translation:

> The prestigious art of translation consists of the ability to express the words of the author while at the same time maintaining the sense of the original. However to what extent should the compliance with certain requisites for a good translation be sacrificed at the expense of others, and to what extent is a translator free to embellish the original work, are matters in which there has not been complete accord as yet…. Just as there are certain embellishments of the ideas and expressions in a good original work, adornments which cannot be fully given in a language less flexible than the one in which the literary work was written, there are times when the rigidity of the second language can be altered by using a few prudent embellishments.

And in a lecture on language and literature, Longfellow said that translations are to poems what photographs are to our countenances. The best assembles the meaning, configuration, and phraseology of the original. As an illustration, here is how Longfellow translated one of Saint Teresa's short poems:



The A. T. A. Chronicle

Newspaper of the American Translators Association
(U. S. Affiliate of the International Federation of Translators [FIT])

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Vol. II. No. 5 May-June 1973 Croton-on-Hudson, New York 10520 Subscription: $10.00/yr.
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Acting Editor: M. Cheebrough

Contents — This issue is mainly devoted to literary translations

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WHAT IS ATA? The American Translators Association (ATA) was established in 1959 as a national professional society to advance the standards of translation and to promote the intellectual and material interests of translators and interpreters in the United States.

Nada te turbe,	Let nothing disturb thee,
nada te espante;	Nothing affright thee;
todo se pasa;	All things are passing;
Dios no se muda.	God never changeth;
La paciencia	Patient endurance
todo lo alcanza.	Attaineth to all things;
Quien a Dios tiene,	Who God possesseth
nada le falta.	In nothing is wanting;
Sólo Dios basta.	Alone God sufficeth.

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American Translators Association

50th Annual Conference

New York City October 28-31, 2009 New York Marriott Marquis

The ATA Annual Conference is the essential event for translators and interpreters, providing professional development and networking opportunities specific to your needs.

- Choose from 150 educational sessions covering more than a dozen languages and a variety of specializations. Speakers from all over the world will share their experience and expertise.
- Connect with over 1,800 translators and interpreters from throughout the U.S. and around the world. Take advantage of a multitude of opportunites to promote yourself and your services.
- Reunite with friends and colleagues, enjoy food and drink, listen to music and dance. Spend time socializing at the many special events and activities offered.

Advertising Opportunities: Print / Web / Exhibiting / Sponsorship

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Registration begins in July.

You will receive the Preliminary Program and Registration Form with the July issue of *The ATA Chronicle*.

Hotel Reservations

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Single/Double = $208 (exclusive of tax)

Reservation Deadline

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Make your reservations online at www.atanet.org/conf/2009/hotel.htm

Or call the Marriott at (800) 843-4898 and ask for the special ATA rate.

Visit www.atanet.org/conf/2009 to learn more.

Business Smarts | Assessing Pricing Pressures

In the current economic climate, corporate procurement departments all over the world are attempting to cut prices by reducing their purchase volumes and applying other price pressures. It is important for small business owners in the translation and interpreting industry to remember that they provide a highly specialized product that continues to be in great demand.

Dear Business Smarts,

A long-term client of mine was acquired by another company recently. As a consequence, the terms of the company have changed. Not only is the company's management asking for a substantial reduction of my rates, but a recent communication from the company also stated that all contractors will be "required" to work with a specific computer-assisted translation tool. To my annoyance, I found out that the parent company of this agency actually owns this software, and is selling licenses for €250 as a prerequisite for getting translation work from the various divisions of the corporation. The expectation that I spend €250 for a mandatory software license while reducing my rates seems to add insult to injury. Am I the only person to feel angry about this?

Not Buying It in New York

Dear Not Buying,

You are under no obligation to buy a software license that you do not want or need. To address this situation effectively, take a few moments to assess the actual qualities of this client. Are they reliable payers, do they send you large amounts of interesting work, and do they listen to your input? Will they truly appreciate the sacrifice you are being asked to make, and what would your acceptance of the new terms mean in the long run? What percentage of your translation income currently comes from this client?

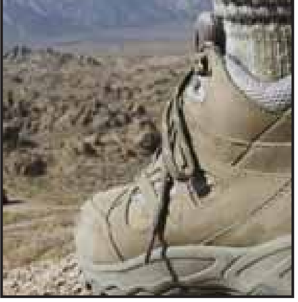
This honest assessment of the situation will provide you with the answers you need. If the client is just one of many, the impact of dropping them will most likely be negligible, as other clients will be glad to fill the void in your work schedule with new projects. In that case, the agency loses an experienced and highly qualified supplier, and you may actually gain from working with clients you did not have time for in the past. The situation is trickier, however, if you depend on this client for a sizeable portion of your income. You can grudgingly accept the new terms, buy the required license, and make up for the lost income by accepting more work and working longer hours; or you can make a conscious decision to phase the client out. While this could lead to a short-term drop in income and may be scary, especially in a bad economy, keep in mind that running a small business requires continuous evaluation and adjustment of your best strategies for getting ahead. In the long term, it is in your best interest to stick with the prices and policies you have established for your business, and to reject scare tactics that try to exploit a fear of not having enough work.

Needless to say, you will no longer be a "preferred supplier" of the company if you refuse to go along with the new requirements. By the same token, the new management's actions suggest that it has little regard for the highly specialized work you do and has therefore disqualified itself as a "preferred customer." As the ongoing work volume of the translation industry suggests, there are still many clients who appreciate the value of professional translation who will gladly pay for your highly specialized skills.

Comments?

ATA members can discuss business issues online at the following Yahoo! group: **http://finance.groups.yahoo.com/group/ata_business_practices.** You will need to register with Yahoo! (at no charge) if you have not already done so, and provide your full name and ATA member number in order to join the group.

The information in this column was compiled by members of ATA's Business Practices Education Committee for the benefit of ATA members. This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Send your questions about the business of translation and interpreting to The ATA Chronicle*—BPEC Q&A, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314 USA; Fax: +1-703-683-6122; E-mail: businesspractices@atanet.org. Questions must be accompanied by a complete name and address, but will be published anonymously or pseudonymously upon request.*



Blog Trekker | How Secure Is E-mail?

