



# Multi-Languages Newsletter

High quality language solutions for your global audience



EN 15038 Certified

Issue 11, Spring/Summer 2008



## Interpreting Workshop 2008



This event is organized jointly by Glendon College and Multi-Languages Corporation

**Dr. Claudia V. Angelelli**  
San Diego State University  
American Translators Association ATA

Interpreters' training is a major contributor to their professional success. This full-day workshop will discuss in a very flexible, interactive way various aspects of interpreting. After a general review/introduction of the principles of interpreting, we will discuss in depth many aspects of the interpreting process. The participants will be actively involved during the whole day, and strategies for self-improvement will be suggested. The main areas covered will be:

- \* Discourse Analysis (classification of ideas, schemata, memory, selective attention, mental conceptualization);
- \* Sight Translation (reading ahead, anticipation, transfer from a written text to an oral message, presentation);
- \* Consecutive Interpretation of extemporaneous speeches (active listening, structure/analysis, public speaking);
- \* Note Taking (general principles, symbols and practice);
- \* Simultaneous Preparation (shadowing, whispering).

### Date and time:

Saturday, **March 1st**  
9:00 am - 5:00 pm

### Location:

Glendon College - York University  
2275 Bayview Avenue Glendon Hall  
Room 245 (second Floor)

### Registration

- \* By invitation from Glendon College and Multi-Languages
- \* Limited general admission  
\$ 95.00 +GST

Registration includes morning coffee and light lunch.

### American Translators Association Points

ATA has pre-approved 5 Professional Development Points for this event.

## Multi-Languages receives the AILIA Translation Award 2007

AILIA Press Release

### "Canada's diverse language industry celebrates its high achievers"

At the recent Canadian Language Industry Showcase in Gatineau, Quebec, the industry, for the first time ever, gave out awards for outstanding contributions in translation, language training and language technologies.

The November 30th event brought together the many types of firms that make up this industry crucial to the Canadian economy. There were translation and interpretation companies, language training schools, language technologies firms, and private and public-sector buyers. The Showcase was organized by the industry's association, AILIA (Association de l'industrie de la langue / Language Industry Association).

Awards for outstanding contribution went to:

- \* Toronto's [Lola Bendana](#), of Multi-Languages Corporation, in the Translation category;
- \* [Sharon Curl](#), of Vancouver's Maple Leaf Language College for outstanding contribution in Language Training;
- \* and, in the cutting edge Language Technologies category, to [Daniel Gervais](#) of MultiCorpora R&D, based in Gatineau, Quebec.

"These three are great examples of industry players who have made great and unselfish contributions to their respective sectors," says the President of AILIA, Gonzalo Peralta, "they are excellent representatives of three sectors and three important regions in Canada."

The Honourable Mauril Bélanger, the Member of Parliament for Ottawa-Vanier and Official Opposition Critic for Canadian Heritage, the Francophonie and Official Languages, kicked off the Showcase with a speech on the vital role the language industry, in all its facets, plays in Canada.

There were plenary sessions on two of the most pressing current issues for the industry: standards and government procurement of language products and services. As well, some twenty businesses, agencies and associations active in the industry participated in the Products & Services Exhibition, which was attended by nearly 200 visitors.

The presence of representatives of high tech companies underscored the importance of language expertise and services to many sectors of the Canadian economy. Karen Fowlie, the Associate Vice-President of Product Services at Cognos addressed the issue in her presentation: "Building Global Awareness in the Corner Office."

The Showcase also held valuable sessions targeting each industry sector on such topics as: the challenges of interpretation; globalization and translation; e-learning, speech processing; trends in language training; and, best practices for language schools.

In all, more than 30 speakers discussed the opportunities and challenges facing the language industry in Canada and around the world.

In the view of AILIA's President, this Showcase helps build the profile of an essential Canadian industry that cannot be overlooked.

Mr. Peralta added, "The Showcase succeeded in demonstrating how language is a core issue for Canadians, in boosting awareness levels of the vast economic opportunities that exist in the language industry and in showing how the industry can be a critical strategic factor in business processes".

### About AILIA

The Language Industry Association is a non-profit association whose mission is to promote and increase the competitiveness of the Canadian language industry nationally and internationally through advocacy, accreditation and information sharing. AILIA includes stakeholders from three sectors: translation, language training and language technologies. [www.ailia.ca](http://www.ailia.ca) [www.illi.ca](http://www.illi.ca)



## Solid Foundations for Efficient Translations

By: Sophie Hurst, SDL

As the Slovenian proverb “What you build easily will fall quickly” advises, if the foundations are not laid correctly when an apartment block is built, structural problems inevitably will be associated with each of the different apartments later on. So it is with writing for translation — that issues in the source language add unnecessary time and effort when it comes to translating into multiple target languages.

