
ITIA BULLETIN

January 2003

ITIA Bulletin

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Irish Translators' & Interpreters' Association
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■ Editorial

Welcome to the first issue of the *ITIA Bulletin*, a monthly e-zine intended to provide an additional forum for members of the Irish **Translators' & Interpreters' Association** to share information, news, opinions and other important and interesting information. Working in conjunction with the ITIA Editorial Committee, the *ITIA Bulletin* aims to bridge the gap between issues of *Translation Ireland* and provide a fast, regular and accessible means of keeping you in touch with the Association, our members and supporters.

In contrast with *Translation Ireland*, the *ITIA Bulletin* will feature shorter, more magazine-style articles and contributions such as announcements, conference calls, news items, courses, seminars, opinions, observations, jobs, jokes, new software releases, terminology resources and any other snippets of information that others in the translation/interpreting community might find interesting. The *Bulletin* will also be used to disseminate information relating to the ITIA such as meetings, events, new members etc. As always, all members are welcome and indeed encouraged to contribute to the *Bulletin*. Think of it as a platform for sharing ideas, information, news or anything else that might be of interest to other members. While we are refining the concept for the *Bulletin*, we would love to hear what you would like to see included here. After all, the whole idea behind the *Bulletin* and the Association is to serve the needs of our members. We hope you like your new *Bulletin*.

Jody Byrne, MITIA
Editor
jody.byrne@dcu.ie

DATC, Tove von Jessen of Lingtech A/S.

At the founding general assembly on 1st October 2002, the association's articles were agreed and board members appointed. The board will now start the work of laying down ethical and quality standards for the DATC's members.

The DATC will be working to promote the transparency of the translation industry so that present and future customers can appreciate the content and quality of the services that they buy from serious translation providers. At the top of the association's agenda will also be product development in a teamwork between the industry and its customers. One area where this is needed is professional consultancy services for companies that are

introducing language policies, a growing trend among Danish companies.

"The DATC is receiving significant backup, and we will soon launch a campaign to appeal to the rest of the industry," adds Tove von Jessen. It is expected that some 30 companies will be interested in and can qualify for membership.

**Further information is available from:
Ms. Tove von Jessen.**

Email: info@lingtech.dk

■ New Trade Association of Danish Translation Companies

A new trade association for the translation industry has just been founded in Denmark. The *Danish Association of Translation Companies* (DATC) is organised under Danish Commerce & Services, the leading employers' and trade interest organisation for commercial and knowledge-based service enterprises in Denmark.

The DATC will represent professional providers of translation services, and its mission will be to raise the level of and introduce quality standards for the translation services industry.

"We have recently seen examples of how faulty translation work can cost companies millions and result in lost orders. The DATC can minimise this risk by attracting seriously working translation providers whose staff have the right educational background and the necessary linguistic, cultural and professional insight. There must never be any doubts about the quality of the work that is provided by our existing and future members," explains the chairperson of the

■ Consultation on Language Learning & Linguistic Diversity

As a part of its ongoing work to promote a multilingual Europe, the European Commission is undertaking a public consultation about language learning and linguistic diversity in Europe.

Introduction

The European Year of Languages in 2001 generated a great deal of enthusiasm for language learning across Europe. The European Commission wishes to ensure that the momentum of the Year is maintained.

The Commission intends to publish in the summer of 2003 an Action Plan on language learning and linguistic diversity, based upon resources available in existing community programmes and activities.

It wishes this Action Plan to be informed by the views of a wide section of European society. The Commission invites your opinion about ways to improve language learning and promote linguistic diversity in Europe.

Taking Part

To take part in this consultation, please:

- download a copy of the Consultation Document and take time to read it
- if you wish, consult the background information available on the Commission website (see below)
- formulate your responses to the seven questions contained in the document
- fill in your responses in the on-line reply form, in one of the 11 official languages of the European Union.

The reply form will be available from early December 2002 to 31st January 2003.

All responses will be carefully analysed and used in developing the Action Plan, which will be published along with other information relating to the consultation process on the Commission website.

Additional information and the Consultation Document are available from:

http://europa.eu.int/comm/education/languages/consult_en.html

■ Where is Translation's Va-va-voom?

