



Multi-Languages Newsletter

Serving the communications needs of Canada's international community



Spring/Summer 2004

Multi-Languages Award and Luncheon 2003

On December 13th, we got together for a second year for our Christmas Luncheon and Award presentation. Last year recipients were **Pasquale Capo** (Italian), **Effie Fragkou** (Greek and French), **Thevaki Krishnathasan** (Tamil), **Tho Nhan** (Vietnamese), **Kirsten Nellen** (German) and **Nancy Lai** (Cantonese). Thank you for the outstanding job done throughout the year.

This year we will have the award presentation together with the professional activity (see page 2). Thank you to all who came, it is always a pleasure to meet with you.

I would like to take this opportunity to thank Ms Kelly Taylor, Family Resources Coordinator from Bloorview MacMillan Hospital for diligently providing us with detailed feedback of our interpreter's work (every other month for 5 years!!), and to all the service providers at Bloorview for filling those forms. **Thank you.**

Services providers: we need your feedback, it helps us to improve the quality of our services.

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Effie Fragkou - Greek



Nancy Lai - Cantonese



Tho Nhan - Vietnamese



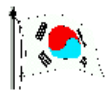
Pasquale Capo - Italian



Thevaki Krishnathasan - Tamil



Kirsten Nellen - German



Mark your calendars!

One of our clients is organizing a **Healthcare Interpretation conference.....**

How do you know your patient knows that you're saying?

Healthcare Interpretation Network and Critical Link Ontario invites you to attend the forum, workshops and panel discussions which will examine ways in which access to language services are essential to excellence in patient care, and to discuss and identify ways in which health care facilities can plan, organize and set standards for adequate and appropriate language services.

Presenters include T. Sher Singh, Barrister and Solicitor and Eric Hardt, MD, Boston Medical Center and Boston University School of Medicine.

Date: Monday, **March 22, 2004**

Time: 8 a.m. - 4 p.m.

Centre For Addiction and Mental Health Main Auditorium 250 College St.

For more information contact:

Stella Rahman at 416-535-8501 ext. 6462 or stella_rahman@camh.net.

Registration including lunch is \$100.00.

The 2001 Census data indicates that 232,780 residents of Ontario speak neither English or French, of this number 78% reside in Toronto. Language barriers may result in failure to protect patient confidentiality, to obtain consent, or properly comprehend the nature of the ailment.

Commitment to accessibility is compromised by the lack of systematic approach to the provision of spoken language interpreters in Ontario's health care sector.

Did you know that language, rather than cultural beliefs and practices of patients, may be the most significant barrier to initial contact with health services?

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Evolution of the Language: Persian

By: **Abdullah Mozaffarian. Farsi translator/interpreter**

As part of the Indo-European family of languages, Persian (Farsi) is distantly related to Latin, Greek, the Slavic and Teutonic languages, and English. This relationship can be seen in such cognates as *beradar* (brother), *pedar* (father), and *madar* (mother). It is a relatively easy language for English-speaking people to learn compared with any other major language of the Middle East. Verbs tend to be regular, nouns lack gender and case distinction, prepositions are much used, noun plural formation tends to be regular, and word order is important. The difficulty of the language lies in the subtlety and variety of word meanings according to context. Persian is written right to left in the Arabic script with several modifications. It has four more consonants than Arabic -- *pe*, *che*, *zhe*, and *gaf*--making a total of thirty-two letters.

The Persians constitute the largest ethnic component in Iran. They predominate in the major urban areas of central and eastern Iran--in the cities of Tehran, Esfahan, Mashhad, Shiraz, Arak, Kashan, Kerman, Qom, and Yazd--and in the villages of the Central Plateau. An estimated 50 to 60 percent of the population speaks Persian as a first language.

In music, poetry, and art the Persians

consider themselves--and are generally considered by other groups--as the leaders of the country. This feeling is strengthened by a consciousness of a heroic past and a rich literary heritage.

Iran has a heterogeneous population speaking a variety of Indo-Iranian, Semitic, and Turkic languages. The largest language group consists of the speakers of Indo-Iranian languages, who in 1986 comprised about 70 percent of the population. The speakers of Indo-Iranian languages are not, however, a homogeneous group. They include speakers of Persian, the official language of the country, and its various dialects; speakers of Kirmanji, the term for related dialects spoken by the Kurds who live in the cities, towns, and villages of western Iran and adjacent areas of Iraq and Turkey; speakers of Luri, the language of the Bakhtiari and Lurs who live in the Zagros; and Baluchi, the language of the seminomadic people who live in southeastern Iran and adjacent areas of Afghanistan and Pakistan. Approximately 28 percent of the population speaks various dialects of Turkish. Speakers of Semitic languages include Arabs and Assyrians.

