



Multi-Languages Newsletter

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New IMIA Canada Chapter Representative appointed by the IMIA Board of Directors



To focus on my duties as President of the association, as of this month, I will no longer serve as the IMIA Canada Chapter Representative. It was a privilege for me to hold this position during the early developmental stages of our international expansion; with all the challenges and opportunities this growth involves, our international family has grown extensively and it is getting ready for further growth.

I have the pleasure to announce the appointment by the IMIA Board of **Dr. Andrew Clifford** as the new IMIA Canada Chapter Representative, I am delighted to see Andrew appointed to this position given his outstanding dedication and commitment to the profession and his in depth knowledge of the interpreting field.

As part of our internationalization strategy, we have appointed our IMIA Italy Chapter Representative and member of the IMIA Board of Directors, **Mr. Maurizio Di Fresco** as the new liaison between the IMIA Board and the international community. Maurizio is working diligently to assist our international reps in their endeavours to raise the bar for medical interpreting.

Besides the growth in terms of representation, we are also growing our events, now being offered all over the US as well as at the international level. We successfully started offering our IMIA 8 Hour Medical Terminology Boot Camp™. The last Boot Camp took place on April 29, 2011 in Redondo Beach, CA and the same program will be offered on June 18, 2011 in Boynton Beach and on Sept. 30, 2011 in Boston. We will also offer the Trainers Symposium in Nevada on June 18th.

I extend my deepest appreciation to all those volunteers that have joined committees, task forces and divisions.

I invite you to attend our **25th anniversary conference** in Boston this Fall, it will be a unique and enriching event.

Lola Bendana
IMIA President
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The Code of Ethics, a key (sometimes overlooked) aspect of translation quality

Like in any other field, in translation, a Code of Ethics is essential to guide and define the profession. The provision of high quality translation services can only be accomplished if both the translator and the Translation Service Provider (TSP) adhere to a standardized Code of Ethics.

A Code of Ethics guides practitioner's behaviour and assist in developing positive relationships among the parties involved in the provision of services. Most of the existent Codes of Ethics are designed for freelance translators through the work of professional associations. It is only in the last few years that Codes of Ethics started to be developed for TSPs such as the Code of Ethics developed by the Language Industry Association of Canada (AILIA).

One essential element that demonstrates the need for unified Code of Ethics for TSPs is the recent creation of Standards for translation services such as the EN 15038 (2006) and the CAN CGSB 131.10 (2008), these standards have raised the bar for the industry and introduced a few sections such as the TSP-Client agreement, human resources requirements and the revision and editing process that should most definitively be considered in a Code of Ethics for those abiding by the standards.

After thoughtfully reviewing several Codes and studying their differences and commonalities, we can appreciate that many of the elements required in the professional Codes for translators are common to Codes of Ethics for TSPs. Translators and TSPs should endeavor to provide service of the highest quality in their professional practice. There are certain common tenets to most Code of Ethics for translators:

1. Accuracy and Completeness
2. Confidentiality
3. Impartiality and Conflict of interest
4. Limitation of practice - competence
5. Accountability
6. Professional Development
7. Accurate representation of credentials

*"Every translation shall be faithful and render exactly the idea and form of the original – this fidelity constituting both a moral and legal obligation for the translator".**

*International Federation of Translators (FIT). The Translator's Charter (approved by the Congress at Dubrovnik in 1963, and amended in Oslo on July 9, 1994)



Translator's corner



Post Translation Client Review

By: **Melissa Ramer**

Abstract:

Anticipate some of the pitfalls that are common when client reviewers are chosen and offer to provide guidelines for selecting and instructing the reviewer. Difficulties can be avoided when all parties better understand the client review process and the expectations for the end result

The Post-Translation Client Review

Your translation is complete. You have chosen the most appropriate words, making sure that the terminology is consistent throughout. You have followed the style requirements provided by the client. In short, you have done your best and the next step is now out of your hands: the manuscript review. Why is this important, and how can we as translators help ensure that our high-quality work will be respected and reviewed with appropriate care?

Clarity Leads to Accuracy

In an informal poll of project managers, several compelling reasons for including a client review phase emerged. When a native reviewer of the country in which the document will be used takes part in the document approval process, it gives the client more confidence in the end product. It also helps the client feel more secure that it will be well received by its target audience. Getting buy-in from those who will receive the translation is important. Inevitably, the client review stage raises questions and may lead to changes in terminology, but it is better to address those concerns before the translation is finalized rather than after it has been published. Advanced approval of the translation also removes the excuse of a poor translation as a possible reason why the client's writing did not have the intended effect.