Whenever I tell someone that I'm a translator, the standard responses range from "Really?" and "That's very interesting" to "What do you translate?". Some of the more intelligent ones will ask what languages I speak. Now, maybe it's just me but I hate the question "What do you translate?". Perhaps it's the only question they can think of that has the word "translate" in it. Or maybe it's just a sign they don't know what a translator really does. Then again, maybe they're just being polite. But whatever the reason, how on earth do you answer this question? Do they mean what languages do I translate between? Do they mean what type of text do I translate? If I say documents or texts, the conversation dies on the spot and I'm branded a smart-alec. If I say that I translate technical specifications, letters, manuals, patents, reports, press releases and contracts I can see their initial curiosity ebb away and their eyes glaze

over. They're thinking "Oh my God, that's so boring! I'm sorry I asked now".

This is just a symptom of the problem facing translators. We are anonymous, invisible (at least interpreters get on television sometimes) and nobody outside the business really knows what we do. Translation just isn't sexy or dangerous. As far as most people are concerned, all you need is to speak a foreign language and have a good dictionary. Granted, people don't know exactly what a doctor, lawyer or explorer does but these professions command much more respect... and they're much better paid too. They even have television programmes made about them. When was the last time you saw a gritty drama or wacky sitcom that revolved around a group of translators?

But it's not just the general public that has this unflattering and unenthusiastic view of translators. In certain academic circles, it would seem that translators are the linguistic equivalent of the stereotypical council workman breast feeding his shovel. I will never forget a conversation I had with a professor of linguistics at a certain university in Dublin who said "ah, but translation is such a manual discipline" implying that you don't have to be particularly smart to do it. All you need, apparently is to be able to read, write and stave off boredom long enough to dig another hole... I mean, to churn out another translation.

Of course translators don't do the job any favours either. We don't draw attention to ourselves, we don't organise blockades outside Leinster House and we don't get ourselves in the headlines. But there are more serious follies. Apart from the obvious cases of alleged translators who have no translation ability whatsoever, there are those who translate into a foreign language when it's clear that they don't have the necessary linguistic competence. Then there are those who accept the miserable €15-20K salaries paid for in-house jobs compounding the idea that we aren't really worth much after all.

But I think the real problem with translation is that translators just get on with the job. We don't have the bluster, swagger or mysterious aura that other professions have. Maybe if we had an imposing costume - I mean barristers have their wigs and gowns, doctors have their white coats and stethoscopes. But then what would translators wear? We could always wear a monks robe and carry around a dictionary!

What we need is a plan of action. Something to raise our profile. To start with, we could organise annual

translating championships. Held every year, the main event would see a dozen or so translators in a muddy Tipperary field translating against each other and against the clock while ploughing said field. The interpreters would be in the next field interpreting for the ducks while shearing sheep. Maybe Channel 4 could be persuaded to cover the event. Well they made ironing look cool in *Extreme Ironing*. Imagine it, hanging upside down from a crane translating a 10,000 word software manual. *Extreme Xlation* or what?

Then we could run an ad campaign on RTÉ (apparently they could do with the money) promoting "your local translator". Just look at what advertisements on television did for the Army. A reality TV programme is obligatory these days. We could have cameras following around a group of our more photogenic translators. Of course, we may need to engineer some crazy escapades to spice things up. If it's properly thought out, the revenue from phone voting, franchising and merchandise would be massive and translators would be instantly recognisable on the street. Soon, everybody will either want to be a translator or to know one. Translation would be the new rock and roll!

Ok, so I'm getting carried away now. Probably best to start off small...gradually raise our profile in stages. That's why I'm going to set up my office out in the front garden so all and sundry can see me as I work. I'll have a sign beside me saying "I'm a translator, just so you know". Ah yes, fame and fortune at last! I'd better start practising my autograph. *JB*

■ International Money Transfers Made Easier

Money is always an important matter for translators and the introduction of the Euro in January 2002 went some way to making business easier for us. At the same time, however, a new initiative was introduced which promises to make cross-border money transfers easier: the International Bank Account Number (IBAN). Currently only available in Europe, the IBAN is not a new account number, but simply a new format for an existing bank account number that will be recognised internationally. It has been developed by the European Committee for Banking Standards to improve the efficiency of cross-border payments with regard to speed, quality and cost. For more information, contact your bank.

