

Intercambios

Newsletter of the Spanish Language Division of the American Translators Association

Volume 3 Issue 2

June-August, 1999

Message from the Administrator

Dear Colleagues:

It is with great pleasure that this latest issue of *Intercambios* gives me the opportunity to again be in contact with all of you, the members of the Spanish Language Division of the American Translators Association.

This summer our newsletter is celebrating its second anniversary. Over the past two years, *Intercambios* has continued to provide timely articles of interest to our profession and has become an important communication tool and a membership service of excellent quality. Once more, our thanks to Pilar Saslow, our dedicated editor, and to all our colleagues who help her put our newsletter together.

Our division has again reached new pinnacles with more than 1378 members. My most profound gratitude and welcome to all of you who have put your confidence in our division and joined its ranks. We continue to draft new plans to offer new services to the membership, and while some of them are not materializing as soon as expected, we will not give up until they become a reality. Again, I enthusiastically

encourage each and every one of you to become as active in the division as possible. It will take all of us to make our division what we want it to become. Bring your ideas, your interests, your talent, and your leadership to this newsletter. We will need that and much more.

Plans are already underway for the ATA Annual Conference in St. Louis. As you will see in the preliminary program that soon will be arriving in your mailbox, there will be a good number of excellent presentations and workshops related to Spanish translation at this year's conference. Our thanks to Andre Moskowitz, our Assistant Administrator and Chair of the Division Conference Committee, and to committee member Harvie Jordan, for helping coordinate the scheduling of sessions and organizing our social event.

I am also pleased to announce that philologist Alberto Gómez Font, director of the Departamento del Español Urgente of the Agencia EFE in Madrid, Spain, has accepted our invitation to be the official guest speaker for the division. He will present a session on the Departamento de Español Urgente and a preconference seminar entitled "Names and Places and Their Inhabitants: Tradition, Translation and Transcription." Alberto has contributed several articles to *Intercambios*.

Internationally he has presented, coordinated, and organized numerous seminars and workshops on the Spanish language. Since 1990, he has taught several courses to the staff of the Ministry of Public Administration in Spain regarding ways to modernize the administrative language they use. He has also contributed to the Virtual Center of the Cervantes Institute, and is the author of the *Vademécum del Español Urgente* and co-author of the *Manual de Español Urgente* of the Agencia EFE in Madrid. He has coordinated and compiled several publications for the Agencia EFE on linguistic matters, including *El Idioma Español en las Agencias de Prensa* (1990), *El Neologismo Necesario* (1992), and *El Idioma Español en el Deporte* (1992), and he is also the founder and moderator of the discussion forum on the use of Spanish "Apuntes" at <apuntes@eunet.es> on the Internet. It will be a privilege and an honor to have him speak especially for our division at the St. Louis conference. Please do not miss this opportunity to listen to such an important personality and authority on Spanish.

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Intercambios

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Intercambios and are subject to editing. Materials for publication may be mailed, emailed or faxed to the editor at the address listed above. Suggested length limits: articles 1200 words, reviews 500 words, letters 300

Calendar of Professional Events

compiled by Daniel MacDougall

Rogelio Camacho Seminars for Translators & Interpreters: Check dates for your city in 1999 in USA, Mexico, and Canada. Seminar topics are: Translating Crime Scene Investigation Terminology, Translating Personal Legal Documents, Translating Contracts for the U.S./ Mexican Market, Criminal Investigation in Mexico City, Criminal Prosecution in Mexico City, Crime Scene Investigation Protocol in Mexico, and English to Spanish Translations for the Private Sector Tel: 619-420-4200, Fax: 619-420-5200, e-mail: RogelioCG@aol.com URL: www.rogeliocamacho.com

The Southern California School of Interpretation offers state certifications as a medical, administrative hearings, or court interpreter. For details: Tel: 562-863-0026 Fax: 310-544-8288 URL: <http://www.interpreting.com>.

The University of Charleston, SC offers both a Graduate Certificate and Master of Arts program in court interpreting. For further information and application forms contact the Graduate School Office via e-mail: gradsch@cofc.edu or via telephone: 843-953-5614 or URL: www.cofc.edu/~legalint.

August

Terminología médica para fines de traducción e interpretación, August 16-20 1999 7PM-9PM Enrollment and fees are due by August 13. Location: CESLAA Centro de Estudios de Lingüística Aplicada (CESLAA), Matías Romero 102, Colonia del Valle Ciudad de México, D.F. 03100 Tel.: 00-52-5-575-1588 Fax: 00-52-5-575-1132 E-mail: leduc@planet.com.mx

Literary Translation Weekend

FLATA is sponsoring this event. Friday, August 27 through Sunday, the 29th. Its main presenter is Margaret Sayers Peden, a highly acclaimed U.S. translator. She

has translated the works of Isabel Allende, Carlos Fuentes, and many others into English. Tel: 305-274-3434, Fax: 305-648-0602, e-mail: thlopez@netside.net

September

El curso **Gestión de terminología y traducción** se llevará a cabo en Alumnear (España) entre el 30 de agosto y 3 de septiembre de 1999. Organizado por la Universidad de Granada. Para más información pueden escribir a CEMED@azahar.ugr.es.

Entre septiembre y octubre de 1999, el Departamento de Traducción de la Universidad Autónoma de Barcelona (Edificio K, 08193 Bellaterra (Cerdanyola del Vallés), Barcelona. Tel: 93 581 27 61/62 Fax: 93 581 27 62) organizará un **Curso de traducción jurídica al castellano**. Para obtener información detallada, disponen del siguiente correo electrónico: d.traduccio@uab.es

SpanSIG bimonthly meeting of AATIA (Austin Area Translators and Interpreters Association) Saturday, September 11, from 10AM-12 noon at the Austin History Center, Guadalupe & 9th streets, Tel.: 512-441-5582, Fax: 512-441-3983 or e-mail: HarvieJordan@compuserve.com URL: <http://aatia.org/>

Special thanks to Theresa López, Carlo Oriana, Harvie Jordan, and Diane Teichman for providing information for this column.

The writer of this column has been involved in the translation, teaching, and interpretation of Spanish for more than twenty years. He resides in South Carolina.

If you would like your events listed in this calendar, please forward pertinent information to Daniel MacDougall dmachft@hargray.com

Third Forum in Vic, Spain, Hailed a Success By Vernon Collins

The Third Forum on Translation in Vic, Spain, entitled "Training Translators and Interpreters: New Directions for the Millennium," was held on May 12-15, 1999 at the Universitat de Vic's School of Translation and Interpreting. Participants in the forum included 20 professors from the Universitat de Vic's Department of Humanities, Translation and Documentation, which hosted the event, and 20 guest professors from prestigious universities around the world. Also in attendance were 55 translators and interpreters from the United States, England, Hungary, Finland, Sweden, Italy, Kuwait, Mexico, Guatemala, and from Spanish universities in the Canary Islands, Vigo, and Madrid.

The plenary sessions were led by

four to six-member panels of experts on translation and interpretation and covered such topics as didactics, translation theory, institutional translating and interpreting, literary translation, new technology, research methodology, and cultural awareness. For this article I asked some of the expert panelists for their insights. Mr. Lawrence Venuti, the author of several books on translation (most recently *The Scandals of Translation: Toward an Ethics of Difference*, 1998) and currently a Fulbright lecturer in translation studies at the Universitat de Vic, was kind enough to tell me the following: "What made the Vic conference unique was not only the format---the idea that participants were asked to read other participants' papers beforehand in order to discuss them at the conference---but mainly the issues raised: this is the

first and only conference that I have attended where various theoretical camps in translation studies met and discussed, face to face, their differences. The broadest difference exists between linguistics and cultural studies. Current translation studies are broadly fragmented into varieties of linguistics and of cultural studies. This fragmentation was the most urgent issue debated at the Vic conference and it is likely to shape the coming debates in translation studies in the new millennium."

According to Mr. Venuti, however, the most important result of the conference was "...the general sense that the different constituencies in translation studies could fruitfully discuss their differences, even if the conference produced no clear-cut compromises or reconciliations. It

Where Do the Missouri and the Mississippi Meet? By Ann G. Macfarlane, ATA Conference Organizer

Where do the Missouri and the Mississippi meet? In St. Louis, of course, which is where we hope many members of the Spanish Language Division will meet for our fortieth annual conference November 3 to 6, 1999. As conference organizer, I've just put the Preliminary Program "to bed," and I can report that we have a very strong slate of Spanish-language presentations.

Thanks to the efforts of Andre Moskowitz, chair of the Division Conference Committee, and the indefatigable Alicia Agnese and Pimpi Coggins, organizers of the Spanish Forum, we have *nineteen* Spanish-language educational presentations, a record for the ATA. And that's not even counting four Spanish-specific pre-conference seminars, available on

Wednesday (there is an extra fee for these three-hour, in-depth presentations). I offer my heartfelt thanks to those of you who are sharing your expertise with your colleagues by making presentations in November. Your generosity is very much appreciated.

Educational sessions are not the whole of the conference, however. In addition, there will be our customary networking opportunities through the Job Exchange, open throughout the conference; the Networking Reception on Thursday evening; and the SPD reception, a big hit in Hilton Head, which will be repeated again this year. (The first two are open to all conference-goers, but you will need to sign up for the reception when you register for the conference).

Other divisions also have their

events in the planning stages. If you are an interpreter, or work in science and technology, or love literature; if you are in business for yourself, or if you want to know more about training and pedagogy, St. Louis will have much to offer.

The conference will have a number of "extra-curricular activities" as well. This year we will offer a bowling evening for those who enjoy the sport, as well as tours of local attractions including St. Louis churches, the Cahokia Mounds, and Forest Park, home of the 1904 St. Louis Fair (a grand greensward larger than Central Park). St. Louis is famous for its music around the world, but its interesting ethnic neighborhoods are perhaps less well known. And of course, if you like games of chance, there is riverboat gambling available on the aforesaid Mississippi. The Regal

(continued on page 4)

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should be considered the first in a series of dialogues that are necessary to advance translator research and training.”

Teresa Julio, the forum’s general coordinator and a faculty member of the Universitat de Vic, echoed Mr. Venuti’s sentiments: “Personally, I think this forum was a success because we reached our intended goal of generating debate among the participants instead of having them simply read their papers. In fact, the discussions were so spirited that many of the sessions had to be extended beyond their regularly scheduled two and one-half hours. That alone says a great deal about the participants’ interest in the subject matter. Having the opportunity to hear world-renowned experts on translation and interpretation training share their views and insights with such openness and energy was truly exciting.”

The Universitat de Vic’s School of Translation and Interpreting currently has 380 students and offers undergraduate, master’s, and doctoral degrees in translation and interpretation, a master’s degree in conference interpreting, and an intensive course in liaison interpreting. The First Forum in Vic concerned the translation of philosophical materials; the Second Forum dealt with the translation of poetry. The Fourth Forum in Vic, tentatively scheduled for 2000, will cover the subject of translating for the theater.