Educate Project Managers

Education is key. An in-country reviewer a client picks to review your translation could be just about anyone. According to one colleague, "Many clients have reviewers that are not qualified translators, and in some cases not even good editors in their native language. They are often chosen based on convenience more than anything." The less the client's project manager understands about the steps involved in selecting a qualified reviewer, the less likely he or she will choose wisely. We can anticipate some of the pitfalls that are common when client reviewers are chosen and offer to provide guidelines for selecting the reviewer:

1. Choose a client reviewer who is a native speaker of the target country or language.
2. Source language proficiency is essential so that the translated text can be accurately compared.
3. The ideal reviewer should be detail-oriented and proficient in grammar, punctuation, and spelling in the native language.

Setting Expectations and Ground Rules

Establish expectations from the start. Provide clients with frequently asked questions about the review process to educate them and to address any concerns they may have. Client reviewers also need to be provided with clear instructions in order to achieve the desired end: a translation that has been reviewed for clarity and for usage of local, company-specific language.

For example, a reviewer should resist the temptation to "improve" the translation with a little editing or rewriting. At this stage, reviewers should not alter the meaning of the source text. Similarly, different terminology should not be introduced out of personal preference *unless it better reflects local company usage*. This last point is the reviewer's primary contribution to the process, and this should be made clear to the project manager. The consensus among project managers with whom I work is that establishing ground rules for client review before a project launches is extremely helpful. This includes:

1. Incorporating the review process into the project timeline. This helps shape expectations and communicates that it is an integral part of the process of producing high-quality, multilingual material.
2. Giving clear instructions on the goal of the client review (e.g., consistency with local terminology).
3. Establishing how disagreements concerning translations will be handled.

What kind of leverage do we have as translators to influence this process? Establishing ground rules before agreeing to undertake the assignment is far more effective than trying to influence the process after it has begun. Ask your client if there will be a review process for the translation. Let them know that you would be delighted to respond to any questions or concerns raised by the translation consumer. Ask if there is a system in place for handling client reviews. If there is not, be ready with your suggestions to set up a system that is realistic and workable for all parties.

Here are sample guidelines for client reviewers:

Instructions to the In-Country Reviewer

1. Please read the translation for clear and accurate meaning compared to the English.
2. Please do not suggest different terminology out of personal preference.
3. Please insert local company terminology where appropriate.
4. If errors in punctuation, spelling, or grammar are noticed, please mark them.
5. Comments and suggestions should be made in the column marked "Client Review."
6. Please provide a brief explanation for the change in the column marked "Client Notes."
7. Your suggestions will be reviewed by the translator.

What the Process Looks Like

We have developed a template that works well for us. Figure 1 shows a sample client review sheet that breaks down the process. First, we have a column for the source language, followed by a column for the translated text. Next is a column called "Client Review," where the reviewer makes notes or suggestions. Asking for a reason for a change in the "Client Notes" column helps clarify whether changes are necessary or simply preferential. The "Translator Response" column is where the translator can indicate if they: 1) accept the change [A]; 2) accept a change, provided certain modifications are made [AM]; or 3) reject the change [R]. In the last column, it is essential that the translator enter "Final Text"--either the original translation if the change has been rejected or the modified translation if any change has been accepted.

Figure 1: Client Review Sheet Template

Source Text	Translated Text	Client Review	Client Notes	Translator Response	Final Text
My work group functions as a team.	My work group functions as a team.	"cluster" instead of "work group"	Local terminology	A	My cluster functions as a team.
<i>Translator Response: (A=Accept; AM=Accept with Modification; R=Reject)</i>					

Occasionally a client reviewer will make revisions to certain phrases without carrying those changes through the entire document. This is where it is key for the translator to make sure that such changes are implemented consistently. We always want the translator to review any suggested changes because of the potential for introducing new errors in the text, which is an unfortunately common outcome of a client review.

The result we work toward is a client-approved translation that has been reviewed and localized for the target population. Is it worth the effort? You betcha!

Melissa Ramer began as a freelance editor and Spanish>English translator. Currently, she manages translations for Valtera Corporation, a human resources consulting firm. As an in-house translator at Valtera, she continues to indulge her love of transforming Spanish into English. Contact: MRamer@valtera.com.

Condensed from "Post-Translation Client Review" in the ATA Chronicle, March 2011.

Tips for client's review



In-country or client's review is a key part of the translation process, its requirements should not be taken lightly. Its objective is to obtain the local or organizational acceptance for the translated text related to linguistic or subject expertise. If the client requires that "staff members" or "field experts" revise the target text, ideally, the person doing the revision should have a strong linguistic background, i.e. post-secondary education in the target language, should have knowledge of tracking tools and a revision background. Not all bilingual staff members can do revisions to the benefit of the project.

- ⇒ Plan in advance
- ⇒ Select qualified reviewers
- ⇒ Set clear expectations
- ⇒ Keep a realistic schedule
- ⇒ Avoid additional costs and delays by submitting reviewer comments prior to any formatting (DTP) activities for printed materials or testing.