An information leaflet is available online at:
<http://www.ecbs.org/Download/LFL9204V3.pdf>

Here are some other ideas on how to make translation "cool". If you have any ideas, send them in and we'll put them in the Bulletin.

- 1 Make a short arthouse film about translators and screen it at the Cannes Film Festival
- 2 Phone the Joe Duffy Show
- 3 Phone Marion Finucane's radio show
- 4 Go on the Jerry Springer Show
- 5 Produce our own brand of perfume (we could call it Babel-icious!)
- 6 Write a Christmas Number 1 all about translators
- 7 Print up t-shirts with slogans like "Translators Rule!" or "Trust me, I'm a Translator"...
- 8 Get a translation version of Liam Gallagher who would frequently be in the news for getting drunk, starting fights and getting arrested all in the name of translation.
- 9 Sign a sponsorship deal with an alcopops manufacturer.
- 10 All translators change their surname by deed poll to "O'Translation". With 400+ members of the O'Translation clan in Ireland, we're bound to get some attention.

■ New Terminology Resources

Langenscheidt's Dictionary of Electrical Engineering and Electronics

The latest edition of Langenscheidt's Dictionary of Electrical Engineering and Electronics has been completely and thoroughly revised. Not only has the German to English volume been supplemented to include new fields of application such as, for example, from information technology, but also includes the following subject fields: vehicle electronics/electrics, microelectronics, energy generation, transmission and distribution, communication, transport, automobile electronics and electrics as well as quality management. Particular emphasis was placed on making reference to giving standards, etc.

Both volumes contain technical terms both from the fundamental principles of electrical engineering and electronics as well as from electric power technology (e.g. automobile electronics, laser technology) and information technology (modern communications technologies, internet, etc.).

Langenscheidt's specialised e-dictionary of Electrical Engineering and Electronics was one of the first titles in a new series of electronic dictionaries to be published by Langenscheidt Fachverlag. The new software series

brings together the tried and trusted PC library and the pop-up technology. This means that terms can be translated in two different ways: the user either writes the word in the search template and finds the translation or quite simply clicks on the word in the text. Thanks to the award-winning pop-up function, the translation appears in a bubble directly in the text document or on the internet page. Another advantage of this new generation of electronic dictionaries from Langenscheidt is the extremely reliable identification of portmanteau words and declined word forms.

The CD-ROM version is also compatible with the other titles in the Langenscheidt PC library. To make sure the dictionary is always up-to-date, there is a regular update of the dictionary contents by internet download - free of charge until June 2004.

LANGENSCHIEDT'S DICTIONARY OF ELECTRICAL ENGINEERING AND ELECTRONICS

English-German, Edited by Prof. Dr. Peter-Klaus Budig; 7th, extensively revised and extended edition 2001; approx. 75,000 entries and more than 100,000 translations; 686 pages, hard cover.

ISBN 3-86117-175-9

€ 101.80

LANGENSCHIEDT'S DICTIONARY OF ELECTRICAL ENGINEERING AND ELECTRONICS

German-English, Edited by Prof. Dr. Peter-Klaus Budig; 6th, extensively revised and extended edition 2002; approx. 75,000 entries and 100,000 translations; 723 pages; 17 x 24 cm, bound.

ISBN 3-86117-176-7

€ 101.80

LANGENSCHIEDT'S E- DICTIONARY OF ELECTRICAL ENGINEERING AND ELECTRONICS

English (English-German and German-English), Edited by Prof. Dr. Peter-Klaus Budig; CD-ROM for Windows users, Version 4.0; approx. 150,000 entries.

ISBN 3-86117-203-8

€ 185.20

For more information, visit
www.langenscheidt.de

■ UN Jobs Websites

A new website claiming to be the “web's most complete compilation of UN system vacancy announcements” has just been launched. Run by Swiss-based UNjobs, the site is updated daily and can be found at:

<http://unjobs.org>

Alternatively, you can visit the official UN jobs website at:

<http://icsc.un.org/vab/index.htm>

This site is run by the International Civil Service Commission and features all jobs advertised through the UN common system

■ Twelve Tips For Freelance Translator Success

#1. Never Miss a Deadline

If you say you'll have a project done by a certain time, make sure you deliver. Your clients don't want excuses. They want on-time results.

#2. Use Every Advantage You Have

When starting out, leverage any prior translating expertise or background. Your grasp of an arena, its language and the contacts can give you a running start. But remember, every translator has to know his limitations. Don't take jobs over your head.