Vernon Collins is an ATA member and an in-house translator employed by Rotary International in Evanston, Illinois

Multicultural Spanish Dictionary

Schreiber Publishing, 1999
<http://www.schreibernet.com>
 ISBN: 1-887563-45-8
 Price: \$24.95

Reviewed by Alicia Gordon

This is a cute little glossary at a reasonable price, purporting to show the diversity of Spanish usage across the Spanish-speaking world. I can see it gracing the shelves of a Barnes and Noble, but gracing a translator’s shelf? What translator will not take them to task for the very example placed on the cover of the book and in the publicity:

Grocery

Mexico: Super	El Salvador: Pulpería
Spain: Supermercado	Colombia: Mercado
Cuba: Bodega	Costa Rica: Compras
Puerto Rico: Colmado	Venezuela: Abastos
Dom. Republic: Víveres	Panama: Abarrotería
Guatemala: Tienda	Uruguay: Almacén

My eye jumped to Spain, and granted it’s changed since the 10 years I lived there, but I never would have called the corner market a *supermercado*, nor would residents today. I might wonder what *ultramarinos* are, but I won’t find that out in this book. So when it comes down to the crunch, will this glossary be helpful? Or could it lead to mistranslation?

The editor seems to have approached this as an anecdotal exercise rather than as a serious research tool, and that’s fine and good, but it brings the book down to the level of a mini tour guide. One translator from each country—the book lists 18 contributors, and claims most are ATA members—is just not enough to provide any depth of coverage or cross-checking for accuracy. An introductory disclaimer in the glossary stating that it would be impossible to be exhaustive does not help the issue.

While lookup is easy and there are serviceable entries for terms such as “bus,” “car,” “to drive,” “to park,” “refrigerator,” and so on, the terms I’ve dealt with in my work (for example, “school dropout”) are nowhere to be found. Others fail to alert you to the nuances words can have in different parts of the world, like *chaqueta* or *coger*. For those who do drug-related translations, would you think to look under “marijuana cigarette,” or might you have hoped to find *porro* under “joint,” and are there not other countries besides Argentina that call the thing a *porro*? And what about the *habichuelas* I used to eat in Spain? It would appear that word isn’t used in the peninsula. Nor did it have the Mexican name for “aloe vera” that I could have used with my gardeners the other day. In addition, no coverage is given to U.S. variants of Spanish.

For a book like this to make sense, it needs to go the extra mile, aiming precisely for being comprehensive, and indicating nuances in meaning, accepted and unaccepted usage, slang, and colloquialisms. Otherwise, we’re best off if we try to stick to as neutral a form of Spanish as possible so we don’t put our foot in our mouth, or to pull out another resource if we need to look up the local name for some nuts and bolts.

Imagine your script translation for the next James Bond film in Colombia, listing the stuntman as “*aquel que realiza los trucos*.” I can just see the credits rolling.

After a stint as a sound engineer, commercial producer and artist manager in the entertainment industry, Alicia found her true love translating Spanish and French

Quality Cannot Be *Reviewed* Into a Translation

By Mercedes M. Pellet

Dr. W. Edwards Deming revolutionized post-war Japan with the basic concepts of the modern quality movement. One of his **14 Points for Management** summarizes a simple concept: “Stop dependence on inspection to achieve quality. Eliminate the need for inspection... by building quality into the product in the first place.”

Five years after Dr. Deming’s death, the translation industry is still trying to determine who has the ultimate responsibility for quality. Is it the client? The translator? The translation company? The independent reviewer? The client’s reviewer? To apply Dr. Deming’s concept to translation, we have to start with us — as translators, **we** are the ones that must build quality into the product in the first place. And the way to do that is by disciplining ourselves to systematically analyze the source text before even *thinking* about translation.

What Are We Looking For?

When reviewing a text that is going to be translated, there are four basic questions that have to be answered at the beginning:

- What type of text is it?
- Who is the target of the source text and the translated text?
- Why does someone want to pay to have this text translated?
- Where is it going?

It is not a coincidence that these are the same questions that every young reporter is taught to ask when covering a story. These are the questions that lead to the essential facts, which, as translators, can be called “positioning facts” because they serve as preliminary guidelines.

The **type of text** is important because it determines whether it is going to require special research, whether we are going to know how to handle it, and whether we have the

right type of dictionaries and reference material. If, for instance, our area of expertise is computer technology, we may be able to handle a general medical translation but we might be out of our depth when translating a highly technical paper on genetic engineering. I have found that it is not always wise to take the client’s word regarding the type of text that needs to be translated. There have been many instances where I have been prepared to do a translation of a piece on electronics, only to find that the subject is quality or customer service. The only electronic terminology is the one used by the client in the purchase order.

The **targets of the source text and the translated text may be different**. This difference was brought home to me many years ago when I translated a training course for Latin American mechanics. The target audience of the English program consisted of unionized mechanics, with an average annual salary of \$30,000 and firmly entrenched in the U.S. middle class. However, the target of the Spanish program may have an annual salary ten times lower and belonged to the lowest economic and social class. The examples used in the video would not work, regardless of how well I translated them, unless they were adapted to a different target audience.

The “**why does someone want to pay to get a text translated**” is significant to the translator because it signals how much flexibility the translator has in stretching the text to meet the end user, rather than leaving it up to him or her to figure it out. For instance, if a client wants a corporate English text to be used to market a product to France, a highly accurate translation that sticks to the original like Velcro might be a disaster and the unhappy client will blame

the translator, NOT the text -as-approved-by-the-marketing-and-legal departments. On the other hand, if the text is part of a required legal process, it will be necessary to maintain the ambiguities that have been purposely drafted into the document.

The U.S. is an essentially monolingual country that is still trying to identify the place of translation as a business. Therefore, we in the translation business should not raise our eyebrows when a client expresses something that we know to be fallacious. For instance, when I hear that a document has to be translated into Portuguese Spanish, I recognize that I need to be very inquisitive to make sure that the translation is what the client wants and needs. That is why the question of “**Where is the translated text going**” is important.

Pre-Translation Check

After these basic questions have been answered, I use a simple checklist for each translation to make sure that I follow a systematic approach while doing the text-specific analysis.

Some of these questions have helped me to incorporate quality into the basic translation. I am sure that many of you have similar checklists, either on paper or as mental guidelines. As anybody who has ever had to correct a bad translation can attest, Dr. Deming was right: It is a lot easier — and cheaper — to incorporate

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Message from the Administrator...

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More details about the 1999 Annual Conference, including a brief description of all of the Spanish-related sessions, will be included in our next newsletter issue. And while on the subject of the Annual Conference, let's not forget our great event last year. I encourage each of you to take advantage of the educational opportunities offered last year by obtaining a copy of the SPD publication compiling several of the Spanish-related papers presented at Hilton Head. Many copies have already been sold, and at \$10 each it is an excellent buy. Place your order with ATA Headquarters.

ATA Headquarters has advised us that the division roster should be in our hands soon after the ATA Membership Directory is distributed. So be patient and watch your mailbox. Regarding *Espalista*, we thank Xosé Castro and Cristina Márquez for their

I am sure you will all enjoy it and find it useful now that it is operational. Once *Espalista* is successfully working, we will devote our energies to developing our web page and expect to have it operational in the course of the year. Please contact Xosé or Cristina if you are interested in helping or if you have any questions or comments or, more importantly, if you wish to volunteer your talents.

We certainly look forward to your participation and input to make our division the great professional resource we want it to become.

Alicia Marshall

ATTENTION DO NOT MISS THE SPANISH LANGUAGE DIVISION RECEPTION!

Make sure you sign up for the reception **when you register for the conference**. Last year the tickets were sold out!

JOIN OTHER MEMBERS OF THE SPANISH LANGUAGE DIVISION VIA *ESPALISTA*

- ◆ Do you have to verify usage of a term?
- ◆ Do you need to know how a word is spelled?
- ◆ Do you need to contact other colleagues who mainly translate English & Spanish?

All you need is an e-mail account and willingness to participate. So far, we have 300 subscribers and the discussions and questions have been very interesting.

To subscribe send the message:

subscribe to:
espalista@list.atanet.org

If you have any technical questions, contact the list moderator:
spd_moderador@list.atanet.org

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Riverfront, a pleasant establishment offering us a highly favorable room rate (\$118 plus tax), is just minutes from the river, the Gateway Arch, and the Museum of Westward Expansion.

Recent issues of the *ATA Chronicle* have carried more details about transportation, history, and ambience in St. Louis. A few other sources for interesting details about the city and its attractions are given below. I hope that you will find that the combination of a great set of Spanish-language sessions, networking with your lively colleagues, and a fascinating historical city

draws you, too, to the meeting place of the two great rivers, the Mississippi and the Missouri. I'd love to meet you in St. Louis!

Useful sources:

<http://stlouis.missouri.org> and www.explorestlouis.com

See also the April 16, 1999 issue of the *New York Times* for a lengthy article by R. W. Apple, Jr. (pp. B29 and 38) and the April 1999 issue of *Gourmet* for "St. Louis: A Dining Guide" (pp. 70-79).

Jornadas de traducción e interpretación inglés – español

Washington, D.C.
Octubre de 1999

organizadas por

alicia agnese & associates

presentadas por

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Alicia Agnese	Eta Trabing
Pimpi Coggins	Cristina
	Helmerichs

Si desea más información, diríjase
a

Community translation and interpretation in rural areas

By Katharine Allen

This article outlines some of the challenges unique to the rural community interpreter and translator, which I consider myself to be. While the challenges are many, I will focus on the following: isolation and its consequences, ethical issues, and pay. Discussion is based on my own experiences and musings, as well as observations from several colleagues. Over the past few years, as I have gained access to professional organizations, the breadth and scope of the translation and interpretation field has become much more clear to me. Rarely, however, do I see the realities faced by rural interpreters and translators reflected in articles, at seminars and conferences, or in online discussions. I believe the challenges to the rural language professional are relevant to the field in general and are worthy of discussion.

I live in an “extreme rural” county in central eastern California, with just over 10,000 people living in an area three times the size of Rhode Island. Hispanics comprise 15 to 20% of the population. They are a very new, fast-growing migrant community, working in low-paid service sector jobs in a tourism-based economy. I work as a Spanish language freelance community interpreter and translator, hired primarily by the local schools, health department, office of education, lawyers, early intervention agencies, and medical providers. My professional background is in the social service, mental health, and community development arenas. I have also lived and worked in Argentina and Chile. I have been involved in the translation and interpretation field for more than 10 years, yet consider myself a newcomer to the profession.

For the sake of clarity in this discussion, I consider community

interpreters to be individuals who either work for social service agencies (usually in some primary capacity other than as an interpreter) or work as freelance interpreters hired by a variety of social service agencies and other service providers. In neither case are they “neutral interpreters,” but rather act as advocates, teachers and brokers for their clients, helping them to gain access to services and to facilitate better communication and cultural understanding. A community translator plays the same role, except with the written word. I understand that “community translator” hasn’t exactly made it into the lexicon of accepted specializations in the translation field. None-

In neither case are they “neutral interpreters”, but rather act as advocates, teachers and brokers for

theless, I believe they exist in any kind of social service setting, in translating forms, letters, flyers, brochures, and newsletters. Top priority is placed on effectively outreaching the target population, even if it means significantly altering or adding to the original document. For convenience, I will use the term community interpreter to apply to both interpretation and translation.

Isolation

Isolation is a major challenge to most service providers in rural areas and many of the points made here will apply to the non-bilingual worker as well. However, the consequences of isolation for the commu-

nity interpreter can be more complex and varied. Isolation is usually two-fold. First, there are challenges related to the job, either within an agency or as a freelancer. Second, there are professional development issues. (While much of this discussion may not seem to be strictly relevant to interpretation issues, I feel they are. As a community interpreter, almost all facets of your job are connected to the goals of communicating and advocating for your clients.)