Tips for a successful translation project

In order to keep the process of buying translations a trouble-free and pleasant experience for you the client, we offer a few suggestions.



Project management

- ⇒ Plan ahead. Include translation as an element of your project and not at the end of production. This will anticipate costs and keep you on budget!
- ⇒ Have a final version of the document revised for content, before you submit it for translation.
- ⇒ Provide background information that may be useful to the translator for consistency in style and terminology. This may include previous translations, glossaries, terminology databases, published information about the product or service and the organization's website address. This information may prove extremely helpful to the project's success.
- ⇒ If the source text has illustrations, provide them to the translator. It may assist him/her to understand ambiguities in the text that otherwise may not be noticed.
- ⇒ Allow enough time for the translation to be completed, give realistic timelines.
- ⇒ Establish a contact person to answer the translator's questions. An inquisitive translator is an asset to the project.

Project information

Provide your translation Project Manager with detailed information about the project.

Source document

Write with the translation in mind, a **good source text** (well written, legible) is the first step for a good translation. Avoid jargon and keep the technical terminology consistent. For abbreviations, always include the meaning.

Target document

Remember that the text may expand in translation, you need to take this into account when writing and doing the layout. In some cases you may need up to 40% more space in the target language. If the document already exists, be prepared to adapt it and change the format to fit the new text.

Target Audience

Inform the translation provider who would be the target audience and what is the intention of the text. Do not assume the target readership for your translation will be similar to the original (level of education, cultural background, income, etc).

Use for the translation

For information (for internal use) or for publication (brochures, manuals, websites)

Required method of presentation

File format, delivery requirements, special formatting

Deadlines

Create realistic deadlines. How much time did you spend creating the original text? A translator may need the same amount of time to translate it. A translator can produce, between 1500-2500 words per day, this varies according to length, complexity, and familiarity with the source text. However a translation process that includes quality assurance measures goes beyond the "number of words" calculation.

Academic Programs - Professional Development - Certification

Events

AILIA Happy Hour

Toronto
May, 2011
www.ailia.ca

IMIA 25th Anniversary Annual Conference

Boston, MA
Sept. 30 - Oct. 2
Early bird rates available until May 13th
www.imiweb.org

Glendon College York University

Certificate in Translation
(English-Spanish)

frdirosa@glendon.yorku.ca

BA in translation
(English-French)

Certificate in Technical and Professional
Writing

translation@glendon.yorku.ca

MA in Translation

jangoh@glendon.yorku.ca

www.glendon.yorku.ca

Language Interpreter Training Certificate - LITC

180-hour Certificate program

Courses

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

Seneca College

jake.atteslander@senecac.on.ca

www.senecac.on.ca/parttime/pip-language_interpreter.html

Mohawk College

<http://www.mohawkcollege.ca/Discover/CE/carts/langint.html>

Niagara College

<http://www.niagaracollege.ca/ce/courses/Language-Interpreter.htm>

St. Clair College

http://www.stclaircollege.ca/yourweekendcollege/weekendcollege_languageinterpreter.html

Conestoga College

<http://www.conestogac.on.ca/ce/catlg/pgmdetails.jsp?ProgramCode=1188&v=0809>

Professional Certification

Association of Translators and
Interpreters of Ontario - ATIO
www.atio.on.ca

Canadian Translators, Terminologists and
Interpreters Council
www.cttic.org

Ordre des traducteurs, terminologues et
interprètes agréés du Québec - OTTIAQ
www.ottiaq.org

American Translators Association
www.atanet.org

The National Board of Certification for
Medical Interpreters
www.certifiedmedicalinterpreters.org

International Association of Conference
Interpreters
www.aiic.net

Multi-Languages Customized Workshops

- ⇒ “Guide on buying Translation Services”
- ⇒ “How to effectively work with interpreters”
- ⇒ “Standards of Practice and Code of Ethics”

\$450 per session

Free for our regular clients
(advanced booking required)

Useful links

Language Industry Association - AILIA
www.ailia.ca

International Medical Interpreters Association - IMIA
www.imiaweb.org

Healthcare Interpretation Network
www.healthcareinterpretationnetwork.ca

Language Portal of Canada
www.noslangues-ourlanguages.gc.ca

Ontario Government Terminology
www.onterm.gov.on.ca

Critical Link International
www.criticallink.org

Literary Translator's Association of Canada
www.attlc-ltac.org

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Our voice mail system:

- 1 Book interpreters
- 2 Written translations
- 3 Location, hours, website
- 0 Immediate assistance
- 222 Lola Bendana
- 223 Ann Menoudakis
- 224 Mariolga Urdaneta
- 225 Interpreters to report assignment times
- 226 Carolina Alvarado
- 227 Sergio E. Bendana

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