#3. Get Referrals

Always pump clients for referrals from within their company or elsewhere. It's much more promising (and less stressful) than making cold calls.

#4. Stay Visible

People don't want to hunt very hard for a translator/interpreter, so stay “visible” by phone, mail, Internet, or in person as much as possible and you'll get the work.

#5. Keep Sowing the Seeds

When you're busy it seems like the work will flow forever. It will end eventually! Therefore, even when you're snowed under, read the job list, make a few calls, and send a few resumes. If you skip on this now, you will be hungry later.

#6. Trust the Law of Averages

In God and The Law of Averages We Trust. Call enough people, send enough resumes, join enough

organizations for translators, register on enough websites for translators, you'll find the work. Guaranteed.

#7. Go Out and Press the Flesh

Early in my translating career, someone shared this: 1 in 10 prospects you contact will hire you. 1 in 3 you meet will hire you. Enough said.

#8. Send Thank You Notes After Every Job

Choose artsy watercolour scenes and you might just see them tacked up in your client's cubicle; a constant reminder of you.

#9. Project a Good Attitude

People like to do business with those who are pleasant to work with. Be a good experience for your client, and you'll get work again.

#10. Listen More, Work Less

Listen carefully to what the client wants (i.e. don't decide you know what they need) and you'll spend less time translating...and re translating.

#11. Keep Your Word

Do what you say you're going to do, show up when you promise to, deliver on time and you'll instantly put yourself ahead of about 95% of the pack.

#12. Share it forward

If you get a job you can't do, refer it to a colleague. If you find a job you can't do, post it on the job list. If you can spare some time regularly, volunteer for a job search. If somebody finds a job thanks to you, he/she will pay it back by referring something to you soon or later.

Courtesy of Radek Pletka

pletka@czechtranslation.com

Published on Translation-Agencies@Yahoogroups.com

26th November 2001

Next Issue of the ITIA Bulletin

The next issue of the *ITIA Bulletin* will be out on **15th February, 2003**. So if you have any contributions, news, suggestions or something you'd like to share, send them to jody.byrne@dcu.ie. The deadline for submissions is **8th February**.

Subscribing to the ITIA Bulletin

To subscribe, simply send an email to itia-ezine-subscribe@yahoogroups.com

To unsubscribe, simply send an email to itia-ezine-unsubscribe@yahoogroups.com

■ EURODICAUTOM No Longer Available to Translators?

In recent weeks there has been much speculation and rumour that *EURODICAUTOM*, the EU online terminology database, will no longer be available free-of-charge to translators. *EURODICAUTOM* is widely regarded by many as an invaluable resource for translators, especially in relation to EU terminology.

To protest against this, FIT has organised a petition. You can sign the petition at the following address:

<http://www.fit-ift.org/petition.html>

Michael J. McCann, ITIA Chairman, sent the following email to Ireland's 15 MEPs:

To each of the Irish MEPS:

It has been drawn to our notice that a certain section of the European Commission wishes to restrict access to the EuroDicautom website at

<http://europa.eu.int/eurodicautom/login.jsp> to officials of the Commission and to official EU translators.

On behalf of the *Irish Translators' and Interpreters' Association / Cumann Aistritheoirí agus Teangairí na hÉireann* (ITIA), I would urge you to use your EU Commission contacts to have this proposal shelved immediately.

The EuroDicautom website is an INVALUABLE tool for all translators world-wide, not just for our Irish translators, who wish to know, find out and standardise words and terms used in the official documents of the European Union and for their translation from one to another of the other languages.

Confusion in terminology can only result from the proposed restrictions to the website, where translators would be forced to guess at the closest approximation of a term instead of having the precise and exact 'mot juste'.

To you and yours, a very happy and holy Christmas and the best of New Years;

Nollaig mhór shona, is ath-bhliain fé mhaise, dhuitse agus do mhuintir.

■ Conferences

Joint Conference combining the 7th International Workshop of the European Association for Machine Translation and the 4th Controlled Language Applications Workshop

Main Conference theme: Controlled Language Translation

Location: Dublin City University, Ireland

Dates: 15th-17th May, 2003

The primary aim of this unique conference is to elicit papers on controlled translation, and provide a forum in which the problems may be outlined, possible solutions proposed, and in general to bring together developers, implementors, researchers and end-users from the publications, authoring, translation and localization fields to discuss how ideas from both the authoring and translation camps might be integrated in this common area. In addition, we welcome contributions on MT as well as on controlled language which do not address the main theme per se.