In rural areas, social service providers generally are underfunded, understaffed, and have difficulty recruiting qualified personnel. Agencies are lucky to have any bilingual staff at all. Usually, one person is hired to “serve” the ethnic minority, often to fulfill state or federal mandates attached to funding. If you are this lone bilingual employee, it is likely that you will experience several consequences. To begin with, regardless of what you were hired to do, you become the Hispanic “expert” on staff and are expected to cover all the needs of Hispanic clients. Your coworkers assume you have a complete understanding of Hispanic culture as well as complete command of written and spoken Spanish (which, of course, is rarely the case). They expect you to know what the community thinks about all kinds of issues, and how they will react to current events, planned services or the like. Furthermore, it is often difficult to get the concept across that the “Hispanic community” is not monolithic, but is comprised of many groups from differing provinces and nationalities and that there can be a big difference between a client who comes from a rural, versus urban environment. Your agency may be resistant to the notion that it also needs to be educated as to how to best serve Hispanic clientele. So even though you are hired to implement culturally appropriate services, it can be difficult to change how services are provided to make them more accessi-

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Pre-translation Check

1. Terminology

Are there industry and company specific terms? Have they been translated before?

Is there any existing terminology? Can the client provide it? In what format?

2. English Text

Is there any text that should not be translated? If so, how will it be handled?

(For example, English, followed by the target language in parentheses, and then consistent use of italicized English)

3. Acronyms

Are there any unexplained acronyms?

Should they be expanded or translated?

Are there equivalent acronyms in the target language?

4. Type of Text/Tone of English

<i>Type</i>	<i>Tone</i>
Informative	Formal
Literature	Informal
Instructional	Motivational
Technical	Elegant
Marketing	Colloquial
	Legalis tisc
	Humourous
	Other

5. Unclear English/Contextual Problems

There are some unclear phrases/sentences in the source text which require clarification before translating.

Some of the source text may need to be modified to adapt it to the target audience.

6. Colloquial Expressions

There are some colloquial expressions in the source text that will need special handling: either by using a parallel colloquial expression in the target language, by changing the expression to standard language or by explaining what the expression means in the source language.

7. Contact Information

Are there any local toll-free numbers and special in-country contact references used?

What will be necessary for an international caller/visitor to establish contact?

8. Conversions/Measurements

Should all measurements be converted into those used in the target country?

9. Examples

Are there examples that contain country-specific names? Can they be translated?

Localización y traducción de software por Graciela Steinberg

Algunas reflexiones sobre el curso dictado en Buenos Aires durante el mes de junio de 1999 por las traductoras Angela Ciocca, Graciela Giannatelli de White y Cristina Márquez Arroyo

Durante la última conferencia en Hilton Head, a la cual asistí en representación del Colegio de Traductores de la Ciudad de Buenos Aires (CTPCBA), tuve el placer de conocer a muchos colegas, entre ellos a Cristina Márquez Arroyo. Desde hace unos cuantos años, Cristina trabaja en localización de *software*.

En la Argentina, este tema aparecía principalmente en las revistas internacionales que habitualmente recibimos. Pero, en general, era y sigue siendo un tema desconocido para la mayoría de nuestros colegas. En el CTPCBA pensamos que una de las principales herramientas para conseguir el grado de reconocimiento profesional que todos esperamos es la permanente capacitación profesional. Así fue que, después de mucho insistir, tres argentinas pioneras en el campo de la localización, Cristina Márquez Arroyo, Graciela Giannatelli de White (ambas desde Estados Unidos) y Angela Ciocca (desde Argentina), antiguas compañeras de trabajo en IBM, se unieron electrónicamente para diagramar el curso que darían en Buenos Aires. Y no tuvo desperdicio. Durante cuatro días nos sumergimos en un área que se recorta claramente como una nueva especialización del traductor. Indudablemente, nuestra profesión busca redefinirse dentro de este nuevo escenario globalizado y adaptarse a las nuevas necesidades con la celeridad que hoy requiere el tratamiento de la información. La experiencia que tienen las tres es muy sólida, porque participaron en la "cocina" de la localización. Así nos comentaban: "cuando las empresas de

informática comienzan a pensar en la comercialización de *software* y *hardware* para el usuario final, IBM percibe la importancia de la traducción en ese proceso y crea el Centro de Traducciones para América Latina. Este Centro se creó sobre la base del Centro de Traducciones de Montreal, Canadá, que ya en 1980 tenía sistemas de traducción en línea y un equipo de traductores que compartía bases de datos con terminología por productos entre Francia y Canadá".

Cristina recordaba que la primera "localización" de un producto IBM fue la traducción de los teclados y manuales de una serie de máquinas de escribir con memoria fabricadas en Lexington, Kentucky. "Si en ese momento lo llamamos 'localización' fue porque no pudimos lograr una traducción única en español que pudiera cubrir las necesidades de todos los países de habla hispana. Se produjeron traducciones 'locales' para España y el resto de América Latina, respectivamente."

En la actualidad, las cosas han cambiado: en la era del *outsourcing*, las empresas tercerizan (en Argentina), o externalizan (en España) los servicios de traducción, y las agencias, que ahora son "*language engineering companies*", contratan al traductor-localizador.

En pocas palabras, "la localización es el proceso de adaptación y traducción de aplicaciones de *software* a otro idioma a fin de que resulten adecuadas, desde el punto de vista cultural y lingüístico, para un mercado local específico".

Detrás de un proyecto de localización de *software* generalmente hay todo un equipo que involucra no sólo al traductor, sino a programadores, diseñadores, traductores, terminólogos etc. Nuestras colegas destacaron la importancia de las agencias en la organización y administración de este volumen de proyectos: "la traducción debe hacerse simultáneamente a más de

veinte idiomas".

El papel preponderante de la terminología dentro de la localización de *software* puede analizarse desde distintos ángulos: la necesidad de administrar terminología y lograr que el equipo de traducción trabaje con coherencia por un lado, y la necesidad de crear nombres para los nuevos conceptos por el otro, ya que la creación de nuevos productos conlleva la necesidad de generar nombres para denominarlos. Por esta razón, actualmente, la figura del terminólogo está adquiriendo una gran importancia dentro del equipo de localización. "Generalmente, esta función la desempeña un representante del cliente, al que los traductores entregan sus glosarios para convalidar los términos que serán posteriormente distribuidos entre todos los integrantes del equipo".

El traductor frente al terminólogo:

El traductor es un productor de texto. Trabaja con conceptos y términos (términos que está produciendo el terminólogo). No obstante, necesita comprender la tarea del terminólogo para tomar decisiones sobre neologismos o distintas formas de expresión. En realidad, muchas veces, el traductor realiza tareas de terminólogo.

"El terminólogo se inició profesionalmente como traductor y produce conceptos. Registra hechos de la 'lengua', pero puede utilizar los actos de la 'palabra' para extraer la información que necesita documentar; aísla los términos del contexto y los asocia a conceptos". La tarea de investigación y compilación de glosarios y diccionarios exige una gran capacidad de organización y experiencia práctica en consulta de diccionarios e identificación de neologismos.

Después de recorrer rápidamente

Community interpretation...

(continued from page 7)

Other consequences of being the only bilingual staff member include being asked to do time-consuming written translations of all kinds of agency documents, without the dictionaries or resources necessary to do a good job, and without receiving extra pay for speaking two languages (even when this is the norm at the agency's urban counterparts). Also, if you happen to be Hispanic, you face varying degrees of overt and covert racism, as well as just plain cultural ignorance within the agency and are further tokenized for being the only minority on staff. (The freelance community interpreter faces most of the same consequences of being the lone staff interpreter, except they are spread out over the various agencies that hire him or her. I often find that educating the agency that hires me to serve their Hispanic client is a much bigger challenge than interacting with the client.)

Another result of being the only bilingual staff member is the "jack-of-all-trades phenomenon." On your side, you inevitably end up providing services or performing job duties for which you are not qualified, and your clients sometimes suffer because of it. On the client's side, you become what my colleagues and I half-jokingly refer to as the "foreign con-

sulate." You may work for a domestic violence agency, but clients will come to you with their immigration and legal papers, taxes, electric bills, medical woes, and employment and housing problems, to name but a few. In order to gain their trust and do the job you were actually hired to do, you can't just turn them away. Most of your clients come from countries without social service infrastructure, and their unfamiliarity with the U.S. system is a constant interpretation and teaching challenge. I have become an expert resource and referral source, compiling phone numbers of people from all over the state who might actually be able to provide some kind of help.

As a freelancer, jack-of-all-trade issues affect you somewhat differently. You have more freedom to meet the needs of your clients because you aren't restricted by any agency mandates. However, people call on you for all kinds of interpreting and translating, whether or not you are familiar with the subject matter. If I lived in an urban area, I would probably refer these calls to someone more qualified. In a rural area, there usually isn't anyone else. The choice for the client becomes either less than perfect communication or none at all. So I often accept the job, educate myself as best I can, and explain over and over to the person hiring me what my limitations are.

The second type of isolation problems

faced by the community interpreter relates to the difficulty of continuing professional development. Forming any kind of network with other bilingual employees doing the same kind of work or with other freelance translators is extremely problematic. Training, conferences and seminars all take place at least a five hour's drive away from the rural area I live in. In the winter, mountain passes are closed due to snowfall, making the distances even greater and the travel more hazardous. So even if you are on the mailing list of groups providing training, you can rarely attend. As an employee, you are forced to "recreate the wheel" when designing service programs, even though you know others are doing the same thing elsewhere and probably already have a lot of the kinks worked out.

As a freelancer, access to professional development is very challenging. Where I live, there is only one other freelance interpreter, and he works mostly for the courts. I am the only licensed translation business in a two-county area. My only link to the profession is online and through professional publications, and that access is relatively recent. Four years ago, there was no local Internet provider and access to the World Wide Web was a dream. Professional development therefore becomes a challenge in creativity. Correspondence and e-mail classes are usually the only way of furthering trans-

los elementos de búsqueda terminológica disponibles, nuestras

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Localización y traducción...

(viene de la página 9)

colegas destacaron la importancia de la educación terminológica del cliente; es decir, cuando se lanza un nuevo producto, el cliente debe tener en claro la existencia e importancia de los distintos tipos de español según el mercado:

- América Latina (Argentina/México)
- España
- Neutro, o sea sin sabor regional

(pero que también funciona para ahorrar costos)

El proceso de localización es un verdadero desafío. A diferencia de la traducción convencional, el traductor se ve sumamente limitado por los espacios asignados a su trabajo. En el caso del *firmware*, que son los mensajes que aparecen en el panel de control o pantalla de cristal líquido (*LCD*) de un dispositivo, el desafío es aún mayor. Como siempre, la imaginación es nuestra gran aliada. Una vez definidos estos puntos es importantísimo saber cuál es el registro de lengua que se dará a la traducción; es decir, no es lo mismo traducir un juego electrónico para niños que un manual para usuarios finales sin experiencia técnica o un man-

ual para ingenieros.

Nuestras colegas no ahorraron material a la hora de "poner manos a la obra": repasamos una gran variedad de casos, distintos formatos, tipos de archivos, sistemas de ayuda y la importancia del control de calidad.

Herramientas de traducción

Los avances tecnológicos no nos dejarán sin trabajo. Por el contrario, deberemos trabajar mucho más, porque ahora se nos exige no sólo manejar con eficiencia las complejidades de la lengua sino también la permanente adaptación a las nuevas herramientas tecnológicas. La necesidad de traducir productos globalizados en poco

SEARCHING THE INTERNET: "Stumped? The answer may be on the Net...somewhere!"