Internet blogs are rich sources of information for translators and interpreters. They allow users to post questions, exchange ideas, network, and to read news and commentary on a specific subject. The topics featured in this column are actual blog postings concerning issues pertinent to your colleagues in the field today. Readers are encouraged to explore the many links provided for additional material on the subjects discussed. For more blog listings, visit www.atanet.org/careers/blog_trekker.php.

Secrets on a Postcard

Posted on January 21, 2009 on Translate This! (www.blog.wahlster.net)

I am paranoid by nature. I lock my desk; I have a safe deposit box; my wireless router is password-protected; my passwords are, whenever possible, at least 12 characters long and randomly generated. I would never even dream of sending any important information on a postcard.

So why, I wonder, are my clients sending me their documents via unencrypted e-mail and why do they expect them back the same way?

E-mail is inherently insecure. The message content, as well as the attachment content, can be intercepted and read by anyone at any point along the transmission path. In addition, content can be altered and the recipient would not even know. And to make things even worse, the sender of a mail message can be easily faked.

This means that sending important or even sensitive information by e-mail has several strikes against it:

1. It can easily be read by people other than the recipient.

2. The recipient cannot be sure that the sender is really the person who appears as the sender in the e-mail.

3. The recipient does not know whether the content is really the original content or whether it has been altered in some way. Ergo, sending information via unencrypted e-mail is even worse than sending it on a postcard.

If the clients do not care about this lack of security, why should I worry? As Gabi Zöttl pointed out in a recent blog post,1 secure transmission of documents and information not only protects clients, it protects translators as well. Whether I have signed a nondisclosure agreement or not, encryption of my e-mail communication may just be what saves me in case of a security breach.

I have been offering PGP (Pretty Good Privacy[2]) encryption (for Mac here[3]) for more than 10 years (read the Wikipedia article on PGP[4]), and as unbelievable as it sounds, in all this time none (zero) of my clients have asked for encryption of e-mail transmissions—despite insistence on sometimes very strict nondisclosure agreements and transmission of sometimes highly confidential material.

It is easy to believe that when I send e-mail to someone I have a discrete, isolated connection from me to that person, and that I can safely send whatever I want through that connection. Unfortunately, reality is different. Encryption needs to have a much more prominent place among the tools of translators—not only to protect the integrity of the sent material, but also to protect the translator from claims of negligence.

— Michael Wahlster

Notes

1. PGP: noch ein Versuch, http://blog.ueber-setzen.com/?p=603.

2. GPG E-mail Security Encryption, www.gpg4win.org (Windows).

3. Mac GNU Privacy Guard, http://macgpg.sourceforge.net.

4. Wikipedia Article on Pretty Good Privacy, http://en.wikipedia.org/wiki/Pretty_Good_Privacy

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Related Blogs and Links

Are You Sure Your E-mail Isn't Being Hacked?
www.makeuseof.com/tag/are-you-sure-your-email-isnt-being-hacked

Encrypt Gmail Messages with FireGPG
www.makeuseof.com/tag/encrypt-your-gmail-messages-with-firegpg

Freewaregenius
www.freewaregenius.com

Mac for Translators
http://mac4translators.blogspot.com

Network World
www.networkworld.com/topics/security.html

NetworkWorld Your Web Mailbox
www.networkworld.com/topics/security.html

Translation Tools
http://honyakusha.blogspot.com

TrueCrypt
www.truecrypt.org

Voltage Security Network
www.voltage.com/vsn/index.htm

Windows 7 Forum
http://windows7news.com/forum

(Note: This is intended for informational purposes only, not as an endorsement of an individual or company.)

GeekSpeak

Jost Zetzsche
jzetzsche@internationalwriters.com

The GeekSpeak column has two goals: to inform the community about technological advances and at the same time encourage the use and appreciation of technology among translation professionals. Jost also publishes a free technical newsletter for translators (www.internationalwriters.com/toolkit).

Be a Drag!

Though the following shortcuts for moving files have been available since Windows 3.1 (for those who have never worked with Windows 3.1, this is the version of the operating system where you actually worked in "windows"), many users have quite successfully ignored them.

There are various ways to move a file—that is, to change the location of a file and/or to copy a file within Windows with the help of a mouse.

When you select a file within Windows Explorer or any other file display within Windows and drag that file with your left mouse button while pressing Ctrl+Shift, the operation creates a shortcut. For instance, this is helpful if you would like to create a shortcut to a document or a program on your desktop, within your Start menu, or in the Quick Launch area (the links to the right of the Windows Start button/Windows logo). Windows will show you where you are allowed to create a shortcut by displaying a little shortcut symbol alongside your cursor. As soon as a stop sign appears instead, you will know that you cannot create a shortcut in that particular area. As you play around with it, you will be surprised at how much you can do.

These shortcuts even work within Microsoft Word. You can highlight a section (several words, a paragraph, or a graphic) within Word, drag that section using the same Ctrl+Shift method, and create a shortcut (a cross-reference) within your document or even in a separate document. Clicking on that shortcut will make you jump back to the original text. (It works the same if you drag your selection to your desktop.) Windows creates a little "scrap" link that opens your document to the section you highlighted in the original text when you click it. This is a great trick if you are tired after a long day of translating or editing and want to jump right back with fresh eyes the next morning to the place where you left off. (Note: Since these "scrap" files were prone to infections, you will have no luck with the above process with Windows Vista—Vista simply does not support scrap files.)

Of course, all this can also be done with just the Ctrl key rather than Ctrl+Shift. The difference is that in this case a copy is generated rather than a shortcut of the file. As soon as you start to drag your file, you can see a little plus icon appear beside your cursor, indicating that Windows will copy that item rather than just move it.

This procedure works not only within Windows Explorer to make copies of files or folders (if you move a file or folder within the same folder, Windows will make a copy of that file or folder and rename it "Copy of <OldName>"), but also with text, graphics, or pretty much anything else within most Windows applications. (I do not have to tell you that this is extremely helpful when translating in a bilingual environment to copy some source text over to the target side quickly within a translation environment tool.)

Also, if you forget which keyboard shortcut is used for what—Ctrl or Ctrl+Shift—you can drag a file or a text fragment by holding the right mouse button down. As soon as you drop the dragged content, you will see your choices in a context menu, as shown in the images below.