This article will focus on examples where mistakes or style issues, technical inaccuracies, ambiguity and cultural references inject inefficiencies into the translation process.

### Issues in the foundations

“This button is enabled when there are two or more connected calls after clicking this button. All the calls will be placed in conference.” This sentence is somewhat confusing, the reason being that the writer has put the punctuation in the wrong place. This causes problems for the reader of the source language, but additionally, once this sentence reaches the translation stage, a translator has to correct the sentence in English before it can be translated into multiple foreign languages. There should be a full stop after *calls* followed by a new sentence so that it reads, “After clicking this button, all the calls will be placed in conference.”

*Issues in the source language have a substantial impact on the translation*

The process of making the above changes can, however, be lengthy. The suggested alternative has to be sent back to the original writer, probably via a chain of project managers and managers, to check that the translator’s interpretation is correct. It then has to be

sent back to all translators via the appropriate communications channels. So, you can see how many additional people are touched by one incorrectly written sentence. Paying attention to the use of punctuation in the source language improves the text quality and reduces the amount of unnecessary work spent once the content is with the translators.

“Now you know what you need to do if you want to create a new group.” This looks suitable, doesn’t it? Well — maybe, maybe not. An issue which occurs frequently when English is the source language is that, despite images of the Queen and top hats and tails, English as a language is rather informal compared to other languages. It can often be suitable in English to write in such a style. In French, German or Spanish, however, the sentence would have to be translated differently, so that it resembles more closely “Now you will be able to create a new group.” Avoiding use of the informal tone and using a more semi-formal tone will therefore enhance the efficiency of the translation process.

Acronyms, used so frequently in the modern world of business, can also contribute to shaky foundations. “Work with GIGs, sales executive and sales leadership to plan approach and prioritize target prospects.” Acronyms are an inevitable evil for

translators, but it is important to be aware that if the full (spelled-out) form of the abbreviated name or term is not provided, the translator has to either do some research to find the meaning of the abbreviation or, if it is client-specific, the translator will have to go back to the client to understand its full form. Additionally, the question arises as to whether there is already an acronym in the target language, whether the acronym is never used and only the full form, or whether it indeed should be left in the source language. As a rule it is most effective to use the full form of abbreviations. Something else, a relatively new issue, relates to the growth in offshoring. Companies increasingly are deciding to have their documentation written where labor costs are lower. This can cause a growth in inaccuracies in language because if authors are not writing in their mother tongues, it is difficult for them to be 100% correct in the content that is created. A recent article about the offshoring of medical typing illustrates what can happen in other forms of writing. Incorrect medical terms were used because the writer did not fully understand the source language. *Hypertension* was written when *hypotension* was meant; *known malignant* was confused with *non-malignant*; and *urological* was confused with *neurological*. Equally, writers should pay attention to words which are often mistaken for other words, such as *except* and *accept*, *complimentary* and *complementary*. These are all clearly serious issues in the source language alone, but they will also have a substantial impact on the translation process.

### Technical inaccuracies in the structure can cause cracks in the walls

“If you don’t mend a small crack in the wall, you end up rebuilding the entire wall,” says another proverb, this one from the Swahili. Similarly, technical inaccuracies must be fixed before the documentation reaches the translation process.

“Click ‘Add new announcement.’ The ‘Edit announcement’ dialog appears.” In this example, there is an inaccuracy about what actually exists in the software. The author instructs the user to click on *Add new announcement* when, in fact, what is in the software for the user to click on is actually labeled *Add announcement*. Once again, the translator must ensure that what is referred to in the documentation matches what is in the software.

Additionally, the translator must check how the term is referred to in the localized version of the software and ensure that this matches the localized documentation.

When I read “Check the checkbox to view your content as HTML code,” I assume that a checkbox exists for me to check. In Figure 1 it was not the case, and this once again adds time to the translation process. A translator who has access to the screenshot or the software will spot the mistake, but without that access he or she may translate the inaccurate text, and confusion will be the result across the world. If the translator does spot the error, once again, he or she has to go through the process of informing the client and ascertaining