How can we use the vast but unwieldy resources the Internet offers us? What criteria can we translators use with maximum efficiency in order to find the most relevant, valid, current and authoritative sites, glossaries, and terms which are appropriate to the register, languages, fields, countries, and other specifications that our work may require?

On March 27, 1999, Susan Larsson repeated the popular workshop that she and Manon Bergeron presented at the American Translators Association's conference last November. In less than two hours, a room filled with translators and interpreters learned from, and occasionally contributed to, Ms. Larsson's treasury of tips and tools for searching the Internet. Participants also benefitted from handouts giving search-engine URLs, outlining supplementary points, and giving concrete examples of specific search engines, commands and procedures. To better ensure that a given web page or search has yielded valid information, ask yourself certain questions, such as:

Does the purpose of the page match the purpose of the text you are translating?

Is the nature of the site research-oriented, commercial, technical, etc.? (Try to match your search results to the kind of job you are doing.)

Who is the author of the site and what is that author's agenda? The URL (address of the web page) itself will give you some clues when you look at the extension, such as:

.com commercial (gives you information from a company's point of view)

.edu educational (this extension may be ".ac" if the institution is in the U.K.)

.gov governmental

.org organizational or non-profit
~[a proper name]a personal page be-

longing to an individual (the quality varies, so use your judgment)
.se, .fr, .uk, .es, etc. specific country extensions

Judge the quality of the language used on the page as to grammar, spelling, and use of specialized terminology. Was the page written by a native speaker of the respective language?

Evaluate the page's content for its relevance and quality: Does the page belong to your client company? Are the links "live" and well maintained? Is it current? When was the page last updated? Look for citations of references, bibliographies, and credentials.

Choosing engines

Several search engines were discussed in specific detail. Many of the options and tools can be used on various search engines.

To search, for example, Alta Vista, one of the best of the search engines, you must ask the right question, using one or more of the following:

- 1 Boolean logic: "AND" "OR" "AND NOT" (.) "NEAR" (These must appear in upper case between your keywords.)
- 2 Symbols: _ - + "[.]" (The hyphen is equivalent to the Boolean "AND NOT" filter. The quotation marks "lock in" the enclosed words as an entire phrase so that the elements or words will not be searched for separately.)
- 3 Truncation: cutting a word short; for example, policy>polic>poli (etc.). (Most search engines will allow for this technique.)

As for case sensitivity, when searching for a proper name, it is better to use capital letters to begin each word (assuming that is the standard spelling of the name). It is fine otherwise to use

all lower case when entering your keywords. Another option is the "wild card" (indicated by an * [asterisk] in the middle of a word).

This will yield spelling variants such as those between U.K. and U.S. English. The asterisk can replace up to five letters and is good way to replace diacriticals, which tend to turn into gibberish over the Internet.

The "percent sign" (%) replaces one letter only, in Northern Light and a few other search engines. This option is good for replacing one accented letter in a given word.

Alta Vista

The Boolean command "NEAR" means that you are searching for uses of your keywords within the same sentence, and within ten words of each other. You can search by language; Alta Vista offers the most extensive list of languages.

By selecting "Set Preferences," you can customize the Alta Vista page and you can separate pages for different languages or for text only, etc. Then you can bookmark (save the URL of) your customized page in order to return directly to the options you have pre-selected.

You can also search for a picture. If you are looking for a picture of Shakespeare, try typing in image: Shakespeare

Northern Light

This is one of Ms. Larsson's favorite search engines. It helps break down your search results into folders. There are also other categories ("folders") at the left of the screen which mostly correspond to the extensions mentioned above (commercial, personal, governmental, educational sites, conferences, etc.)

On the right of the screen the specific pages found in your search are

listed. A power search allows you to specify, among others, the date, field

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SEARCHING THE INTERNET...

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(title, URL), certain languages, countries, subject, and news. You can also search by industry.

HotBot

HotBot is a good alternative to Alta Vista, depending on your language. In HotBot, you can use Boolean commands or symbols, and you can search by date. There is also a drop-down menu of choices for search terms or options. Unlike other search engines, HotBot will usually list the home page as the first page in your search results.

Other search tools include Inference FIND ["IF"] Use IF when you don't know what you are looking for. IF does not allow Boolean or other filters, but it searches the Internet using six different search engines. The results are grouped by categories. An important conclusion is that each search engine is different. Don't use just one!

More Tips

Here are more tips that Ms. Larsson shared with the participants.

To find a glossary in a specific field, try the command: `+[field]+glossary` [or the equivalent word for "glossary" in your desired language]. Note: without the plus signs, the above command would mean "EITHER [field] OR glossary."

For a term in a particular language, try: `+[term]+[language]`.

These procedures do not always yield perfect results, so keep asking questions of your search engines until you find what you need. It is important to know how the particular search engine works, whether by text, keyword, country, language, URL, or other search criteria. You

can sometimes "hack back" a URL's extensions in order to find the home page, which may offer a search or index feature.

Consider switching to a 33.3 kbps modem, which will noticeably speed up your search.

You do not need to confine yourself to a single browser. For example, the Opera browser is good.

Bookmark Management

Bookmarks (URLs saved in a designated place for future reference) are known by different names in different browsers; for example, the bookmarks in Opera are called the "Hotlist."

Start a new folder of bookmarks for each translation project. In Netscape, you can edit and add folders, and you can also edit bookmarks.

Bookmark both your queries and your finds.

If you have clients requiring translation into British English, you can check British English usage with the following command: `host:uk`. To check Spanish usage in Mexico, or perhaps to see how common a term is, try: `host:mx`

Meta-Search Engines

These allow you to search lots of search engines from one location, and include MetaFind, Dogpile, Beaucoup, and Mother.com.

The mabercom website also has links to various translator tools, such as Examine (a search tool for old translations), glossary management tools, and Alki Software proofreading tools for MS Word.

Each member of the audience at the presentation summarized above left with a full plate of utilitarian devices and the challenge of employing them profitably.

Los traductores reclaman en Gijón sus derechos de autor por Rafael Quirós

Los traductores de libros reclaman sus derechos de autor y consideran que la traducción literaria también es una obra de arte. El presidente de la Sociedad Mundial de Traductores y director del centro británico, Peter Bush, espera que del encuentro que estos especialistas mantienen en el marco del II Salón del Libro Iberoamericano de Gijón surja una iniciativa que permita reconsiderar las relaciones entre las editoriales y los traductores de libros. Maite Solana, directora de la Casa del Traductor de España, con sede en Tarazona, cree que hasta ahora el traductor ha venido siendo un mero puente entre lenguas, al que se le pide que pase desapercibido y a quien se le acusa frecuentemente de interpretar libremente la obra original, en el caso de que ésta no obtenga una buena acogida en el mercado. Solana cita al escritor Milan Kundera, quien considera que "los traductores son los que nos permiten vivir en el espacio

NUEVOS LIBROS

Comunidades Europeas

Libro de estilo interinstitucional

(Vademécum del editor)

Oficina de Publicaciones Oficiales de las Comunidades Europeas, Luxemburgo, 1998
ISBN 92-78-14949-7

Valentín García Yebra

Diccionario de galicismos prosódicos y morfológicos

Gredos, Madrid, 1999
ISBN 84-249-1999-8

Rebecca Posner

Las lenguas romances

Cátedra, Madrid, 1998
ISBN 84-376-1635-2

Libro de Estilo

El Informador (Diario independiente)
Unión Editorial, S.A, de C.V., Guadalajara (México), 1999

The Bottom Line

by Fire Ant and Worker Bee (Chris Durban & Eugene Seidel)

A column with practical tips for practicing translators

Q:

Dear Fire Ant & Worker Bee,

I worked in-house at an agency for four years but only went freelance (F>E) last spring. The transition has been difficult. My former employer and I are on excellent terms, but they don't do much into-English. I met some great translators through them and have kept in touch, but these people work in other directions and I've had no referrals. I've done a Glenn's Guide mailing and have received many Translator Information Sheets to fill in, but not a lot of actual jobs.

In short, I am beginning to wonder how a fledgling freelancer can get her foot in the door! I know that I am an excellent translator (from glowing colleague/proofreader/agency feedback), but finding clients is turning out to be much harder than I had imagined.

I should mention that my preferred subject matter is medical, and I have also done quite a bit of legal translation. Do you have any advice?

Awaiting Big Break

A:

Dear Awaiting,

First the good news: the positive feedback you have received puts you in a stronger position than many fledglings. Without this, we would have advised you to solicit or commission a detailed critique of a few pieces from an agency or fellow freelance (or subject-matter specialist).

More good news is that you've

already got a preferred field: medical (+ legal?). But even "medical" is vast. Try to identify some particularly attractive "translation products" (pharmaceutical inserts? research papers? medical reports for insurance companies?...). Build up a library of examples from different sources. Study them. Identify what makes them good, then locate companies likely to commission such work.

Networking with fellow translators is a good first step. But if you want to build up a clientele, you must target translation buyers, preferably direct clients.

Here are some suggestions.

1. Set aside 4 or 5 hours a week to find out who/where your customers are and what products they are buying.
2. Take out a 3 or 6-month subscription to a business daily—even if you are not targeting the business market, your potential clients are. The business pages of your local paper will not do the trick; if you work into English, it's got to be the Wall Street Journal or the Financial Times. Remember; your market is international. Ideally, you will be working for companies outside the US, trying to sell their products and services to English-speaking buyers.
3. Every day—every single day—skim through the paper for 30-45 minutes. Note developments in your target markets. Watch for big-picture news—an EU decision; release of an industry report, etc. But don't neglect the details: Company A moving into market B, Institute C teaming up with Association D, launch of a new drug for treating malaria, breakthrough in

HIV research, etc. etc.

Notice names—of companies, people, products.

Clip relevant articles and set them aside.

After two or three weeks, you will start to recognize names and issues that are hot.

[Note: 1 to 3 can be done on the Web, as one of our correspondents reminds us. Your costs will be lower. But a newspaper will bring in a more varied haul and let you do your reading away from the screen].

4. Short-list the companies that seem to be most active or aggressive in tackling markets where your language combination is needed.
5. Use the Net to obtain information on them: order annual reports and/or brochures in your language combinations. Study this material. If the bilingual documents are well translated, use them to build up subject-specific glossaries. If they are poorly done, you are in luck: these people need your services.
6. Establish contact, preferably not as a workseeker, but as a language expert seeking background information from them—the subject-matter specialists. The work arrives automatically when they see how informed and enthusiastic you are.

Three options come to mind:

- **The glossary:** contact your target companies. Explain that you are a translator, currently specializing in their field. Mention in passing some international project that they've got on the boil

(shows you've done your homework).
You are working

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The Bottom Line...

(continued from page 13)

on a glossary. You have questions on three or four terms. Could one of their engineers/researchers help?

You can do this by e-mail, but phoning is more effective. Experts love to explain things; chances are, they will be flattered by your request and genuinely helpful.

But do not wear out your welcome. Ask about three or four terms—no more. Offer to send your contacts a copy of your glossary as thanks for their assistance. If the opportunity comes up, visit their lab/plant/office.

- Attend a **trade fair** or two in your specialism, and hit the booths with your glossary project or simply to collect bilingual documentation. Any of these contacts may develop into work; even if they don't, you will learn a lot.
- The **free trial offer**. Locate a poorly translated document in your field and retranslate a chunk of it. Poor foreign-language websites are obvious candidates. Send your translation + photocopy of original text + photocopy of first translation to the company. Your cover letter should be short but pleasant—a sentence or two indicating that you know their industry, that you appreciate the outstanding quality of their products/services, that you think the text they've got does not do justice to these products/services, that you think your text is more suitable. Do not harangue them about their original bad text.