A dialect of Persian (Farsi) which is Dari is spoken widely in Afghanistan and Tajikistan and part of Uzbekistan.

Coming events... Ideas needed

Conference on translation and interpretation for freelancers

We are in the planning stages of organizing a conference/seminar for freelance translators/interpreters. This conference will be combined with our annual Christmas party/award presentation for our regular translators (instead of having the training and the lunch as the previous years). We would like to ask you for your input as to what you would be interested in to be discussed during this event. This would be a full day activity on a Saturday (November/December) with 4-5 presentations and a panel or round table. Some themes that have come up already from some of you are:

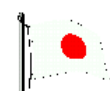
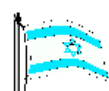
- * Certification / Quality control / Translator's Tools
- * Medical / Court / Legal interpretation
- * Networking - isolation of translators / interpreters
- * Business aspect of freelance interpretation

Please call or email us with your ideas. Thank you!!



“It is impossible to begin to learn that which one already knows.
EPICETUS

“A professional translator **only** accepts jobs that he/she is able to do with the **highest** standard of quality”



Globalization-Localization-Internationalization (GLI): the new practices in Translation Departments

By Effrossyni Fragkou

This article is an excerpt taken from an extensive study made by the author and bearing the title: *Going Global, International or Local? Translation in the new technological era: major challenges for Translators.*

Globalization as a model for economics

Nowadays, globalization has become a buzzword. Globalization is considered an economic imperative for all market operators and it is the ultimate goal towards which first or second-tier economies aspire in principle. We often hear or read about “global economy”, or the new challenges imposed by the integrated markets of the “Global Age”. At the same time, it is less commonly known that globalization is a rather confusing notion, a complicated neologism, with varied and frequently conflicting definitions.

In strictly economic terms, globalization represents a “fundamental change in the underlying structures of production and distribution within the global economy”. It has replaced the failing Fordist-Taylorist development model that dominated industrialized countries until the 1950s. This model rested upon three pillars: the factory system and mass production, the application of scientific management, and the moving assembly line. The tripartite distribution of work in the Fordist-Taylorist model resulted in a clear-cut distinction between physical labor (workers in the factory, in the assembly line, in charge of the mass production) and mental labor (those responsible for designing the product and the production scheme and for implementing the scientific management). The advent of new technologies had a twofold consequence: firstly, it blurred the distinction between physical and mental labor by emphasizing the second of these greatly, knowledge being henceforth integrated into the production process; secondly, it eliminated—to a large extent—distances, lifted barriers, and merged frontiers by promoting trade expansion, media and financial exchanges. In the light of this new economic reality, firms are asked to “invest heavily in research and development (R&D), not as a luxury or solely to gain competitive advantage, but to survive”.

Toward a more specialized definition of Globalization

Within this broad economic context of business practices, globalization has recently acquired a more limited and specialized meaning. This meaning refers mainly to new technological products (software and hardware), their sales and marketing context and practices, and is related to “the process by which a company breaks free of the home markets to pursue business opportunities wherever its customers may be located.”

According to LISA, the Localisation Industry Standards Association, “Globalization (G11n) addresses all of the enterprise issues associated with making a company truly global. For the globalization of products and services, this involves integrating all of the internal and external business functions with marketing, sales and customer support in the world market.”

What does this really mean? Globalization involves a multiple range of tasks that are indispensable to a company in order to gain crucial exposure for international business excellence. In plain English, when a company wishes to expand its products and/or services to the global market, in other words to “go global”, it has to adapt its products, the relevant documentation, the Web site and the whole sales management to the needs of the end-user, i.e. the final destination. The traditional way of “going global” was to maintain local offices in every country and part of the world where a company would operate. This is no longer the case. Maintaining a local representative office has proven to be an expensive operation.

The revolution of putting it to the World Wide Web calls for the internationalization of products. Internationalization is one of the main components of the services offered by Globalization Solution Providers. In order for a product to become “global”, it first needs to be made “international”. According to LISA, “Internationalization (I18n) is the process of generalizing a product so that it can handle multiple languages and cultural conventions without the need for redesign. Internationalization takes place at the level of program design and document development.”