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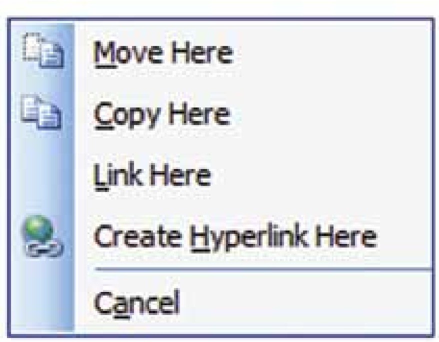
In Windows Explorer:

Within Word:



From Word to Desktop:

Upcoming ATA Division Conferences

June 6-7, 2009
ATA Portuguese Language Division Conference
Amherst, Massachusetts
www.ata-divisions.org/PLD

July 30-August 1, 2009
ATA Translation Company Division 10th Annual Conference
Quebec City, Quebec
www.ata-divisions.org/TCD

ATA Building Your Business Seminar

Professional Development for Translators and Interpreters

Hilton Garden Inn **Washington, DC** **May 16-17, 2009**

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Save $170 on registration rates by joining ATA. Visit www.atanet.org/membership/join_now.php today!

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The Hilton is just 4 miles from Ronald Reagan Washington National Airport (DCA) and is across the street from the McPherson Square Metro station.

Call the Hilton at (202) 783-7800 to make your reservations.

Continuing Education

Earn up to 9 CEPs for the ATA Certification Program.

Cancellation Policy

Cancellations received in writing by May 8, 2009 are eligible for a refund. Refunds will not be honored after May 8. A $25 administrative fee will be applied to all refunds.

3 Ways to Register

Register online at www.atanet.org/pd/business

Fax registration form to +1-703-683-6122

Mail registration form to ATA
225 Reinekers Lane, Suite 590
Alexandria, Virginia 22314 USA

Don't Forget

Include payment with this form
Make your hotel reservations
Tell a friend about this event

Program is subject to change.

Why should you attend this seminar?

The ATA Building Your Business Seminar offers a unique opportunity to enhance your skills and advance your career!

By attending this seminar, you will:

- Receive training specific to your needs as an experienced interpreter and translator
- Learn to create an effective freelance résumé to expand your client base
- Discover how to start and maintain a profitable relationship with a translation company
- Acquire the essential tools for successful management of a translation project
- Connect with colleagues, company owners, and seasoned professionals at the Networking Session
- Market your services by taking part in the Job Marketplace
- Obtain the professional development you need to enhance the added value you offer in a competitive marketplace

To learn more, visit www.atanet.org/pd/business

or contact ATA at +1-703-683-6100 or ata@atanet.org

Registration Form

First Name | Middle Initial | Last Name | ATA Member#

Employer/School (only list employer or school if you want it to appear on your badge) | NCATA Member#

Street Address | Suite/Apt

City | State/Province | Zip/Postal Code | Country

Telephone | Email

	Registration Rates	ATA/NCATA* Member	Nonmember	TOTAL
Register for Both Days & Save!	Early (by May 8): Late (by May 8):	$215 - ***Save $25!*** $260 - ***Save $30!***	$385 - ***Save $35!*** $430 - ***Save $40!***	**$**
Saturday Only	Early (by May 8): Late (by May 8):	$160 $195	$280 $315	
Sunday Only	Early (by May 8): Late (by May 8):	$80 $95	$140 $155	

**National Capital Area Chapter of the ATA (NCATA) members can register at the ATA member rate.*

☐ Check/Money Order: Make payable through a US bank in US funds to American Translators Association.

☐ Credit Card: Charge my ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card No. ______________________ Expiration Date: ______________________

Name on Card: ______________________ Signature: ______________________

☐ Please check here if you require special accessibility or assistance. (Attach sheet with your requirements.)

American Translators Association
An ATA Professional Development Event

Enhance Your Skills = Advance Your Career

All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at +1-703-683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from ATA's website or from Headquarters.

ATA Certification Exam Information

Upcoming Exams

Arizona
Scottsdale
May 15, 2009
Registration Deadline:
May 1, 2009

District of Columbia
Washington
May 17, 2009
Registration Deadline:
May 1, 2009

Georgia
Atlanta
August 29, 2009
Registration Deadline:
August 14, 2009

Indiana
Indianapolis
May 15, 2009
Registration Deadline:
May 1, 2009

Massachusetts
Somerville
May 31, 2009
Registration Deadline:
May 15, 2009

Michigan
Grand Rapids
May 16, 2009
Registration Deadline:
May 1, 2009

Novi
August 8, 2009
Registration Deadline:
July 24, 2009

New York
New York City
October 31, 2009
Registration Deadline:
October 16, 2009

Pennsylvania
Philadelphia
June 14, 2009
Registration Deadline:
May 29, 2009

Tennessee
Nashville
September 13, 2009
Registration Deadline:
August 28, 2009

Texas
Austin
June 13, 2009
Registration Deadline:
May 29, 2009

Katy
August 15, 2009
Registration Deadline:
July 31, 2009

New Certified Members

Congratulations! The following people have successfully passed ATA's certification exam:

English into Chinese

Rong Yang
Ellicott City, MD

English into Portuguese

Cristina Silva
Boulder, CO

English into Japanese

Hideyuki Takahashi
Honolulu, HI

English into Spanish

Gloria C. Greene
Miami, FL

Maria-Luisa Parzenczewski
Saint Paul, MN

Portuguese into English

Preston C. Causey
Myrtle Beach, SC

Spanish into English

Tara Binetti
Mountain View, CA

Heather J. Drake
San Miguel de Allende, Mexico

Active and Corresponding Membership Review

Congratulations! The Active Membership Review Committee is pleased to grant active or corresponding status to:

Active

Cristina Helmerichs
Austin, TX

Georgetina Meyer Kirkland
Derby, CT

Christopher P. Queen
San Jose, CA

Corresponding

Karen M. Tkaczyk
Gardnerville, NV

Success by Association

American Association for Applied Linguistics

Quick Facts

- **Established:** 1977
- **Website:** www.aaal.org
- **Phone:** (205) 824-7700; toll free (866) 821-7700
- **Fax:** (205) 823-2760
- **E-mail:** info@aaal.org
- **Address:** American Association for Applied Linguistics 3416 Primm Lane Birmingham, AL 35216

Founded in 1977, the American Association for Applied Linguistics (AAAL), the U.S. affiliate of the International Association of Applied Linguistics (AILA), is a professional organization of scholars who are interested in and actively contribute to the multidisciplinary field of applied linguistics.

