



Multi-Languages Newsletter

"Authentic Commitment to Quality"



CAN CGSB 131.10 Certified



NSGCIS - AILIA Certified



EN 15038 Certified

Issue 20, Fall/Winter 2012

15th Anniversary Conference on Translation and Interpreting Quality

Translation Theory and Practice: Instrumental vs. Hermeneutic Models

Lawrence Venuti, professor of English at Temple University, is a translation theorist and historian as well as a translator from Italian, French, and Catalan. He is the author of *The Translator's Invisibility: A History of Translation* (2nd ed., 2008), *The Scandals of Translation: Towards an Ethics of Difference* (1998), and *Translation Changes Everything: Theory and Practice* (2012), as well as the editor of *The Translation Studies Reader* (3rd ed., 2012). His translations include the Ernest Farrés's *Edward Hopper: Poems* (2009), which won the Robert Fagles Translation Prize.

Social Media Strategies for Language Professionals

Faith Marcel currently teaches the Language Interpreter Training Program with three Ontario Colleges: Niagara, Mohawk and Seneca. She has been an accredited French language interpreter with Interpreters Niagara-Hamilton since 2004. Faith holds a post-graduate Certificate in TESL and an MA in Linguistics from Brock University. She has been a language educator for seventeen years and over the past five years has also worked on the development and implementation of both blended and online-learning programs.

Ethics

Johanne Boucher, C. Tr. completed her Bachelor's Degree in Translation at *Université de Montréal* in 1976. Since August 2010, Ms. Boucher is Executive Director of the *Ordre des traducteurs, terminologues et interprètes agréés du Québec*. She represented AGLT at the Canadian Translation Industry Sectoral Committee. Ms. Boucher was elected President of the *Ordre des traducteurs, terminologues et interprètes agréés du Québec* in 2000. In 2004, she received the *Mérite du Conseil interprofessionnel* du Québec in recognition of her contribution to the professional status of translators in Québec. She was also vice-president of the Canadian Translators, Terminologists and Interpreters Council (CTTIC) 2002-2005, and was elected President of the Canadian Language Industry Association (AILIA) in 2004. She was named *diplômée d'honneur* by the Arts and Sciences Faculty of the *Université de Montréal* in 2010.

Terminology

Gabriele Sauberer is Director of TermNet, the International Network for Terminology (www.termnet.org) and co-founder of LICS, the Language Industry Certification System (www.lics-certification.org). Enthusiastic about quality and innovation, Gabriele is developing qualification and certification services as well as quality evaluation for the language industry. Gabriele is a graduate from University of Vienna, Austria (PhD in Slavic Languages, Bundle of Studies) and was teaching project management, diversity management and cross-cultural management at the Centre for Translation Studies in Vienna.

The Power of Personal Leadership

How to Succeed Regardless of Circumstances

Dan Perdue is President of Level 12 (www.level12.com), a leader in providing training and coaching strategies to top performers in business, sports and entertainment. Clients include Hewlett Packard, Nestle and Canadian Tire. Dan is certified in Neuro Associative Conditioning (NAC), which is the science of success conditioning and one of the most powerful strategies for conditioning your mind and emotions to behave in ways that will consistently lead you in the direction of your goals.

Revision

Louise Brunette C. Tr., C. Term., Ph.D. engaged in doctoral studies leading to her thesis on English-French Revision in Canada; she defended her thesis at the New Sorbonne University, Paris III. Her deep commitment to teaching and research, initially at Concordia University and today at the Université du Québec en Outaouais, has kept her in touch with the profession. She trains professionals in Canada and other French-speaking countries, and is also an outstandingly pragmatic researcher. She has produced several publications, particularly on revision. Her areas of expertise include the revision and post-editing of machine translation. Louise has participated in numerous committees on terminology and standardization, among others, she was a member of the technical committee that created the Canadian National Standard for Translation Services. She is certified as a translator and terminologist by the *Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ)* and is a member of the Editors' Association of Canada.