Suggest that they show both versions to a language-sensitive mother-tongue partner for an opinion. And end with a sentence like "I will take the liberty of phoning you next week to discuss this further."

Send your letter to the chairman of the company (w/copy to head of communications). If you target the head of communications alone, it may well go in the

Q:

The work just keeps rolling in and I can't keep up! There are only so many hours in a day. It seems like a waste to let all those potential earnings fall by the wayside.

Swamped in Sweden

A:

Dear Swamped,

Yours is an enviable dilemma. Fortunately, there are many different strategies for coping with growth.

1. Defer it if you can...

Thank the caller for the inquiry and say, regretfully, that you would love to take on the assignment... if they can extend the deadline. This does three things: (1) it signals to the client that you are in demand, confirming their choice of you as a preferred supplier; (2) you come across as a woman of her word, someone who would rather turn down lucrative business than risk delivering late and wreaking havoc on a client's deadlines; (3) you never know: a couple of in-house phone calls later, your client contact may be back in touch to tell you that as it turns out, the deadline can be pushed back after all!

2....Refer it if you can't.

Be prepared to make referrals to able colleagues. Yes, we have all met the colleague from hell who turned out to be a venomous snake, badmouthing you to the client and trying to steal your business. May she roast on a spit over an open fire for many millennia. Learn from this mistake and next time pay attention to your gut instinct. This is another reason why you should go often to translator meetings and keep in touch with the expat community in your town. What is the ratio of translators you personally meet to translators who you can safely refer your customers to? About 50 to 1, so get out of the

house and start building up a stable of contacts! Make sure that everybody profits from the referral. Your clients will appreciate your advice when you refer them to another good translator instead of simply turning down work. You can ask your colleague for a commission of, say, 15% (a common practice in the PR profession). Or barter your recommendation for a deposit in the "favor bank", to be withdrawn when you need it. If you want to simply "park" the client with your colleague temporarily, be upfront and clear about that; in this case, the colleague is doing you a favor so do not expect a commission.

3. Cash in on the bonanza.

When you ask the boss for a raise and are turned down, it's tough. On the other hand, being in business for yourself means that you get as many chances to do this—and also try out different strategies—as there are clients. It's Economics 101, folks: the best—some say the only—time to up your rates is when you are so busy, you are turning down work.

Curiously (or perhaps not), many translators are squeamish about plunging in and charging what the market will bear. They claim that their clients will resent this and retaliate by not giving them business in leaner times when the client no longer needs them so badly. We beg to disagree. For one thing, when the cyclical downturn comes there will be less work anyway. You think clients will keep you busy then out of gratitude for your modesty?

Moreover, charging not one penny less than what the market will bear is the very essence of free enterprise, and as buyers of products and services we face it every day. Provided that you can supply the quality to back up your high fee, you would be an idiot to surrender your chance to turn the principle to your advantage.

NOSOTROS: PERFIL PROFESIONAL

La Agencia Efe y Alberto Gómez Font por Xosé Castro Roig

¿Qué es el Departamento de Español de la Agencia EFE?

Es una oficina que se encarga de la vigilancia del buen uso del español en las noticias de la agencia y de responder las consultas que sobre ese mismo uso le llegan a través del teléfono, el fax, el correo ordinario y el correo electrónico o *emilio*.

¿Cuándo empezaste a trabajar en el DEU y cuál es tu cometido?

Comencé a trabajar el mismo día que se fundó el departamento, en el mes de octubre de 1988. Mi cometido, al igual que el del resto del equipo de filólogos, consiste, esencialmente, en revisar las noticias de EFE, detectar los errores y elaborar informes con comentarios y explicaciones sobre dichos errores. También nos ocupamos de resolver las dudas que nos plantean sobre el uso del español, tanto los periodistas de la casa como los usuarios particulares de nuestro servicio.

¿Cuáles creen que han sido los mayores logros del departamento?

Convencer a los periodistas de la Agencia EFE de la importancia que tiene que una noticia esté bien hecha, no sólo desde el punto de vista periodístico o informativo, sino también desde el punto de vista del buen uso del español.

Casi todos los manuales de estilo de la prensa hispanohablante han tomado como referencia el Manual de español urgente de la Agencia EFE.

¿Por qué tiene tanto éxito vuestro libro?

Puede explicarse en cuatro palabras: porque es el mejor. Y lo digo en serio, evitando cualquier atisbo de falsa modestia. Los dos mejores libros de ese tipo son el nuestro y el *Libro de estilo* del diario *El País*, que también son los dos más antiguos.

¿Habrá algún día un manual de estilo común para toda la prensa hispanohablante?

Estoy casi seguro de que sí lo habrá, y de que yo lo veré. El proyecto ya está en marcha; se llama Proyecto Zacatecas y lo presentamos en esa ciudad mexicana, en el Congreso Internacional «El español y los medios de comunicación» celebrado en 1997, el periodista de *El País* Álex Grijelmo y yo, como responsables de los libros de estilo de nuestros dos medios de comunicación, y con el patrocinio del Instituto Cervantes y de la Asociación de Academias de la Lengua Española. Y la cosa va caminando: ya hemos recogido más de 70 manuales de estilo y tenemos más de 40 medios de comunicación adheridos al proyecto. Los materiales ya están en período de digitalización, y espero que muy pronto comencemos a ver los primeros resultados.

¿Se redacta y traduce bien en los medios de comunicación de habla hispana?

Sí. Lo habitual es que se haga bastante bien. El problema se plantea cuando alguien, dentro de esos medios de comunicación, lo hace mal, pues su error, su mal uso del español, se difunde a través de su periódico, su canal de televisión o su emisora de radio, y llega a mucha gente, gente que muchas veces no tiene la suficiente formación y toma como modelo de lenguaje «bueno», modelo de prestigio, el que lee u oye en los medios de comunicación.

¿Cuáles son los principales errores de redacción con que se encuentra el DEU?

En la redacción no aparecen demasiados errores, excepto algunas locuciones preposicionales ajenas al español, y algunos tiempos verbales

Nosotros: Perfil Profesional...*(viene de la página 15)*

Hay grandes aportaciones árabes en la agricultura, en la arquitectura y en la gastronomía. Muchos mudéjares (musulmanes españoles conversos al cristianismo) viajaron a América en los primeros años posteriores al Descubrimiento y allí se instalaron para seguir ejerciendo sus oficios artesanos. Más tarde, a principios de este siglo, hubo una gran emigración árabe hacia América, el «mahyar». Miles de árabes de lo que aún era el Imperio Otomano (de ahí que los llamen turcos), de Siria, Líbano, Palestina... llegaron a América y se instalaron allí para siempre, y ahora vemos cómo los presidentes de Argentina y Ecuador son de origen árabe.

Tú asistirás al próximo congreso de la ATA que se celebrará en una ciudad gobernada por españoles durante cuarenta años. ¿Será en Saint Louis, Missouri o en San Luis, Misuri?

¡Caramba con la preguntita!

Bueno... en fin... este... verás... es que yo... ¿Y si se enfadan los de San Luis? Para mí eso es San Luis, en el estado de Misuri, aunque estoy dispuesto a transigir en el nombre del estado...

Además de lingüista, eres un barman vocacional. ¿Qué cóctel idearías para un traductor?

No hay que inventarlo, pues ya existe uno, el rey de los cócteles, el dry martini, cuyo nombre es intraducible, pues no es lo mismo un dry martini que un Martini dry... ahí queda eso.

Alberto Gómez Font

Trabaja como corrector de estilo en el Departamento de Español Urgente de la Agencia EFE (Madrid) desde su fundación, en 1980.

Coordinador y ponente en el seminario internacional *El idioma español en las agencias de prensa* (Madrid 1989). Organizador, coordinador y moderador del seminario *El neologismo necesario* (San Millán de la Cogolla, 1991). Organizador, coordinador y moderador del congreso *El idioma español en el deporte* (Logroño, 1992). Director de los talleres de comunicación en el *II Coloquio de Lingüística: Lenguaje y comunicación* (Caracas, 1994). Organizador y coordinador del seminario *El idioma español ante el nuevo milenio* (San Millán de la Cogolla, 1996). Coordinador y profesor del seminario *Corrección de textos periodísticos* (Salamanca, 1996). Coordinador y ponente en el seminario *El español y las nuevas tecnologías* (San Millán de la Cogolla, 1997). Profesor en los cursos de modernización del lenguaje administrativo organizados por el Ministerio de las Administraciones Públicas.

Autor de los *Vademécum de español urgente I y II* (Madrid, Fundación EFE, 1992, 1995) y del *Vademécum de español urgente III* (en prensa). Coautor de todas las ediciones del *Manual de español urgente* de la Agencia EFE (Madrid, Ediciones Cátedra). Coordinador y compilador de textos en las publicaciones de la Agencia EFE sobre cuestiones lingüísticas: *El idioma español en las agencias de prensa* (Madrid, EFE y Fundación Germán Sánchez Ruipérez, 1990); *El neologismo necesario* (Madrid, EFE y Comunidad Autónoma de La Rioja, 1992), y *El idioma español en el deporte* (Logroño, EFE y Comunidad Autónoma de la Rioja, 1992). Coautor de la colección de fichas *Informe sobre el lenguaje* (ABRA Comunicación, Madrid 1992-1995).

Moderador del foro de debate sobre el uso del español *Apuntes* (goya.eunet.es/listserv)

Ejemplo de consulta a EFE**kosovar:**

Con las noticias sobre la guerra de Yugoslavia ha aparecido un gentilicio sin tradición en español: el de Kósovo (para este topónimo preferimos la forma acentuada a la no acentuada 'Kosovo'), y parece ser que lo hemos tomado directamente de la lengua hablada en esa región, que es el albanés, sin plantearnos la posibilidad de formarlo a partir de formas de derivación más propias del español. El gentilicio en cuestión es kosovar, y desde su aparición en los medios de comunicación no han cesado de llegar consultas al Departamento de Español Urgente en las que se nos solicita que expliquemos si esa es la forma correcta de llamar a los habitantes de Kósovo. La mayoría de los remitentes de esas consultas aducen que habría sido mucho más correcto decir kosovés, kosovense, kosoveño, o cualquier otra forma más habitual en los gentilicios en español, y tienen toda la razón, pero ha sido tal la difusión del término albanés en los medios de comunicación hispanohablantes que ya no estamos a tiempo de ponerle coto, ya no podemos dar marcha atrás, y lo único que podemos recomendar es que no se den por malas las formas antes señaladas, es decir, que si alguien opta por usar kosovense en lugar de kosovar no se le corrija, pues estará usando una forma correcta en español. De todas formas esa terminación en -ar no es del todo ajena a los gentilicios en nuestra lengua, pues tenemos balear, peninsular, magiar, polar, insular, malabar?

Numbers: Mix and Match

By Charles "Mike" Stacy

The European languages have three ways to write higher numbers: words, numerals and a mix of words and numerals. An example is *ten million*, *10,000,000* and *10 million*.

Rules govern which option may be used in a given context, and as might be expected, different languages have different rules. The easiest and perhaps most universal rule (for European languages) is that indefinite expressions, like *hundreds of millions* and *tens of thousands*, are written entirely in words. This rule also has a universal corollary: Exact amounts, especially if uneven, are written entirely in numerals: \$2,133,644.78.