In other words, for a product to be used locally—whether it is a track lift (and its user guide), a face cream or a software or hardware item—it needs to respect several linguistic and cultural conventions that would make it accessible to every local market and appealing to prospective customers. When this product is launched, advertised, and supported on-line, i.e. through the Internet Web sites have to be conceived in such a way that they reflect the multilingual, multicultural and multifunctional specificities of the different target audiences to which the producer is reaching out.

The next logical step is to localize a product. LISA defines localization as follows: “Localization (L10n) involves taking a product and making it linguistically and culturally appropriate to the target market where it will be used and sold”. What one may find confusing is the relationship between L10n and I12n. Although, at first glance, they appear to refer to the exact opposite function, in reality one precedes the other in the chain of hierarchy. Internationalization aims at making the product culturally and technically “neutral” and consequently easier to localize. The shorter the localization step is, the faster the product will reach the markets and the lower the adaptation cost will be. In other terms, the time-to-market is improved, which translates into financial benefit for the producer. According to LISA, “internationalization has now reached a point where major software publishers can release 30 or more different localized versions within a month or two of the original version, a process known as ‘sim-ship’ (short for “simultaneous shipment”).”

Globalization refers to all business practices, financial and technological means, as well as the network of service providers thanks to which a wide range of products—mainly those that are related to and generated by new technologies—become available to an increasing number of customers all over the globe via their adaptation to the specific needs and expectations of “local consumers”. In this sense, globalization embraces and constantly refers to localization and internationalization, as well as to translation, the latter being a significant and constantly growing component of globalization practices.

From the traditional translation agencies to the new Multi-language Vendors (MLV)

New technologies raise the stakes in terms of type of products and formats in which these items are introduced to the public. A new era of technological achievements has modified traditional trade as far as products and distribution methods are concerned. Localizers recognize that the biggest challenge of conquering new markets is to “view materials in [the consumer’s] native language”. This involves translation or technical writing services. It is worth noting, however, that, although network communication, presentation and adaptation are increasingly important in capitalizing on global markets, not all companies realize the hidden potential of an effective globalization and localization project. Some of them end up opting for solutions that hamper their product effectiveness by minimizing long-term profits from “going global”. A bad Web site, with inconsistencies in terminology and considerable differences in the message conveyed from one language to the other, can be a commercial weapon that backfires.

New age providers are also known by the name of Multi-Lingual Vendors (MLV). Multilingual products and preparations are at the core of their activities. Translation occupies a pivotal place within the globalization/localization process.

- Translation is one of the major pillars of the localization process.
- Translation goes beyond the sterile transfer from one language to another. Translation is not a word for word equivalence. It involves more than looking words up into the dictionary.
- Translation serves to overcome cultural barriers. This is a very interesting point since it invalidates all theoretical discussion as to the *foreignization* or the *domestication* of translation. From the point of view of the localization practice, the translation has to be target-language oriented; it has to appear *indigenous*, to sound *natural* to the ears of the target-reader; it has to enhance *acceptance* of the target audience, in other words it has to be considered not as a translation but as a text written originally in the target-language.
- Translation is viewed as a cultural product. Although the product promoted is a commercial one, the electronic means that convey the commercial message and, ultimately the product itself, have a distinctive cultural dimension. Translation is called upon to maintain this specificity or even to create a “cultural identity” for the targeted audience. Localization uses a number of buzzwords that refer to this central idea: cultural fit, cultural integration [of Web sites], cultural transformation, cultural adaptation; cultural migration, culture-specific best-practices, culturally appropriate; cultural barriers [overcome], cultural bias [eliminate]; cultural assessment of content, cul-

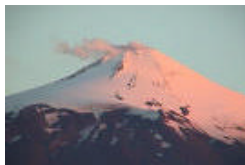


Country profile: Chile

By: Jose Borgeño - Spanish translator and interpreter

Chile ("Where the land ends" in Aymara) -- a long and narrow ribbon of land on the extreme south western coast of South America, facing the Pacific Ocean and backed by the Andean Mountain range -- is bordered by Peru, Bolivia and Argentina. It has two outposts in the Pacific (Easter and Juan Fernandez Islands) besides Antarctica.

Discovered by the Spaniards (1535), it took them about three centuries to conquer and colonize the nation up to its formal independence from Spain (1818), becoming a **republic** with a **presidential regime**.