Technology - Documents in the Cloud

Lionel Tona is a graduate from Glendon College, York University (MA in Translation & Certificate in Professional and Technical Writing). Over the years, Lionel has held various positions in the public sector as a Translator, Reviser and Policy Advisor. He currently works as a freelance translator and web designer. He also teaches translation, revision and professional writing at Glendon College.

Interpreting - How to prepare and research for an interpreting assignment"

Susanne Birker-Guillen is a German conference interpreter and translator with over 25 years of experience. She received her training at Heidelberg University. She worked as a freelancer for the Commission of the European Union and the European Patents Office. Susanne has worked many international conferences including the International Summit on Nuclear Security, the G8/G20 in Toronto; regularly provides consecutive interpretation for visiting parliamentary delegations from Germany and has had assignments as diverse as the Olympic Games, live TV, etc.

For conference program with abstracts and full bios visit:
www.multi-languages.com (news-events)



Why Gamble on translation quality?



Is it worth risking quality for cost? What exactly is translation quality?

There are several factors that can compromise the quality of a translation project. Let's start with some definitions:

Quality Assurance (QA)

There are 3 elements to consider when evaluating a QA process for translation

- ⇒ Provider: physical or legal person providing the service.
- ⇒ Process: steps used to produce the Target Text (TT)
- ⇒ Product: translation itself

The assessment method is different for each element and depends on the desired outcome



Translation Quality

Degree to which the characteristics of a translation achieve the needed accuracy and fluency, fulfill the requirements of the service specifications contained in the client-TSP agreement, (which include following the specified Quality Assurance process) and is appropriate to end-user needs.

While working on a translation project, Project Managers need to keep in mind the need for **effectiveness** - obtaining the intended or expected effect; **productivity** - reaching useful results for the client i.e.. readers are ready to buy a product or use a service and **efficiency** - producing effectively with a minimum of waste, expense, or unnecessary effort*. * MIIS

Project Management Triangle

A **quality translation** should always be a priority; the project's final outcome. The well known Project Manager Triangle of "time-cost-scope" comes into play, in many instances, we can meet one of the elements at the expense of the other.



It is critical to overcome the challenges associated to the project triangle during the project execution stage. The Project manager needs to strike a balance between the three constraints so that the quality of the project will not be compromised.

Project Managers, ideally, prevent stakeholders from changing the scope of the project and maintain limits on both financial and human resources.

The publication of standards such as the CAN CGSB 131.10 and the EN 15038, have raised the bar as these standards offer a detailed account of a proper quality assurance and Project Management process, which includes a system to screen translators, revisers, reviewers and proof-readers according to their professional attributes. The Canadian Standard clearly defines and differentiates the skills, competencies and credentials required from a professional translator.

Risk and liability

Purchasers of translation services may not be aware of the **risk and liability** involved even in the simplest project.

Translation quality depends on many factors such as translator's skills, certification and expertise, TSP processes and certifications. It is essential to consider that translation is largely a human activity and partially depends on subjective factors such as translator's tiredness, retention, emotional state, concentration, etc.

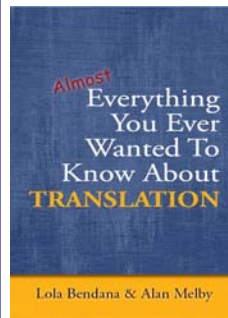
We need to take seriously the need to work with qualified professionals, perform a full comparative revision by a second translator and follow a strict QA process.

Translation mistakes pose a huge risk for organizations:

- ⇒ Financial loss
- ⇒ Legal consequences
- ⇒ Failed marketing and advertising campaigns
- ⇒ Personal damage
- ⇒ Lower translation user satisfaction
- ⇒ Misunderstanding/miscommunication
- ⇒ Damage of brand name
- ⇒ Waste of time



To conclude, when the target is a quality translation, decisions can not be made simply based on cost, selecting the cheaper provider may lead to a legal, PR and financial disaster.