AAAL members promote principled approaches to language-related concerns, including language education, acquisition and loss, bilingualism, discourse analysis, literacy, rhetoric and stylistics, language for special purposes, psycholinguistics, second and foreign language pedagogy, language assessment, and language policy and planning.

Activities and Benefits

- Advocates on policy issues pertaining to language.
- Distributes a complimentary copy of the *AILA Review*, a monograph focused on a timely topic in the field.
- Distributes a complimentary copy of the *Annual Review of Applied Linguistics*, the association's official journal.
- Maintains the aaal-l, a public e-mail list for both member and nonmember subscribers.
- Maintains a list of academic job openings in applied linguistics.
- Offers complimentary membership in the AILA along with all the benefits of AILA membership.
- Negotiates discounts on a number of language-related books and journals.
- Networks with Teachers of English to Speakers of Other Languages, the Language Testing Research Colloquium of the International Language Testing Association, and other related professional organizations.
- Promotes research and organizes annual scholarly conferences.
- Publishes the *AAALetter*.
- Sponsors the Distinguished Scholarship and Service Award.

Additional Information

For complete information on what AAAL has to offer, please visit www.aaal.org.

ATA's chapters and its affiliates, along with other groups, serve translators and interpreters, providing them with industry information, networking opportunities, and support services. This column is designed to serve as a quick resource highlighting the valuable contributions these organizations are making to the profession.

Don't Miss

May 13-16, 2009
Association of Language Companies
7th Annual Conference
Austin, TX
www.alcus.org

June 6-7, 2009
ATA Portuguese Language Division Conference
Amherst, Massachusetts
www.ata-divisions.org/PLD

July 30-August 1, 2009
ATA Translation Company Division
10th Annual Conference
Quebec City, Canada
www.ata-divisions.org/TCD

Dictionary Review

Compiled by

Peter A. Gergay
PGergay@aol.com

Spanish↔English Dictionary for Chemical Engineers, Chemical Process Industries and Connected Fields, 2nd Edition

Diccionario Inglés↔Español para Ingeniería Química, Química Industrial y Materias Afines, 2ª Edición

Authors:
José Maria Storch de Gracia and Tomás García Martín

Publisher:
Ediciones Díaz de Santos

Publication date:
2007

Number of pages:
647

Number of entries:
Over 20,000 in each language pair

ISBN:
978-84-7978-826-1

Price:
$130

Available from:
www.diazdesantos.es (publisher)
intransbooks.com
www.casadellibro.com
uk.agapea.com

Reviewed by:
Lee Wright

This is one of those reviews that really ought to be subtitled "How to Spoil an Otherwise Excellent Example of Lexicography," since this dictionary would be a much better reference tool if it were not for a number of annoying weaknesses and anomalies, which I will summarize here.

Illustrations: When I purchased my copy of the *Spanish↔English Dictionary for Chemical Engineers, Chemical Process Industries and Connected Fields (SG/GM)* at the 2008 ATA Annual Conference, I was initially very impressed by its overall coverage of the subject field, and especially by its inclusion of numerous labeled illustrations and tables. In addition, I found the quality of the binding, typography, and paper to be excellent. Even the price was reasonable, especially after deducting the conference discount. Upon further examination of the book, however, I discovered that all but 10 of the illustrations are repeated in the dictionary's two sections, which seems to be an unnecessary duplication, not to mention a waste of paper. In other words, about 60 different illustrations appear once in the English-Spanish section and again in the Spanish-English section.

Even more aggravating is the fact that the authors—both professors in the Industrial Technology Department of the School of Engineering at Alfonso X El Sabio University in Spain—did not provide an index to these illustrations, so the user cannot easily find one that depicts a given piece of equipment or other information. (For this very reason, I decided to compile a complete list of the illustrations, which I will gladly provide to anyone who buys the dictionary.) In my opinion, a much better approach would have been to put the illustrations in an appendix in alphabetical order, or to organize them by title or subject, rather than scattering them (sometimes rather haphazardly) throughout the body of the dictionary.

In addition, when I checked three of the illustrations selected at random (compressor, electric motor, and pump), I found that virtually none of the terms used in the labels (call-outs) were actually included in the body of the dictionary. More specifically, only 11 terms out of 59 call-outs in those three illustrations are listed in the dictionary, and some of them are actually incorrect or contain typographical errors.

Typos: As far as typos are concerned, the dictionary contains relatively few of them, which speaks well for the authors' (or publisher's) proofreading efforts. I only spotted about a dozen typos in the English-Spanish section, such as:

- "Dayly" instead of "daily"
- "Sinthetic" instead of "synthetic"
- "Acomplish" instead of "accomplish"
- "Trae boiling point" instead of "true boiling point"
- "Stem wipper packing" instead of "stem wiper packing"
- "Circular tickeners" instead of "circular thickeners"
- "Waffer" instead of "wafer"
- "Repeteable" instead of "repeatable"
- "Bill of loading" instead of "bill of lading"

The one that tickles my funny bone, however, is "fall of a dyke" instead of "fall of a dike" (Spanish: *vertiente de un dique*). (I should note here that the Spanish-English section does not include this term at all.) Another typographical error that evokes amusement is the English title for the (otherwise excellent) two-page illustration of a pressure vessel:

"Pressured vessels." A final example of a proofreading oversight can be found in the entry for "mid boiling point"; the Spanish equivalent only gives the noun *punto* and nothing else.

Hyphens: Another bothersome quirk is the inappropriate presence of hyphens in some of the English multi-word terms (e.g., "dead-air," "dead-time"). In contrast, there are instances where a hyphen should be used in the English term but is absent (e.g., "twin shell mixer" instead of "twin-shell mixer"). There are also a few cases where a proper noun is not capitalized (e.g., "microsoft" instead of "Microsoft"; "macintosh" instead of "Macintosh" [the computer brand]; "japanese industrial standard" instead of "Japanese Industrial Standard").