In most languages, amounts are written in words only when beginning the sentence (*Ten dollars was too much to pay for that*). In German, however, a sentence like *110 Staaten haben den Vertrag unterschrieben* (The treaty was signed by 110 nations) is fine. Given the awkwardness of *One hundred ten countries...*, the English counterpart usually rearranges the word order to avoid beginning the sentence with a number.

There are a handful of other mismatches between languages. In the case of exchange rates, *R\$1,85/US\$1* in Portuguese becomes *R\$1.85 to the dollar* in English. Similarly, when an employer contributes *R\$0,25 real por cada R\$1 contribuído pelo empregado*, the proper English translation is *R\$0.25 for every real contributed by the employee*.

In legal and commercial contexts, numerals and words may appear side by side. Examples include *within thirty (30) days* and *ten thousand dollars (\$10,000.00)*. People who have far too much time on their hands argue about whether words or figures should come first. In my experience, words are more likely to come first in all languages, but it is also common to find figures first.

Another universal rule of context is

that prices and figures tend to be given entirely in numerals in advertising, scientific and technical writing, tables and charts (and a currency symbol or abbreviation is also used, as applicable). Examples include *\$10.00* in English, *DM 59,-* in German, *100,- F* in French and *Pts3.100* in Spanish (Spain). Even amounts may be indicated by a hyphen in some languages (as in *DM 59,-* and *100,- F* above), but are either written out in full (*\$10.00* in English) or dropped altogether in others (*Pts3.100*). On top of all this, some languages use a comma for the decimal, while others use a period. Some countries even manage to have it both ways. In bilingual Canadian price lists, I have seen \$10,95 in French and \$10.95 in English.

In international contexts, certain currency symbols may be clarified. It is common to find *US \$10* for American currency, for example, in many languages (but *10,- \$ US* in French). In Mexico, which uses \$ for the peso, prices are often marked bilingually as \$12 US Cy. (for *United States currency*) and \$12 m.n. (for *moneda nacional*). I have also seen the form *\$12 dls*. It is odd that the abbreviation *dls*. (which would seem to be based on the English form of the word rather than the Spanish spelling, *dólar*) is used in Mexico, but not in the US.

At any rate, the choice of the period or the comma for the decimal drives the choice of higher separators. English, for instance, uses a period for the decimal, so the higher separator is a comma, as seen in 1,000,000.00. In French, on the other hand, the decimal is a comma, so the higher separator is a period: 1.000.000,00. German and Russian also use a comma for the decimal, but their higher separator is a space: 1 000 000,00. In order to be as difficult as possible, the decimal in Spanish is a period in some countries and a

comma in others, so we find both 1'000,000.00 and 1'000.000,00. Note that the millions separator in Spanish is neither a period nor a comma, but '!

In the unlikely event that anyone is still reading this article after that last paragraph, we shall nevertheless proceed to the main focus: the phenomenon of using both numerals and words for a large number. This combination is frequently seen to describe amounts of money. I refer to such expressions (all taken from on-line newspapers) as *\$2 billion*, *2 milliards de francs*, *2 Milliarden Mark*, *2 bilhões de contos*, *R \$2 bilhões*, and *2 mil millones de pesos*. To give the erstwhile reader a fighting chance of understanding all these examples, amounts given in dollars are in English, francs are in French, Marks are in German, *contos* (a *conto* is 1,000 *escudos*) and *R\$* are in European and Brazilian Portuguese, respectively, and pesos are in Spanish.

It is interesting to note that American English uses *million* and *billion* in the singular (*10 million*, *3 billion*), whereas all the other languages use the plural. Spanish literally says *thousand millions* for *billion*, and this is occasionally seen in European Portuguese (as well as *bilhões*), but not commonly in Brazil, which consistently uses *bilhões*. Finally, in addition to *2 mil millones de pesos*, Spanish also has the variants *2.000* (or *2,000*) *millones*.

So far, so good. Now suppose the amount becomes slightly more precise, say, *\$2.2 million*, *2,2 millions de francs*, *2,2 Millionen Mark*, *R\$2,2 milhões* and *2.2* or *2,2 millones de pesos*. Once again, Spanish and Portuguese have the variant *2 milhões 200 mil* and *2 millones 200 mil*. This four-part sequence of numeral/word/numeral/word is unknown in English, French and German.

If the amount becomes even more precise, English may write *\$1.25*, *\$1.5* or *\$1.75 million*. So may Spanish and

Numbers: Mix & Match...

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Portuguese, but figures like 2.315 *millones* were also seen. This would be unusual in English. *Clarín*, an Argentine newspaper, even gave a figure of 3.100 *millones*. English would only write 3.1 *billion*, never 3.100 *billion*.

At this point, English, French and German give up the good fight. Below a million, no further numeral/word combinations could be found. All examples were numerals only, such as 200,000 *jobs*, 350.000 *immigrés* and 100 000 *Unterschriften* (words added to identify the language). Spanish and Portuguese also checked in with 130.000 *unidades* and 116.000 *exemplares*, respectively.

But Spanish and Portuguese, scarcely pausing for breath, marched on with 80 *mil peruanos*, 120 *mil pessoas* and even 4,1 *mil operários*. A Guatemalan newspaper offered 7 *mil 38 vehículos*.

For those still in despair over the Spanish decimal, it may be helpful to note that Spain, Cuba and the Spanish-speaking South American countries (except Peru) follow the continental European style, using a comma. Mexico,

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Peru and U.S. Spanish use a period for the decimal. It is not unusual to find a mix of both systems in the Central American countries, even in the same newspaper article. It should be pointed out that the use of both numbers and words (as in 3 *millones 800 mil*) sidesteps the issue altogether and is thus ideal for translations into "universal Spanish."

In the case of numbers smaller than 1, the norm is 0.54 and its decimal equivalent in all five languages. A zero before the decimal is optional (but preferred) in English, and mandatory in the other four languages. However, there are a number of idiomatic instances in English where a zero is rarely, if ever, written: .81" *of rain*, .38 *pistol*.

English stands alone in the use of phrases like *half of 1 percent* and *three tenths of a percentage point*. The only common usage in the other languages is 0,5 *por ciento*, 0,3 *pour cent*, 0,5 *Prozent*, etc.

In slang and certain specialized areas, it is possible to find combinations of numerals with letters. A job applicant,

for example, may put down 50 *K* under the heading *Desired Salary*. Want ads often use *K* for 1,000, too. Perhaps it comes from the Greek *jikr*. In the oilfield, *M* is used for thousands and *MM* is used for millions: 5 *M* BOPD (5,000 barrels of oil per day) and 55 *MM* SCF (55 million standard cubic feet [of natural gas]).

LOOKING FOR A ROOMMATE FOR THE ANNUAL CONFERENCE

Yvonne Brown is looking to share a room in St. Louis with a female colleague. Please contact her directly to make arrangements:

38 Wendell St,
Rensselaer, NY 12144
Phone: 518-434-2080

Non-smoker.
Languages: Spanish > English
Arrival: November 2, 1999

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The Bottom Line...

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4. Farm out work.

Assign work to colleagues with spare capacity. But beware of the pitfalls: there is no swifter way to ruin your reputation than to deliver somebody else's sub-standard output under your good name. And make sure that you price the work high enough. You need to budget not only for what your contractors charge you, but also for the time you spend scheduling and tracking assignments and performing quality control: you must review the translation line by line and word by word to bring it up to your accustomed quality. In addition to dealing with your client, you need to communicate well with your colleagues and be ready to support

them in their queries. Turn down assignments if the client is unwilling to pay as much.

5. Share the wealth.

Translators balk at the idea of hiring salaried workers. They cite the unpredictable nature of the business, the difficulty of reconciling the individualistic nature of translation with an office setting, and fear of losing clients to defecting staff.

Although these are valid concerns, these are not insurmountable difficulties. Consider the benefits:

- Year-round availability of your office even when you go on vacation
- Ability to control outcomes, since you and your staff can work practically shoulder-to-shoulder
- Intellectual stimulation from a collaborative environment
- Preserves your bonds with the human community and helps to keep you

earned it through hard work, and it won't last forever. The time to earn beyond your immediate needs—so that you can invest in your business and save for retirement—is now.

FA & WB

Fire Ant and Worker Bee are Chris Durban and Eugene Seidel, who live and work in Paris and Frankfurt, respectively. Both enjoy making a beeline for the pot of honey that rewards hard workers. Drop them a line at ChrisDurban@compuserve.com and esei-del@compuserve.com.

This column is published periodically in The Translation Journal, an electronic newsletter for translators and interpreters. Visit them at: <http://www accurapid.com/journal/>

¿Quién o qué es "Emilio", "E-mail" o "Imeil"?

por Emilio Bernal Labrada de la Academia Norteamericana de la Lengua Española

Bueno, señores, grave problema nos ha creado el avance tecnológico cuando ya no se puede hablar español sin intercalar voces inglesas a diestra y siniestra. Nos referimos a términos como "e-mail", "web", "CD" (iniciales que para colmo pronuncian en inglés: "cidí"), "clickear", y tantas otras que ya ni llevar la cuenta es posible.

Concentrémonos en este artículo en el que parece tener el don de la ubicuidad, pues cada día son más y más los que entran en la red informática mundial e intercambian mensajes electrónicos a razón de millones por minuto. Claro, darle nombre a esos mensajes --y sus actividades conexas-- ha sido el primer tropiezo. Lo calificamos así, de "tropiezo", por decir algo, ya que pensándolo bien no ha habido "tropiezo" ninguno, pues los usuarios del sistema sencillamente echaron mano del término inglés, ¡y ya!

Algunos, como en España, han tenido el ingenio de castellanizar la palabra con la voz "emilio" ("te mando un emilio", dicen). Desde luego que es mejor que "e-mail" o su versión fonética española, que sería "imeil". Esta última, claro, sería irreconocible para los anglófilos y otros con la venda del inglés ante los ojos, aparte de ser un esperpento que no tiene el menor viso de voz castellana --una barbaridad sin redención posible--, así que queda automáticamente descartada.

Otra posibilidad sería "electrocorreo", pero es voz un poco larga y no es fácil sacarle derivados.

Pero, ¿que les parecería una voz que combine los dos elementos (correo+ electrónico), que sea sen-

cilla, lógica, fácil de recordar, creada con saludable respeto a la fonética y la ortografía castellanas, y que además ofreciera la posibilidad de formar derivados, permitir la pluralización, etc.? Seguramente piensan ustedes, con toda razón, que se trata de un sueño, de una aspiración imposible, de una meta ilusoria e inalcanzable.

Pues aunque no lo crean, semejante término ya se ha ideado (aunque no me atribuyo el honor de su paternidad), y lo único que tenemos que hacer es usarlo. ¿Qué les parece? La voz reúne todas las condiciones enumeradas y más. Se trata, sencillamente, de "correl" (corr(e) -- de "correo" -- + el de "electrónico"). Tiene esta voz la gran virtud de permitir la formación de derivados, cosa que no puede decirse de "emilio" ni, ciertamente, de "e-mail". Por ejemplo: "correleo", "correlear", "correléame", "correlearse", etc. Y además se presta fácilmente a la pluralización --"correles"--, sin tener que darle más vueltas. En fin, que sus posibilidades son prácticamente ilimitadas.