Interested in Translation Quality? In the book entitled "*Almost Everything You Ever Wanted to Know About Translation*" by professor Alan Melby and Lola Bendana, one of the main topics at the core of the publication is Translation Quality, a concept in many cases misunderstood. You can obtain a free downloadable version of the book at www.multi-languages.com

On the lighter side... funny (erroneous) translations



15th Anniversary Testimonials



As part of our 15th anniversary celebration, we asked our translators and interpreters for testimonials about their experience working with us. There were too many to publish!

I can say Multi-languages Corp. ranks # 1 agency that I've been working with since 2003.

- Firoozeh Ardeshiri

One of the best companies I had the honour to work with. Distinctively professional, understanding and exceptional. It is a pleasure to deal with the company, where everyone is an expert in the field and understands all the subtleties of the business. Really exceptional.

- Karl Marx

To me, crossing paths with Lola a few years ago and working alongside her and with Multi-Languages have been an honour and a privilege. She adds an entirely new dimension to respect and inspiring others.

- Janet Luxton

Multi-Languages' commitment to quality and client's satisfaction is impressive. Its president Lola Bendana is a model of integrity, courtesy and professionalism.

- Daniel Pokorn

In my association with Multi-languages Corporation for more than a decade now, I have marvelled many a time at the distinct efficiency and professionalism - with a human touch - shown by Lola Bendana, the Director, and her staff in dealing with translation projects, interpretation assignments, professional activities, contracted associates, payment made to them and even their personal welfare if circumstances are known. Multi-languages Corporation grows and helps you to grow with them. They do it in style. It is my pleasure to wish them many more years of robust growth, remarkable progress, prosperity and fame in their service to communities using the language craft.

- Suppiah Sokkalingam

I have been working as a freelance translator with Multi-Languages for 5 years now, and it has always been an extremely positive experience. The company's high standards, dedication to its service providers and friendly staff make it undoubtedly one of the best agencies in the translation industry. Indeed, it is one of very few translation agencies that recognizes that attention and dedication to its freelancers is key to offering quality service. Keep up the great work!

- Martin Boyd

This is to acknowledge that it has been a great experience working with your organisation. I believe that the staff at Multi-Languages Corporation is one of the best in terms of professionalism, being helpful and demonstrating the best work ethics. In my work with your company I have dealt mostly with Ann and Carol, I think they are amazing people to work with.

- Omar Assaf

Great company to work with.

- Laura M. Sá

Working with Multi -Languages for over a year now, and it's one of the best agencies in GTA, and the most professional, lovable team.

Thank you.

- Dikra Abood

"Working at Multi-languages is to help caring for the world and our future"

- Rafael Alcantara

I have always had a great experience working with Multi-languages Corporation; you guys are extremely professional. When an assignment is assigned, everything is clear; when it comes to getting payments, it is the best! Being an independent professional, these things are extremely important as it saves a lot of time and I can focus on my work without being distracted.

- Neeta Desai

I have had many excellent co-operations with Multi-Languages Corp over the past 11 years. I look forward to more mutually beneficial cooperation in the future.

- Jason Wen

My experience with Multi-Languages has been a good one! I think Multi-Languages is a great Corporation; full of professional, dedicated, passionate staff and interpreters who are willing to give the best of themselves to others. One of my favourite events hosted by Multi-Languages is their Annual Conference. I consider it is one of the best of its kind; not only by providing professional development skills but personal skills as well.

- Celeste Joseph

Joining and working with your organization for all these years has been and continues to be a real pleasure. Thank you and best wishes for a prosperous future.

- Pasquale Capo

Very pleased to work with such a professional team and it is worth mentioning that cheques are on time.