Inappropriate Capitalization: On the Spanish side, and related to the last comment on capitalization, the authors adhere to the common practice of capitalizing the names of technical or academic disciplines even when they are not used as proper nouns (e.g., *Electrónica*, *Petroquímica*). This really does not seem appropriate when the word appears as a dictionary entry, especially because it could be misleading to a user who is unfamiliar with this orthographical/stylistic convention.

Diacritical Marks: I only spotted a few instances of incorrect diacritical mark usage (or the absence of an accent mark where it was needed). For instance, in several cases the Spanish adjectives *continuo* and *discontinuo* have superfluous accents (e.g., *contínuo* and *discontínuo*).

Filler Words: In my experience, a good way to judge the overall usefulness of a dictionary—especially one dealing with a specialized subject field—is by the relative percentage of "filler" words it contains. I define a "filler" word as any term that is commonly used in everyday language that does not have a specialized meaning. In a page-by-page examination of the *SG/GM*, I found that filler words amount to less than 1% of the total number of entries, which is very good. Some of them, however, seem to be totally unfounded, for example, the names of the primary colors and of trees, as well as some terms for food items (onion, pork, *vegetal*, *zumo*), and even things like *lavadora* (washing machine), plus a good number of "ordinary" lexical items like "agriculture," "chair," "hillside," "month," "parkway," "rain," "sea," "spoon," and "typewriter" in English, and *estadio, estilo, heces, navaja, oasis, rápido, región, típico,* and *voz* in Spanish. Related to filler words are numerous terms pertaining to business and finance, such as "accounting" and "accountant" in English and their Spanish counterparts. I find these listings excusable in this particular case because the dictionary's foreword expressly defines its scope as "the areas of chemical engineering, industrial chemical processing and the associated commercial industries" (although I am really not sure what a "commercial industry" is).

Head Words: The authors violated several major terminological/lexicographical principles in their compilation of this dictionary. The first of these involves the basic rule that head words should always appear in their canonical form; for example, nouns should be in the singular unless always used in the plural for conveying a given concept. In fact, there are numerous instances in this dictionary where both the singular and the plural forms of a given noun are listed separately (e.g., "hopper" and "hoppers"; *recipiente* and *recipientes*), but a more serious error is the inclusion of just a noun's plural form (e.g., baffles, cooling towers, steam turbines, *cojinetes*). In at least one instance, the head word is actually ambivalent (*mezclador/es*)! Speaking of singular versus plural noun forms, I also find it annoying that the entry for "interests" gives both *intereses* and *gastos financieros*; although the first of these can be defended as valid, the second one is clearly incorrect, because in English we would say "interest" (singular) instead.

Polysemic Terms: The second terminological/lexicographical principle violated pertains to the fact that any one dictionary/termbase entry should deal with a single concept or semantic field. This basically applies to polysemic terms, of which an abundance can be found in both languages. Examples of this include the entry for "drawing"; the Spanish equivalents given for this English noun are *estirado, alargamiento, dibujo, plano, croquis,* and *trazado*. The first two are obviously from one conceptual field (e.g., wire drawing), while the other four are from totally different fields (e.g., engineering drawings). A similar error occurs in the entry for "headway"; given as its two Spanish equivalents are *ímpetu* and *altura libre*, which have absolutely no relationship to one another. On the Spanish-English side of the dictionary, an example of this anomaly appears in the entry for *fundido*, for which the English equivalents given are "blown; cast; iron cast [sic]; molten; fused."

Target-language and Source-language Equivalents: An analogous situation to the above can be seen in entries where the target-language equivalents given represent two different parts of speech. An illustration of this is the entry for the Spanish word *hecho*, for which the English equivalents given are "made" and "fact," although the first of these reflects the Spanish past participle of the verb *hacer*, while the second one is a noun etymologically derived from the same verb form. A similar situation is found in the entry for *neumático*, where the two English equivalents are "pneumatic" (adjective) and "tire" (noun). We find the same sort of thing in the entry for *claro*; the English equivalents are "clear; crystalline; span," but the first two are adjectives pertaining to the physical appearance of a substance, whereas the third one is a noun used for describing the distance or clearance between two objects (among other things). The entry for *seguro* gives both the English equivalent of "insurance" (although Spanish would more typically use the plural noun *seguros* for this) and two other totally unrelated nouns ("detent" and "pawl"), as well as the two common adjective equivalents ("safe" and "secure"). A final example of this terminological no-no appears in the entry for *dirección*, where the English terms provided are "address; direction; lead; steering." There are more of these, but enough said on the subject.

Subject Field Identification: A related terminological/lexicographical principle involves the importance of indicating the subject field or contextual reference whenever a given source-language term has two or more target-language equivalents. An even better solution (preferred, in fact) would be to have separate entries for these polysemic terms. The authors of this dictionary occasionally provide some help in this regard, but this is the exception rather than the rule. For example, the entry for "bank" includes the following Spanish equivalents: *banco; margen* <u>*de un río*</u>*; peralte* <u>*de una curva*</u>*; cantera* <u>*de grava o arena*</u>*; boca de pozo* <u>*en la mina*</u>*; muelle; embarcadero; inclinación;* and *haz de tubos paralelos* (underlining added). Strictly speaking, the four underlined phrases are not part of the respective terms, so they should have been enclosed in parentheses. In any event, the absence of subject field identification for polysemic entries (or otherwise) is a definite drawback for this dictionary.

Terminology Overkill: Something similar occurs in a few instances where the target-language equivalent given is actually an explanation or definition of the source-language term. For example, the equivalent for "flare" is *acción de quemar gases y vapores en antorcha*, whereas the more common Spanish term is just *quema* or *quemado de gases*. Then there is the entry for the verb "flush"; the Spanish equivalent given is *desplazar con un líquido*, but at least half the time the simple verb *limpiar* might suffice, or *limpiar con agua* when a more explicit rendering is required. Another example of terminological overkill is in the entry for "TIG welding," whose equivalent is given as *soldadura TIG con tungsteno en atmósfera de gas inerte* (i.e., an explanation of what the initialism TIG means).