For more information on the conference, visit:

<http://www.eamt.org/eamt-claw03/>

14th International Japanese/English Translation Conference

IJET-14 Dublin, Ireland

17th-18th May, 2003

The fourteenth annual IJET conference will be held in Dublin, Ireland in May of 2003. Join colleagues from all over the world to hone your translation skills and learn tips for improving the performance of your translation business. Ireland serves as the enchanting backdrop for what is sure to be an informative and insightful conference, and also offers a wealth of enjoyable sights for those who wish to do some travelling before or after the conference.

For more information on the conference, visit:

<http://www.jat.org/ijet/ijet-14/>

The 14th European Symposium on Language for Special Purposes “Communication, Culture, Knowledge”

University of Surrey, Guildford, UK

18th-22nd August 2003

The conference will aim to stress the communicative role of special languages in the multilingual, multicultural knowledge-based economy.

Themes of the Conference: *Translation and LSP, Multiculturalism and its languages, LSP and multimedia, communication, Technical writing and LSP, Pedagogical Aspects of LSP, Terminology and Terminography, LSPs of specific domains: communicative aspects, LSP Studies: Quo Vadis?*

Call for papers, posters, proposals for colloquia, information about registration, accommodation etc.:

<http://www.computing.surrey.ac.uk/lsp2003/>

■ Training, Courses & Education

Training Seminar for Translation Teachers

Granada, Spain

21st-25th July 2003

The Consortium for Training Translation Teachers, in co-operation with the *Universidad de Granada* and the *Intercultural Studies Group*, is pleased to announce an intensive training seminar to be held in English. Based on the model used in Tarragona in 2001 and Vicenza in 2002, the seminar will focus on the impact of new technologies on translator training. It is designed to bring together both professional translators and translation teachers, and to facilitate exchanges between those groups.

For more information, visit:

<http://www.ice.urv.es/trans/future/granada/>

Seminar on Multilingual Terminography: Towards Intelligent Dictionaries?

Erasmushogeschool Brussel

28th February 2003

This seminar will consider the impact of several types of information in electronic format (corpora, databases, internet) on methods and principles for terminography as well as the impact of the dictionary user's profile on the terminographer's working method. It will also look at how database management, knowledge management, artificial intelligence can contribute to better tools for terminographers.

For more information, please contact

Prof. Dr. Rita Temmerman

Trierstraat 84

B-1040 Brussel - BELGIUM

E-mail: rita.temmerman@docent.ehb.be

<http://lrc.ehb.be/terminography/index.html>

Online Postgraduate Certificate In Editing and Revising Technical Texts In English

8th April 2003.

This course organised by the *Universitat Rovira i Virgili* in Tarragona, Spain is for translators and technical writers working with Spanish and English, as well as trainees and teachers wishing to develop competence in this field. The aim of the course is to develop professional editing and revision skills and an awareness of the norms of clear technical English. The course comprises 40 hours and must be completed in 8 weeks. Tuition will be delivered via web site, email, chat sessions and tandem project work. Award of the certificate will depend on successful completion of all the exercises by 3rd June 2003. The fees for the course are currently set at €315.

For more information, visit:

<http://www.ice.urv.es/trans/future/courses/editing.html>

■ Translation Events

50th Anniversary of the International Federation of Translators

20th-22nd November, 2003

UNESCO Building, Paris, France

We will keep you updated on this event as more information becomes available.

For more information, visit the FIT website at:

<http://www.fit-ift.org/>



■ Scholarships & Funding

Bursary for Theatre Translators from French (Belgian Authors)

The *WALLONIE-BRUXELLES THEATRE* is offering a bursary for theatre translators translating works by Belgian writers from French.

The deadline for applications is 3rd February, 2003. Residency and stipend available.

For more information, contact WBT at:

Tel.: 02-219-39-08

email: wbt@online.be or visit the WBT website at:

www.wbtheatre.be

■ Contacting The ITIA

Irish Translators' & Interpreters' Association

Cumann Aistritheoirí agus Teangairí na hÉireann

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