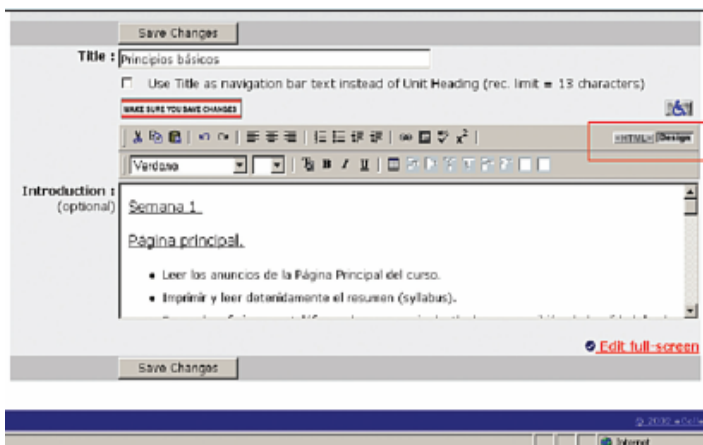


Figure 1: The area in question is to the right of the screen where it says "<HTML> Design." There is certainly no checkbox present.

the correct instruction. Accurate documentation in the source language is crucial not only in the source but also when it comes to the translation process.

### Rooting out linguistic ambiguity

Due to the nature of language, what is clear in one language is not necessarily clear when it comes to translating into another. English is particularly confusing in this area. Does "Name Display Method" mean "Provide the name of the display method" or does it mean "Method for displaying names"? It is a little bit like an advertisement I saw selling "Beautiful baby's clothes." Is the baby beautiful, or are the clothes beautiful, or are they both blessed with beauty? The translator needs to know the intention of the phrase because it will affect where to denote possession and how best to translate into the target language.

An example of a different form of linguistic ambiguity is something SDL translated in a computer game: "You come here." If the translator cannot see who "you" is, it can be difficult to translate. In many languages, *you* has both a singular and a plural form — *du* and *sie* in German and *tu* and *vous* in French for example, whereas in English we do not distinguish between the two. In this example, no mistake was made in the source language, but time has been added to the translation process just by the nature of language.

Another example of this is "Move them out." Once again, in English it is not specified whether *them* is masculine, feminine or neuter. So, without context (and again in a computer game the context can be in the visual element not the words), it is unclear whether *them* refers to ladies, men, children, objects, animals or even monsters! In Spanish this could be *sácalas* (feminine) or *sácalos* (masculine) depending on who *them* actually is. In German, *das*, *die* and *der* all change their endings depending on whether they are used in a nominative, accusative or dative sense — so the ending of not only the pronoun but also the adjective will be affected by the context of the sentence.

Simplicity and clarity, then, are key aims of a writer — particularly when writing for a multilingual audience. In some cases not enough words are used, and in some cases too many words are used, and this too should be avoided.

### Applying the right cultural perspective to the walls

Most of the people reading this article are involved in some way with the translation process and know of the importance

of taking into account cultural sensitivities. It is important, and yet easy to forget, that something that is normal to me may be totally strange to someone in France or China, for example. That is why it is suggested that writers try to avoid culturally specific material in their content.

It is recommended to avoid political or religious references, names of places unrecognizable to people in other countries and calendar conventions that vary country by country. Even if translation is not involved, date formations vary between US and British English. When I, as a UK English speaker, refer to the fourth day of July, I would write it as 04/07/06, whereas an American English speaker would write 07/04/06. Humor and colloquial language are also culturally specific and so do not port well into international documentation. An example of a cultural reference that we had to translate is "To set up Thanksgiving, for example, put it on the fourth Thursday of November, then tap the Details button." This Thanksgiving holiday is US-specific. Other countries of the world do not celebrate Thanksgiving Day or celebrate a similar holiday on a different date — and this includes other English-speaking countries such as the United Kingdom and Australia. A more general example should have been given to help global users. It is not only what is written that is important culturally but also the images of what appear with the words. An example of this was an advertisement for some pet food that we had to translate. The pet owner was referred to as "mom." While this may work for American audiences, who relate more emotionally to their pets, it would be inadequate for Spanish consumers, for whom at the end of the day, a dog is still a dog.

### Building solid foundations that embrace linguistic diversity

In conclusion, issues to take into account when writing for global audiences include not only errors in the source language but also ambiguity or confusion when it comes to translating into other languages, as well as cultural references that can be specific to a certain area. It is important to apply, wherever possible, what we know to the authoring stage so that what is improved upstream impacts the process downstream. But in many cases it is not possible since languages differ by their very nature, and cultural diversity and linguistic diversity are some of the joys of the multicultural world in which we live. In an apartment block, each owner will have the same fundamental structure but will impose his or her own personal tastes. Each apartment will therefore look different. But if the foundations are laid badly or if the block is badly designed, all the inhabitants will suffer from the same problems. So it is with writing for translation — that each language has its own style and flavor — but if the groundwork is not done in the source content, all the languages will suffer from the ensuing issues.