- Souleiman Ali

I am so happy that I found you! All of you at Multi-languages are always so professional, courteous and friendly. I feel lucky that we have more than a great working relationship. It is great to feel appreciated all the time! And a BIG thank you for being so accommodating with different stages of my life by providing me with different types and loads of work. Will always remember how touched I was when I received a real card from you after giving birth to my baby girl!

- Judy Tsai

Working with Multi-Languages Corporation is a very gratifying experience. There is a lot of opportunity for growth, challenging projects abound and they are very professional in dealing with their contractors. They have great work ethics and always pay on time. I regard it as one of the best translation companies that I appreciate working with in all of my 18 years of work as a translator!

- Sophia Reyes-Leger

I have been enjoying working with Multi-language's, very respectful, professional, helpful, is one of the best agencies in Toronto. Wishing you more success in the future.

- Min Xu

THANK YOU! We look forward to our continuous collaboration.

Multi-Languages is the exclusive translation provider for Kontax in Canada

It is with great pleasure that we inform you about the latest developments concerning Kontax, the multilingual press release service for which **Multi-Languages** is the exclusive Translation Manager for Canada.



Kontax is a global press release service with no equivalent anywhere in the world. The Kontax database now has more than **94,000 media contacts** (journalists, newspapers, specialized journals and magazines) to which your press releases are sent, free of charge.

All the titles of Kontax press releases are automatically relayed to **Twitter**, and **Facebook**, promoting your products or services on these social networks.

Kontax has partnered with the **Infinite Latitude** network of PR agencies, enabling us to provide a complete PR service worldwide, including the design of your PR campaigns, the drafting, translation, publication, and distribution of your press releases, and automatic monitoring and feedback on their media impact.

Kontax lets you promote your products, sell your services, pick your partners, and monitor your markets – all around the world.

Available in **165 countries** and **64 languages**, Kontax allows corporate and institutional users to publish, distribute and monitor – **free of charge** – an **unlimited** number of multimedia press releases in one language, and to obtain professional translation of their press releases in any of the 63 other languages.

Users have direct contact with Kontax partner translation companies appointed in each country (**Multi-Languages appointed for Canada**) to ensure translated press releases are optimized in terms of cost and quality. All translation companies selected by Kontax have ISO 9001, EN 15038, CAN CGSB 131.10 or equivalent certification, all of them apply standard quality assurance procedures.

Distributed to journalists and social media all around the world, optimized for search engines in every country, Kontax means users can promote their products, sell their services, pick their partners, and monitor their markets worldwide.



Create your **free Kontax account today** and start to benefit from this unique service!

www.kontax.com

Events

AILIA Language Industry Showcase
November 8-9, 2012 - Ottawa
www.ailia.ca



Multi-Languages 15th Anniversary Conference
November 17, 2012 - Toronto
www.multi-languages.com



IMIA Annual Conference
January 18-20, 2013 - Miami Beach
www.imiaweb.org



For the latest news and resources on translation and interpreting we have daily postings on Facebook, also find us on.....



Join us to fight cancer!

June 8-9 2013
Team: **Riding in the Light of Hope**
Team Leader: **Patricia Sandino**



Since 2008, The Ride has surpassed all other cycling events to become Canada's most successful cycling fundraiser. Raising over \$60 million in Toronto alone, Ride funds support the work of The Campbell Family Cancer Research Institute at The Princess Margaret, one of the top 5 cancer research centres in the world.

You can join us as a rider or as a crew member.

MULTI-LANGUAGES CORPORATION

80 Corporate Drive - Suite 305 - Toronto, Ontario M1H 3G5
Tel: 416-296-0842 Fax: 416-296-0859 Toll Free: 1-800-568-8861
Website: www.multi-languages.com

Our voice mail system:

1	Book interpreters	2	Written translations
3	Location, hours, website	0	Immediate assistance
221	Kevin Gonsalves	222	Lola Bendana
223	Ann Menoudakis	224	Mariolga Urdaneta
225	Report assignment times	226	Zuley Torres
227	Sergio E. Bendana		