Listing Multiple Equivalents: Another good rule of thumb in lexicographical work when there are multiple target-language equivalents pertains to the relative frequency of usage of those equivalents. Essentially, the most frequent or commonly used equivalent(s) should be listed first, followed by the less frequent equivalent(s). In this dictionary, however, whenever a source-language term is polysemic, all of its various target-language equivalents are usually (but not always) listed alphabetically, and, as noted above, without considering their different parts of speech. This is a very dangerous practice, in particular for users of the dictionary who are not totally familiar with the subject of a given text they are attempting to understand or (Heaven forbid!) translate, because the typical, and often erroneous, practice is to use the first equivalent listed. A good example of this is the entry for *desgaste*, which gives as the first English equivalent the noun "attrition," even though it is not the most common equivalent ("wear"). In fact, "wear" is not given at all, just "wear and tear" and "wearing" (although the latter is questionable). Another example can be seen in the entry for *cambiador* (not *intercambiador*), where we find "interchanger" as the first target-language equivalent, followed by "exchanger" instead of the reverse. Furthermore, none of the subentries for the Spanish term include "interchanger" as part of their target-language equivalents. Somewhat related to this anomaly is the entry for the English term "heat exchanger," which gives *cambiador de calor* as the Spanish equivalent, but not what is probably the more common term, *intercambiador de calor*, judging from all of the Spanish-language documents I have seen on this subject.

On the opposite side of the coin, the *SG/GM* contains a few entries for source-language terms that have multiple target-language equivalents or meanings, but it only lists one of them. In the case of the entry for *organismo*, the only English provided is the cognate, despite the fact that it only applies to biology and there are at least five other common equivalents ("agency," "organization," "entity," "body," "institution"), with the first of these being the most typical choice in non-biological contexts.

Misplaced Head Words: Yet another basic lexicographical/terminological principle ignored in this dictionary involves listing all entries according to their logical head word. There are numerous instances, however, where a multi-word term appears in the wrong place. One example of this can be found in the entry for *ensayo químico* ("chemical test") as a subentry under the word *químico*, especially when this primary term is a noun meaning "chemist" in English, not the adjective meaning "chemical." This is total nonsense. A related situation occurs in the entry for "heat exchanger," where we see "heat absorber" as the first subentry, when in fact it should be a separate entry. Similar examples of this anomaly can also be found in the entries for *fijo*, which includes the term *lecho fijo* as one of its subentries, and for *tiro forzado* as a subentry of *forzado*, but these terms also appear separately in the alphabetical order where they belong. The point is that it would be unlikely for a user of this dictionary who wanted to know what *lecho fijo* or *tiro forzado* mean in English to look up the adjectives rather than the nouns.

Mixing and Matching in Lexical/ Terminological Compilation: Even more disturbing from a terminological standpoint—but perhaps not so much in lexicography—are instances where the authors play a "mix-and-match" in which a single entry contains terms reflecting two or more different semantic concepts of a polysemic word, as well as collocations that include the head word. The lengthy entry for *bomba* offers a good example of what should always be avoided in a lexical/terminological compilation. To illustrate this, I am reproducing here just the first baker's dozen lines of this entry, complete with all their warts.

bomba | pump
– ***(explosiva o de calor)*** | bomb
– ***a vapor*** | steam pump
– ***alternativa*** | reciprocating pump
– ***atómica*** | A bomb
– ***auxiliar*** | donkey pump
– ***auxiliar de refuerzo*** | booster-pump
– ***auxiliar para combustible*** | wobble pump
– ***calorimétrica*** | bomb calorimeter
– ***carcasa de la*** | pump casing
– ***cavitación de la*** | pump cavitation
– ***centrífuga*** | centrifugal pump
– ***centrífuga, carcasa de la*** | centrifugal pump casing

Clearly, the entries in which *bomba* means "bomb" and not "pump" do not belong here; they should be entirely separate. However, *bomba de calor* ("heat pump") is something quite different from a *bomba explosiva* (the kind of bomb that goes "boom!"). In addition, the first two Spanish collocations containing *bomba* (*carcasa de la bomba* and *cavitación de la bomba*) would be properly listed under their respective head words (*carcasa* and *cavitación*), and in fact they are found there in this dictionary, so their appearance under *bomba* is actually redundant. However, of the eight other collocations listed under *bomba*, only two are found separately in the dictionary (*cuerpo de la bomba* and *curva característica de una bomba*). (Note that *bomba calorimétrica* is also called a "calorimetric bomb" in English. This is a laboratory instrument used for measuring the combustion heat produced by a solid or a liquid.)

Acronyms and Initialisms: In my initial examination of the *SG/GM*, I particularly liked the sizeable number of entries for acronyms and initialisms, especially since they are abundant in the chemical process industry. Upon further inspection, however, I came away somewhat disappointed for two main reasons. First of all, the full forms of most of the acronyms and initialisms are not listed separately, but rather just provided in brackets after the initialism (e.g., ARHTU [atmospheric residue hydrotreating unit] / *unidad para hidrotratamiento de residuos destilados a presión atmosférica*). Furthermore, there is no entry for the Spanish equivalent of either the initialism or its full form. Another example is the entry for "b.c.c." (body centered cubic) / *c.c.c. (cúbico centrado en el cuerpo).* Oddly enough, the entry for *c.c.c.* in the Spanish-English section gives *cúbico centrado en las caras* as the Spanish full form, and "f.c.c. (face centered cubic)" as the English equivalent. There is no entry for "f.c.c. / face centered cubic" in the English-Spanish section.

Sometimes when a given acronym/ initialism does actually appear in both sections of the dictionary, the equivalents given do not always match (e.g., *APR* [*análisis preliminar de riesgos*] / PHA [preliminary risk analysis], compared to *análisis preliminar de riesgos* / preliminary hazard assessments. Another example of this kind of inconsistency can be found in the various entries involving the term "failure mode[s] and effect[s] analysis" (FMEA). In one case, the term is listed under the entry for "failure," and its English full form is in the singular ("failure mode…"). In the entry for the acronym FMEA, as well as in the corresponding Spanish entry (*AMFE*), the full form given is in the plural ("failure modes…"), which is the more normal usage. In all cases, however, the Spanish equivalent is also inconsistently given, albeit in the plural: *análisis de modos de fallos y sus efectos* in one place, *análisis de modos de fallos y efectos* in a second entry, and *análisis de los modos de fallos y sus efectos* in yet a third entry. Go figure!