Volcano "Villarica"

Being as long (~ **4,000 km.**) as Canada is wide, the country has an ample range of geographic regions (the northern Atacama desert, the central agricultural heartland, the dense forests and grazing lands in the South). Likewise, there is a variety of climates (extreme dry heat in the North, Mediterranean-type in the centre and rainy or freezing cold in the South) as well as diverse landscapes (desert, snow-covered volcanoes, tranquil lakes and forests, windswept glaciers and temperate beaches) which have lately bolstered the tourist industry.

It is a land (~**760,000 km²**) of abundant natural resources -- minerals, agricultural and forestry products, fishmeal and hydroelectric power -- which mainly exports copper, fruits and vegetables, wine, pulp, paper and wool. Industry contributes around 34% of Gross Domestic Product (GDP) and employs close to 30% of the working population, whereas agriculture accounts for about 11% of GDP and gives employment to nearly 23% of the working force. The rest can be attributed to the service sector.

Chile's population (~**15 million**), mostly **urban, Spanish-speaking and 90% Catholic** with one third residing in **Santiago**, the Capital, is ethnically homogeneous: Over three quarters are Mestizos (a mixture of Spanish and Amerindian) and most of the rest is made up of other settlers or their descendants (British, German, Italian, Irish, Yugoslav, Chinese). Close to 7% are native Indians (Mapuches, Aymaras, Polynesians). The country's middle class is quite large compared to many other Latin American countries.

Democratic stability has prevailed in Chile since its independence, with a few notable disruptions: A brief armed conflict in 1830; the civil war lost by President **Balmaceda** (1890); Ibanez' dictatorship (mid 1920's) and the violent overthrow of Allende's Popular Unity government (1973) followed by a 17-year-long military dictatorship.

The world's first democratically elected Socialist Government, headed by **Salvador Allende**, came to power in 1970. After the partial implementation of a platform of radical socio-economic changes, the government started facing a growing opposition from the right wing forces which, amidst great political turmoil, toppled the government in a bloody USA supported coup wherein Allende himself met his death (1973).



Soccer -- the most popular sport

For most Chileans, the **General Augusto Pinochet** dictatorship -- one of the most brutal in Latin America -- represents a black page in the nation's history. During its rule, a systematic and massive violation

of human rights and freedoms took place. A neo-conservative economic model devised by Milton Friedman, characterized by the privatization of public enterprises and services, uncontrolled prices, strict salary freezes, reductions in government spending and the inflow of corporate transnational capital with no strings attached within an unbridled free-market system, was put in place.

Despite the economy had a short cycle of vigorous growth, but still at the expense of repression and socio-economic inequities for most people, the anti-Pinochet forces began to gain gradual strength against a weakened, discredited and internationally isolated dictatorship, being forced -- following its defeat in the 1988 referendum -- to hold presidential and congressional elections in 1989. A few years ago, the dictator was detained in Great Britain and brought back to Chile to face the Courts which found him unfit to stand trial due to dementia.

Since that time, democracy has been restored and three Presidents gained access to their posts through free and fair elections: **Patricio Alwyn, Eduardo Frei Ruiz-Tagle and Ricardo Lagos**, all of them supported by the "Concertacion", a left of centre coalition wherein the Christian Democrats and Socialists prevail. Some of their achievements are: The release of political prisoners; Constitutional reforms; investigation of human rights violations; legalization of all banned political parties; freedom of speech, the press and association; Labour Code reforms; increased civilian control of the Armed Forces; etc. Moreover, numerous initiatives have been taken to improve the lot of the most vulnerable sector of society. Chile also joined the North American Free Trade Agreement (NAFTA) a few years ago.



"La Moneda" Presidential Palace

The economy -- still guided by Friedman's model -- has had quite a good performance record in the first period of the Concertacion rule with an average rate of growth of 8% per year and a **per capita Gross Domestic Product (GDP)** of around **US \$12,500**. Nonetheless, the nation's wealth continues to be inequitably distributed and the gap between the rich and the poor has increased dramatically. In fact, about the richest 10% of the population receives around 50% of the National Income (NI), whereas 90% earn the other half. Close to 22% of the population is below the poverty line and unemployment remains stubbornly high at almost 10%.

However, all in all the Chilean people can now "breathe freely" and fully enjoy the many blessings of their land.

Sources Consulted:

Allende's Chile, Edward Borstein (1982); **Chile and Easter Island**, Alan Samagalski (1990); **Chile: A Country Study**, Library of Congress (2004); **El Desaforado**, Eduardo Contreras (2003); **Pinochet in Picadilly**, Andy Beckett (2002); **The World Fact Book**, CIA (2003); **papers** written and **notes of presentations** made by this Profile's author (1974 to 1993).