Sophie Hurst is a member of the Chartered Institute of Linguists and a Senior Product Marketing Manager at SDL. Speaking 5 languages and with experience having worked at various IT companies previously to SDL, she has gained an excellent understanding of the cultural, linguistic and business challenges faced by organizations doing global business.



# Academic Programs - Professional Development - Certification

## Glendon College York University

Certificate in Translation  
(English-Spanish)

[frdirosa@glendon.yorku.ca](mailto:frdirosa@glendon.yorku.ca)

BA in translation  
(English-French)

Certificate in Technical and  
Professional Writing

[translation@glendon.yorku.ca](mailto:translation@glendon.yorku.ca)

MA in Translation

[jangoh@glendon.yorku.ca](mailto:jangoh@glendon.yorku.ca)

[www.glendon.yorku.ca](http://www.glendon.yorku.ca)

## Seneca College Language Interpreter Training Certificate

180-hour Certificate program

### LITP Assessment and Placement

Before you can enroll in any of the Language Interpretation subjects listed in this package, you must complete the Language Interpretation Assessment and Placement test (EAP100) or apply for Advanced Standing in order to determine your initial placement level.

### Courses

- \* Introduction to Spoken Language Interpreting
- \* Consecutive Interpreting
- \* Skills Development - Sight Translation
- \* Skills Development - Simultaneous Interpreting
- \* Setting Specific Interpreting
  
- \* Capstone Course, Skills Integration

Next orientation session

**April 23, 2008**

Email:

[jake.atteslander@senecac.on.ca](mailto:jake.atteslander@senecac.on.ca)

[www.senecac.on.ca/parttime/pip-language\\_interpreter.html](http://www.senecac.on.ca/parttime/pip-language_interpreter.html)

## Professional Certification

Association of Translators and  
Interpreters of Ontario - ATIO

[www.atio.on.ca](http://www.atio.on.ca)

Canadian Translators,  
Terminologists and Interpreters  
Council

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

Ordre des traducteurs,  
terminologues et interprètes  
agrés du Québec - OTTIAQ

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

American Translators  
Association

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

## Certificate in Business French and Translation Ryerson University

The Certificate of Business  
French and Translation is  
designed mainly for individuals  
working or intending to work in  
French, in a business  
environment.

For more information, visit  
[www.ryerson.ca/french-spanish/cecertificates](http://www.ryerson.ca/french-spanish/cecertificates)

Dr. Kathleen Kellett-Betsos  
416-979-5000, ext. 6130

### Notice

We require our interpreters to have the CILISAT/ILSAT as well as interpretation training of at least 60 hours (information sessions **don't** count as training).

Those interpreters that obtain the **LITC** will receive a **higher rate** provided they comply with all other requirements.

### Useful links

[www.onterm.gov.on.ca](http://www.onterm.gov.on.ca)

[www.ailia.ca](http://www.ailia.ca)

[www.illi.ca](http://www.illi.ca)

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

[www.intrnews.net](http://www.intrnews.net)

[www.fit-ift.org](http://www.fit-ift.org)

## Events

### American Translators Association

#### ATA

#### ATA/HITA Medical Seminar

Houston, Texas

February 23 and 24

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

### Multi-Languages Corporation

#### Glendon College - York University

#### School of Translation

#### Interpreting Workshop

Toronto, Ontario

Saturday, March 1st

[www.multi-languages.com](http://www.multi-languages.com)

### L'Association de l'industrie de la langue

#### Language Industry Association AILIA

#### Localization World

#### Multilingual Magazine

#### Translation World

Montreal, Quebec

March 11, 12 and 13

[www.translationworld.com](http://www.translationworld.com)

### Association of Translators and

#### Interpreters of Ontario - ATIO

#### Annual General Meeting

Toronto, Ontario

April 5, 2008

[www.atio.on.ca](http://www.atio.on.ca)

**New**

## National Standard Guide for Community Interpreting Services

[www.healthcareinterpretationnetwork.ca](http://www.healthcareinterpretationnetwork.ca)

(Free and easy download)

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### Our voice mail system:

- |     |   |
|-----|---|
| 1   | Book interpreters                       |
| 2   | Written translations                    |
| 3   | Location, hours, website                |
| 0   | Immediate assistance                    |
| 221 | Rene Sandino                            |
| 222 | Lola Bendana                            |
| 223 | Ann Menoudakis                          |
| 224 | Sanda Ianculescu                        |
| 225 | Interpreters to report assignment times |