Subject Matter Coverage: After this lengthy catalog of the dictionary's faults, I feel compelled to reiterate the point made earlier in this review about its comprehensive coverage of the subject matter, with relatively few lacunae. As evidence of this, I made a comparison between this dictionary's contents and that of two others with a similar scope. One of these was the *Glossary of the Petroleum Industry* by M. Dolores Probasta (4th edition), and the other was the *Beigbeder Diccionario Técnico*. I randomly selected three dozen terms in each language from the *SG/GM* and then checked the other two dictionaries in order to see whether those terms were included in them. In the English-Spanish category, only 11 of the three dozen terms were found in the other two dictionaries; and in the Spanish-English category, just 10 terms were also present in both of them. This would clearly indicate that the *SG/GM* is much more comprehensive in its subject field than the other two dictionaries.

In addition, I selected more or less at random three documents from my personal collection of Spanish texts on various technical subjects in the chemical process engineering field: one on catalytic cracking, one on compressors, and one on heat exchangers. I then checked the *SG/GM* to see how many of the key terms were included, and was pleasantly surprised to find nearly all of them. This speaks very well for the dictionary's usefulness in dealing with translation projects on these subjects and probably in the broader field as well.

Omissions: There are some surprising omissions in the *SG/GM*. For example, an entry exists for "polyvinyl" but not for "polyvinyl chloride," although the abbreviation PVC is included along with its full form. Another case is the entry for "guy," which does not also provide other terms that include this word, such as "guy wire." The entry for "scar" does not give *cicatriz* as one of the Spanish equivalents. The entry for "fiscal year" only gives the Spanish *calque año fiscal,* but not the more common and widely accepted equivalent, *ejercicio*. The entry for *Ministro de Hacienda* only offers the British English equivalent ("Exchequer").

In this latter regard, most of the time when there are two different English equivalents or spellings, the dictionary provides both of them and identifies whether the spelling is British or U.S. English (e.g., sulphur versus sulfur). Sometimes, however, only the British English spelling is given (e.g., centre), and occasionally both spellings are provided without indicating the regional usage (e.g., harbor versus harbour). Also in the spelling category, I noted that the dictionary contains entries for both "per cent" (two words, the typical British spelling) and "percent" (one word, preferred U.S. spelling), but the Spanish *por ciento* is only given for the first one.

Regional Usage: As far as the Spanish terms are concerned, given the fact that the authors are both from Spain, peninsular Spanish usage predominates throughout the dictionary, although there are a few cases where nonpeninsular terms can be found (e.g., *ordenador* and *computadora*). For some users of this dictionary, the peninsular Spanish usage could be a disadvantage if a text being translated is from or for a different part of the Spanish-speaking world. In addition, the identification of regional usage for the Spanish terminology wherever relevant would have definitely been a plus for this dictionary. With regard to regional usage, in the entry for "stem" I observed that the only Spanish equivalent listed for this term as it applies to valves is *husillo*, whereas in virtually every Spanish-language document that I have seen the standard term for a valve stem is *vástago*, which is the first term listed in the dictionary's entry for "stem." To complicate matters further, the Spanish equivalent provided in the entry for "valve stem" is *vástago de válvula*.

Grammatical Errors: I spotted just one grammatical error in the entire dictionary, and it appears in the English title for the table of instrument nomenclature on page 150, which reads "Nomenclature to identify instruments and its components" (although the English would also probably say "Nomenclature [used] for identifying...").

Incorrect Target-language Equivalents: Once again on the plus side for the *SG/GM,* I did not find very many examples of totally incorrect target-language equivalents. One in particular, however, really bugs me because it clearly shows that the authors exceeded the boundaries of their knowledge. This occurs in the entries for "Clean Air Act" and "Clean Water Act," where the Spanish equivalents given are *Reglamento Clean Air Act, Acta de Aire Limpio (EUA),* and *Reglamento "Clean Water Act"; Acta de Aguas Limpias (EUA),* respectively. As anybody who has done legal translation to or from Spanish knows, the English word "Act" is translated as *Ley* when referring to a piece of legislation, whereas a *reglamento* is a regulation, and an *acta* is a document of some kind—usually a legal one, such as an *acta de difunción* (death certificate) or an *acta de constitución* (articles of incorporation). A few other cases of incorrect equivalents include:

- "Casted carbon steel" for *acero al carbono forjado*
- "Deflecting blades" (instead of "deflector blades")
- *Librería (informática) de vínculos dinámicos* for "DLL" (dynamic link library)
- *Función propia* for "proper function"
- "Multiple-expansion vapor turbine" for *turbina de vapor con expansiones multiples*
- "Footwalk" (!!) for *acera*
- *Cojín* for "bearing"
- "Valorize" for *dar valor*
- "Screw" for *forzar algo*
- *Petroleoquímico* for "petrochemical"
- "Heat stream tracing system" instead of "steam heat tracing system"
- "Mallet" for *maza* (= "hub" of a pump shaft)
- "Exhaust multiple" for *múltiple de escape* (instead of "exhaust manifold")
- "Seal wears" for *anillos desgastables* (instead of "wear seals")
- "Electric unifilar plot" for *esquema eléctrico unifilar* (instead of "single-line wiring diagram")

Inconsistencies: I did not find many inconsistencies, but there were a few, especially in the illustrations. For instance, sometimes "feed" is given as *alimentación*, sometimes as *alimento* (!!), and other times as *carga*.

Oddball Terminology: To complete this examination of the *SG/GM* dictionary's weaknesses, I will cite just one totally oddball entry, "technochemistry," which is an English term that I feel certain nobody uses, at least not in the U.S. Perhaps it is an escapee from Russian or some other Eastern European language. In any event, this hypothetical (if nonexistent) term is equated with the Spanish term *química industrial*, and if you then look up *química industrial* in the dictionary, it gives you, quite logically, "applied chemistry" and "industrial chemistry," as well as the spurious term of "technochemistry."