Pese a que acaba de nacer, es como una voz española de las más castizas en su ortografía, prosodia, morfología y fuerza expresiva. Y que no se diga, por favor, que nadie va a reconocer lo que es un "correl". "Como es instantáneo, Juan me envió un correl sobre el tema; entonces Ana; poco después, me empezaron a llegar en tropel." ¿Quién va a decir que, puesto en su contexto, no está más claro que el agua destilada? (En los inicios del servicio postal, se empezó a usar para designar la misiva escrita en papel, la voz "carta", pese a que ya tenía múltiples acepciones; "correl", en cambio, no tiene esa desventaja.)

De ahí que instemos a nuestros lectores a usarla, pues así es como se imponen las voces en cualquier idioma: usándolas. Y relegando al olvido las extrañas. Digamos que por respeto a

lo nuestro, debemos rechazar las voces exógenas-- sobre todo si son tan ajenas a nuestros cánones y modo de expresión-- a menos que sean absolutamente indispensables.

¿Por qué?, dirán ustedes. Pues por la sencilla razón de que toda instancia de suplantar con voz ajena una de las nuestras equivale a debilitar el idioma, a restarle fuerzas, a convalidarle una deficiencia, en una palabra, a subvertirlo. Por no decir que también demuestra en quien la emplea una marcada deficiencia de conocimientos, un descuido, una falta de respeto a su idioma... ¿o acaso las tres cosas a la vez!

Claro es que en muchos casos no se ha creado o difundido la voz castellana que suplante a la usurpadora, por lo que hay que dispensar a quienes incurran en el fallo. Bueno, en lo adelante, esa disculpa queda como lo que es, ¡pues ahí tienen la voz que les hacía falta!

Cabe señalar que la infiltración y ulterior desnaturalización de la lengua es un proceso que, como la gota de agua, va desgastando la piedra de los más densos cimientos hasta ablandarlos y vencerlos. Y ese es un proceso que a todos nos incumbe atajar --y revertir--, no sea que algún día todos nos entendamos en "spanglish".

**Mark your calendars!
ATA's 40th
Annual Conference
St. Louis, Missouri
November 3-6, 1999**

¿Qué les parece si al respecto nos

lation skills in an academic way. Buying dictionaries and books is done completely

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Community Interpretation

(continued from page 10)

through the Internet or catalogues, with no chance for actually perusing a book before purchase. Improving interpretation skills is even more problematic, as the Internet does not lend itself to the verbal training needed. Finally, and perhaps most difficult, is the challenge of obtaining the non-language technical skills necessary for translators. There are no local classes on terminology management, the latest machine translation or localization software, or on the endless ways to save and send e-mail files. Everything is self-taught through manuals and guesswork.

Ethical Issues

Ethics for the community interpreter differ in many ways from the rest of the translation and interpretation field, and are actually more closely related to social service ethics issues. The thorniest issues faced by rural interpreters are concerns regarding conflict-of-interest and dual relationships. They are unavoidable in rural areas and present unique challenges to all service providers. What do you do when your client owns the only bakery and you need a birthday cake or you sit on the same board of directors with him? Standard ethics dictate that you don't hire someone you are seeing as a client or otherwise engage in dual relationships.

When you are the only bilingual service provider in an agency these issues are even more difficult. Two community interpreters in my area, the only court interpreter and the only bilingual mental health counselor in the county, posed some of the following conflict of interest issues: What do you do as the only

court interpreter when the judge asks you if you know anyone involved in the trial (which would usually exclude you from the proceedings), and indeed, the defendant is your wife's cousin and the suspect is your neighbor? What do you say to the district attorney's office when they want you to participate in preliminary interviews with the suspect and then you are expected to be this person's "neutral" court interpreter several weeks later? What do you do when the interview is with the victim of domestic violence? The counselor recently had a case where the sibling of one of her clients came in requesting service. Normally, the sibling would be assigned to a different therapist to prevent conflict-of-interest and confidentiality problems. How do you provide services in this case, when there is only one bilingual counselor? Another chronic problem for the interpreter is having to play secretary and billing officer for clients because only she can communicate with them, even when this can muddy the therapeutic relationship.

Finally, this counselor gave as an example how she is often asked to interpret for the clinic's psychiatrist when he treats Hispanic clients. How do you deal with the fact that the client almost always forms a therapeutic bond with the interpreter and not the psychiatrist in these situations? This particular issue also plagues the freelance community interpreter. Even though I am hired solely as an interpreter by agencies to work with their case coordinators, I inevitably end up becoming the client's primary connection and perform many case management duties for which I was not hired. When I work with lawyers, the same thing happens. The clients bond to me and come to me for legal advice when I am in no position to give it.

The rural community interpreter usually has to sort out these issues on his or her own. My colleagues and I often have had to educate our clients and supervisors about conflicts of interest and set firm limits, even when the su-

pervisors should be aware of them. We have all felt frustrated by the double standard that seems to be applied to the Hispanic community. What's definitely not okay for the Anglo community becomes okay for Hispanic clients out of ignorance about the culture and for expediency's sake. We have all felt the isolation of not having a broader network of colleagues who are facing similar issues with whom we can problem-solve.

Pay

Pay is a big issue. Most agencies or individuals are completely ignorant of the skill level involved in a quality translation and of going rates in urban areas. I estimate that I charge from one-third to one-half of what others charge for similar work elsewhere, and clients usually find it to be expensive. (Of course, since public discussion of rates is taboo, even this is hard to figure out.) It is difficult to find that fine line between what the market will bear (doing the necessary client education as to why what I'm asking for is a bargain) and asking for enough to make it worthwhile. As mentioned above, for the community interpreter working in an agency, the chances of actually getting paid extra for being bilingual (a common practice elsewhere) are slim.

Concluding Remarks

The issues raised here represent only some of those faced by rural community interpreters. Having eavesdropped on the translation profession through publications and online mail lists for the past three years, I think these issues are relevant to the broader field for the following reasons:

1. Raising the quality and standards of translation and interpretation (T&I) has been identified as a major goal for the profession. For community interpreting in general, and especially for those working in rural areas, access to resources, education and information is limited. Often, the only bilingual people avail-

De las letras mayúsculas

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a) En lo manuscrito no suelen escribirse con letras mayúsculas palabras o frases enteras.

b) En las portadas de los libros impresos, en los títulos de sus divisiones y en las inscripciones monumentales, lo más común es usar de solas mayúsculas, todas, generalmente, de igual tamaño. Los nombres propios, títulos de obras, dicciones y aun cláusulas que se quiera hacer resaltar, pueden escribirse con todas sus letras mayúsculas; pero en cualquier voz en que se haya de emplear letra mayúscula con una o con diferentes minúsculas, aquella ha de ser la inicial o primera de la dicción.

c) Se escribirán con letra inicial mayúscula:

1.º La primera palabra de un escrito y la que vaya después de punto.

2.º Todo nombre propio; v. gr.: Dios, Jehová, Jesús, Luzbel, Platón, Pedro, María, Alvarez, Pantoja, Apolo, Calíope, Amadís de Gaula; Europa, España, Castilla, Toledo, Madrid, Carabanchel, La Zarzuela; Cáucaso, Himalaya, Adriático, Tajo, Aganipe; Bucéfalo, Babiaca, Rocinante.

3.º Los atributos divinos, como Criador y Redentor; los títulos y nombres de dignidad, como Sumo Pontífice, Duque de Osuna, Marqués de Villena; los nombres y apodos con que se designa a determinadas personas, como el Gran Capitán, Alfonso el Sabio, García el Trémulo, y particularmente los dictados generales de jerarquía o cargo importante cuando equivalgan a nombres propios. Así, en las respectivas historias de Paulo V, Felipe III y don Pedro Téllez Girón, v. gr., se escribirán con mayúscula el Papa, el Rey y el Duque cuantas veces fueren nombrados en esta forma aquellos personajes; pero se deberá usar de minúscula, por ejemplo, en la

vulgar sentencia: El papa, el rey y el duque están sujetos a morir, como lo está el pordiosero.

4.º Los tratamientos, y especialmente si están en abreviatura, como Sr. D. (señor don), U. o V. (usted), V. S. (usía), etc. Usted, cuando se escribe con todas sus letras, no debe llevar mayúscula; también domina el uso de minúscula con señor y don en igual caso.

5.º Ciertos nombres colectivos, en casos como estos: El Reino representó a S. M. contra tales desórdenes, el Clero lo había hecho antes.

6.º Los sustantivos y adjetivos que compongan el nombre de una institución, de un cuerpo o establecimiento: el Supremo Tribunal de Justicia; el Museo de Bellas Artes; el Colegio Naval; la Real Academia de la Historia.

7.º Los nombres y adjetivos que entren en el título de cualquier obra: Tratado de Esgrima; Ortografía Castellana; Historia de los Vándalos, etc. No se observa esta regla cuando el título es largo; v. gr.: Del rey abajo, ninguno, y labrador más honrado, García del Castañar.

8.º En las leyes, decretos y documentos oficiales suelen escribirse con mayúscula todas las palabras que expresan poder público, dignidad u cargo importante, como Rey, Príncipe, República, Regente, Trono, Corona, Monarquía, Estado, Gobierno, Ministro, Senador, Diputado, Autoridad, Justicia, Magistrado, Juez, General, Jefe, Gobernador, Alcalde, Director, Consiliario, Secretario, etc.

9.º Cuando no encabecen párrafo o escrito, o no formen parte de un título, se recomienda escribir con minúscula inicial los nombres de los días de la semana, de los meses, de las estaciones del año y de las notas musicales.

10.º Se recomienda que cuando se utilicen mayúsculas, se mantenga la

tilde si la acentuación ortográfica lo exige, a fin de evitar errores de pronunciación o confusiones en la interpretación de vocablos. Este mantenimiento es especialmente necesario en las portadas de libros, nombres geográficos, listas de nombres propios, etc.

11.º Suele emplearse mayúscula a principio de cada verso, de donde las letras de esta forma tomaron el nombre de versales. En la poesía moderna es frecuente encabezar los versos con minúscula.

12.º La numeración romana se escribe hoy con letras mayúsculas, y se emplea para significar el número, con que se distinguen personas del mismo nombre, como Pío V, Fernando III, el número de cada siglo, como el actual, el XX de la era cristiana; también es frecuente para indicar el número de un tomo, libro, parte, canto, capítulo, título, ley, clase y otras divisiones, y el de las páginas en los prólogos y principios de un volumen.

13.º Cuando hubiere de escribirse con mayúscula la letra inicial de voz que empiece con Ch o Ll, solo se formarán de carácter mayúscula la C y la L, que son primera parte de estas letras compuestas o dobles. Escribiremos, pues, Chinchilla y Chimborazo, Llerena y Llorente y de nin-

NEW CHAPTER AND DIVISION RELATIONS MANAGER AT ATA

Christie Matlock from Savannah, Georgia, was recently hired to serve primarily as the contact person for ATA chapters, local groups and divisions. Ms. Matlock holds a Bachelor of Science degree in Journalism. She can be reached at 703-683-6100x3011 or e-mail: christie@atanet.org

tiempo y a bajo costo ha creado nuevas herramientas informáticas para la traducción. De esta forma, se
(continúa en la página 22)

Localización y traducción...

(viene de la página 10)

puede conservar la coherencia en la traducción de determinadas cadenas de textos. Se traduce una sola vez, y obviamente el programa se encarga de repetir esta traducción a lo largo del texto, pero también se cobra una sola vez. Nuestras colegas hicieron una demostración práctica del uso de Trados (Workbench), XL8 y otros programas desarrollados por los clientes para atender a necesidades específicas.

Fueron cuatro días de solidaridad e intercambio. Solidaridad porque las tres pusieron a disposición de toda la audiencia no sólo sus conocimientos sino todo el material fruto de la investigación y experiencia.

La localización es una especialización. No todos podemos tener la posibilidad de conocerla desde el nacimiento como nuestras tres colegas. Pero tuvimos la suerte de conocerlas a ellas, que con gran capacidad y profesionalismo comenzaron a marcar el camino hacia la formación del traductor-localizador. Muchas gracias a las tres.

Graciela Streinberg, traductora

IMPORTANT

**THE DEADLINE FOR
SUBMISSIONS FOR
THE NEXT ISSUE IS
SEPTEMBER 15, 1999.**

**PLEASE CONTACT:
psaslow@nycap.rr.com**

able have little or no formal language training, they don't always identify themselves as translators and interpreters, and they are often unaware of professional standards. It is my impression that even though community interpretation

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has been given a name and definition by the T&I field, most community interpreters are not integrated into the translation profession through membership in the ATA or through publications. Outreach to this group is needed.

2. The T&I profession is engaged in significant debate about ethical and liability issues, client education, and pay scales. The community interpreter needs to be brought into these discussions, especially since they face some of the most intractable ethical issues in the field and are potentially open to serious liability issues.
3. The T&I profession wants to raise the level of professionalism practiced by its members. One area of focus is how to improve the skill level of newcomers. Newcomers working in rural areas especially need support to professionalize, due to geographic isolation and the lack of local resources. The rural interpreter could be significantly helped by: establishing some kind of mentor program; promoting the growth of T&I, offering language and computer software training courses online; providing scholarships to attend conferences, training seminars and classes; and encouraging networking between interpreters and translators living in rural areas.

As a rural community interpreter and translator, I have been helped immeasurably by joining professional organizations and educating myself about professional issues through publications and online mail lists. I appreciate having found a forum to share some of my experiences. I hope this article sparks further exploration and debate about issues facing community interpretation in general, and the rural T&I professional in particular.

La Biblioteca Nacional en Buenos Aires abre las puertas del Centro de Información y Documentación sobre Traducción y Terminología en Lengua Española "Victoria Ocampo".

El Centro Victoria Ocampo se conforma en el marco del Acuerdo firmado con la Unesco que donó a la Biblioteca Nacional el banco de datos y la biblioteca del Servicio Iberoamericano de Información para la Traducción (SIIT). Una de las misiones de la Biblioteca Nacional es ser reservorio de lo publicado en nuestro país con el fin de conservarlo y ponerlo a disposición de los lectores, ese fondo bibliográfico documenta, además, múltiples situaciones de la lengua de nuestro país. Es por eso que el Centro Victoria Ocampo brindará servicios de información y documentación de interés para la traducción, la interpretación y la terminología teniendo como eje a la lengua española. El Centro Victoria Ocampo se abre para ser un lugar de encuentro, de trabajo, de estudio y de intercambio de información para el desarrollo de profesionales, docentes y estudiantes.

La Biblioteca Nacional desea colaborar con todas las instituciones relacionadas con la traducción, la terminología, y la lengua española de nuestro país con el fin de favorecer el desarrollo de las áreas mencionadas.

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Diez Errores Típicos en Traducción por Xosé Castro Roig

Con este título quería incluir una sumaria lista de errores con los que tropezamos traductores y revisores con frecuencia:

Oír y escuchar. Cada vez se usa más el segundo verbo con el sentido del primero. Como dice el lexicógrafo Martínez de Sousa, para oír sólo es necesario tener oídos sanos, pero para escuchar, debe prestarse atención, debe «querer oírse». García Yebra lo resuelve al recordar una anécdota que le sucedió mientras daba una conferencia: «En cierto momento, se levantó una señora que estaba al fondo del aula y dijo "Señor García, aquí atrás no se le escucha".» García respondió: «Si han venido a la conferencia es porque me escuchan, lo que ocurre es que no me oyen». Estos son unos ejemplos de mal uso extraídos de la prensa española de esta semana:
Se escucharon unos disparos.
Podían escucharse voces supuestamente fantasmales.

El tema de siempre. Un viejo conocido de todos. La palabra *tema* se ha convertido en una muletilla que sustituye, en función del contexto, a estas palabras: problema, asunto, cuestión, duda, razón, esquema, proposición, etc.:
Los ministros tratarán el tema del paro (problema)
Ése es el *tema*: votar o no votar (dilema, disyuntiva, cuestión)
Hay que recordar, además, que cuando la palabra *tema* va en femenino, como en el refrán *Cada loco con su tema*, sólo puede referirse a una obstinación o manía por algo. El término *tópico* es un anglicismo innecesario.

El y/o. El *lío*, diría yo, haciendo un juego de palabras. No es raro leer en la prensa anuncios como éste

que recorté hace poco de un diario español: «Buscamos traductores y editores (sic) con dominio de inglés y/o francés». Con independencia del barbarismo —más grave por tratarse de una agencia de traducciones— de llamar *editores* a los *revisores*, es obvio que sobra esa anglicada conjunción *y/o* (and/or), que debería ser una simple «o». La connotación de la cópula española «o» no tiene un carácter tan excluyente como la inglesa «or», es decir: si se escribe «inglés o francés» no quedan excluidos de la selección los candidatos que sepan ambos idiomas, muy al contrario, serán más que bienvenidos, supongo.

Es por ello/esto que... Por qué será que... Me he acordado de estos dos circunloquios que se encuentran a veces en las traducciones porque estoy escuchando la canción «Eliminación de los feos» del Gran Combo de Puerto Rico, cuyo estribillo reza: «¿Y por qué será que los eliminan?». Pues esta fabulosa canción se ahorraría un par acordes si dijera «¿Y por qué los eliminan?». Lo mismo le pasa a una canción del dúo Donato y Stefano en la que dicen «*Es por eso que estando contigo, me siento como en verano*»; con un «*Por eso cuando estoy contigo...*» bastaba. En el Cono Sur (especialmente Argentina) es muy habitual ver y oír construcciones como «Ya lo llamé a tu hermano», donde el acusativo de pronombre personal es redundante.

Incluso, inclusive e incluido. Un error abundante en el lenguaje hablado. Los dos primeros son adverbios y proceden del latino *inclusus*, pero actualmente no significan lo mismo. El término *incluso* significa 'con inclusión, inclusivamente', cuando actúa como adverbio, y 'hasta', 'aun' cuando actúa como preposición o conjunción: *Incluso los hombres par-*

ticiparon; Le gustan los animales e incluso las plantas. El adverbio *inclusive* tiene un significado claro y único: 'incluyendo el último objeto nombrado': *Debe elegir un número del 1 al 9, ambos inclusive; Desde la época de Felipe III a Carlos III inclusive.* Incluido es el participio del verbo incluir y significa 'algo que está contenido dentro de otra cosa'. Usos incorrectos:
Inclusive mi padre me lo advirtió.
Hay que tirarlos todos, inclusive el blanco.

Múltiple/s. Adjetivo abundante en traducciones técnicas del inglés que está desplazando a adjetivos españoles como varios, diversos, muchos, etc. Su empleo no es erróneo, pero lo cierto es que en español no tenemos por qué restringirnos a este único término. Es normal ver este tipo de frases en manuales de informática: *Puede imprimir múltiples copias; El programa acepta múltiples formatos,* etc. ¿Alguno de ustedes que está leyendo esto suele decirle, por ejemplo, a un compañero de oficina: «imprímeme múltiples copias»?

Además, cuando múltiple se convierte en un elemento compositivo, es decir, en el sufijo *multi-*, debe formar una palabra en singular con su correspondiente plural: multimillonario/s, multinacional/es. Formas incorrectas: *programa multiusos. También el término multilingüe (que no es incorrecto) ha desplazado, por influencia del inglés, al más castizo *plurilingüe*.

Honesto, honrado y sincero. Los que traducimos material destinado a televisión y teatro lo vemos muy a menudo: **Creo honestamente que no es para ti*; **Seré honesta contigo: lo detesto*; **Es una mujer honesta; siempre dice lo que piensa.* En primer lugar, veamos qué dice el diccionario:

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Diez Errores Típicos ...

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HONESTO, TA. (Del lat. honestus.) 1. *adj.* Decente o decoroso. | 2. Recatado, pudoroso. | 3. Razonable, justo. | 4. Probo, recto, honrado. | 5. Véase estado honesto.

El cognado inglés *honest* nos engaña con frecuencia. Poco tiene que ver *ser sincero* con *ser decente* o, por lo menos, ser sincero no es inherente a ser decente. Generalmente, los adjetivos sincero, franco, llano, directo o explícito pueden servirnos para traducir este adjetivo: *Para serte sincero...; Te seré franco...; Francamente, no sé qué decir*, etc. Respecto a otros contextos, es mejor ver qué dice el diccionario:

HONRADO, DA. (Del lat. honoratus.) 1. *p. p.* de honrar. | 2. *adj.* Que procede con honradez. | 3. Ejecutado honrosamente. | 4. *fig.* Véase barba honrada.

HONRADEZ. (De honrado.) 1. *f.* Rectitud de ánimo, integridad en el obrar.

Como puede comprobarse, las definiciones de honrado y honradez coinciden con las de los términos ingleses *honest* y *honesty*. Nuestros términos honesto y honestidad, en cambio, se corresponden con *modest* y *modesty* (que tiene otras acepciones).

Pasarse de la raya... inglesa. Este es uno de los errores que encuentro con mayor frecuencia en traducciones de inglés a español. Cierta uso de la raya inglesa no existe como tal en español y dado que es una estructura foránea debe traducirse siempre por el equivalente que proceda: paréntesis, punto, coma, dos puntos o punto y coma. Ejemplos: *MaxiPlus — the real winner (MaxiPlus: el verdadero ganador)*. En los manuales técnicos también suele aparecer en títulos y párrafos en los que se dan instrucciones o describen elementos:

Print dialog box - Select the options you want... (Cuadro de diálogo Imprimir. Elija las opciones que desee...)

MaxiPlus — Advantages & Disadvantages (Ventajas e inconvenientes de MaxiPlus; MaxiPlus: ventajas e inconvenientes)

Eficaz, eficiente y efectivo. El adjetivo *effective* es otro cognado, que no significa *efectivo*, sino *eficaz* o *eficiente*. Empleamos *eficaz*, generalmente, para cosas y seres inanimados, y *eficiente* para seres animados, dado que la eficiencia es una virtud o facultad más propia de seres vivos.

Opcional y optativo. Los traductores de computación o informática, principalmente, hemos desplazado el castizo *optativo* con el menos correcto *opcional*, aunque no son términos sinónimos. *Opcional* debiera ser a *optativo* lo que *educacional* es a *educativo*. Curiosamente, como ocurre en tantas otras situaciones del idioma, en distintos sectores se expresan de distinta manera conceptos que son idénticas: así, *mi hermano ha elegido dos asignaturas optativas* (optional subjects), pero *la definición de pantalla en Windows es opcional*.

¿Quiero que me soporten o que me ayuden?

Como en el ejemplo anterior, los traductores somos responsables de calcar expresiones completamente innecesarias para nuestro idioma y que, en ocasiones, quieren decir algo muy distinto. Así, si mi televisor se estropea, llamaré al *Servicio de asistencia técnica*, pero si se estropea mi Windows 98, tendré que llamar al departamento de *Soporte técnico de Micro-*

Intercambios

The Newsletter of the Spanish Language Division of the American Translators Association

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