Overall Evaluation

Although it may seem like my impressions of the *SG/GM* are entirely negative, this is actually far from the truth. Despite its shortcomings in the various areas noted here, for two major reasons this is clearly a much-better-than-average reference tool: 1) it adequately covers a subject area generally overlooked by most bilingual Spanish-English dictionaries; and 2) the inclusion of the many high-quality illustrations helps provide a visual orientation for the user, which is always important, particularly for those who are not totally familiar with the subject. As the old adage goes, a picture is worth a thousand words. In short, I would give this dictionary a rating of 4.5 on a scale of 1-5, and I believe that it is definitely a worthwhile investment for anybody who translates documents involving the chemical process industries. As a byproduct of this rather lengthy and detailed review, I also hope that I have provided some guidelines for evaluating the lexicographical/terminological pros and cons of any dictionary, in addition to offering some examples of what a good dictionary compiler should avoid.

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Humor and Translation

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Errors

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Thanks to the readers who have pointed out errors in some of my recent columns.

Paul Antal was the first to point out that, contrary to my statement in the September 2008 column, several English-speaking composers did and do use English words rather than the Italian *moderato* to indicate music tempos. Examples are:

Aaron Copland:

- The song "In Evening Air"—Moderately paced.
- The "Story of Our Town" section of the film score to *Our Town*—Moderate, with calm.

Leonard Bernstein:

- "Tonight" in *West Side Story*—Moderate beguine tempo.

Philip Glass:

- "Metamorphosis One"—Moderate.

Morton Gould:

- "Abby Variations"—Moderate tempo.

Alex Schwartz was the first to point out that *C'était un poète maudit,* the first line of the limerick in the October 2008 column, which I translated as "There was an accursed poet," is better translated as "He was an accursed poet." "There was an accursed poet" is properly rendered in French as *Il était un poète maudit.* Alex Schwartz then went on to comment on the Hebrew portion of the limerick:

"The occurrence of *L'kha dodi* brings up an operatic connection you might like. My teacher in a Jewish elementary school in Hungary taught us to sing

L'kha dodi likrat kallah,
P'nei Shabbat n'kablah,
P'nei Shabbat n'kablah

to the melody of

Evohé! Que ces déesses.
Pour enjôler les garçons,
Ont de drôles de façons!

from *La belle Hélène.*"

Alex explained that (composer) Jacques Offenbach had a relative who was a cantor in Hungary whom he often visited, so that no one could know with certainty whether Jacques gave the melody to the cantor or vice versa. *(Se non è vero, è ben trovato.)*

Finally, the author of the above-mentioned limerick, Arthur Graham, wrote about an error he made, and an excuse that other translators may be able to adapt to their own situations:

"My grandchildren prefer stories that make me look less than perfect. Graham Keeley, age 9, wrote an essay on my spilling cognac on my computer keyboard and how the computer lost one typing function after another as I continued working. His favorite grandpa story is when, at a translators' conference in Montreal, I was asked by the chair (because I was a music professor) to describe the English horn. (*Corno inglese* is the title of a well-known Italian poem by Montale.) I spoke about a circular brass instrument played with a hand in the bell. When he asked if it was not the French horn I had described, flustered but thinking fast, I replied that being in bilingual Montreal had confused me."

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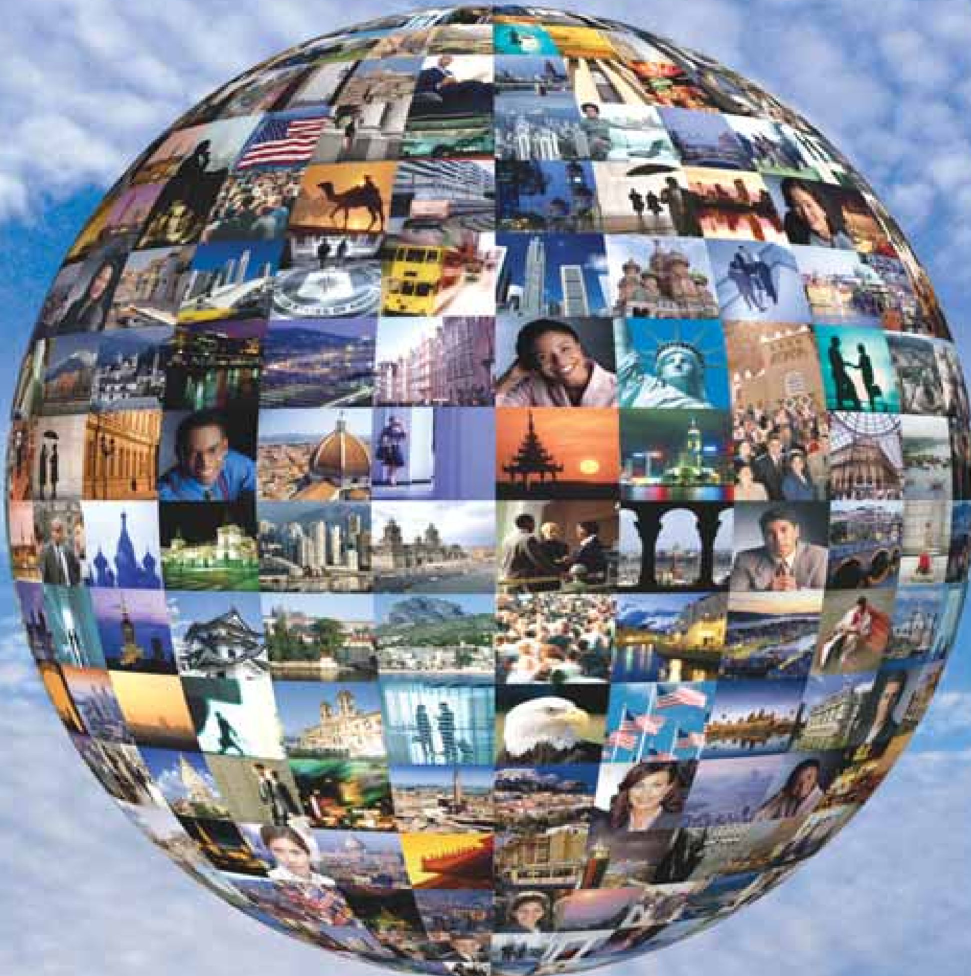

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