**Fall 1999 Report**

**ATSA Founded**

Translation Studies, which has existed as an independent field of academic study and research in many countries, including England, France, Germany, Spain, Holland, Israel, Canada, and Brazil, among others, has only existed in cyberspace in the USA.

At the most recent meeting of the American Translators Association in Hilton Head Island, South Carolina, Edwin Gentzler (UMass Translation Center), together with translation studies scholars Marilyn Gaddis Rose (SUNY Binghamton), Doug Robinson (University of Mississippi), Gregory Shreve (Kent State University) and others held the first meeting of the new organization, the **American Translation Studies Association**.

Gentzler, Robinson, and Gaddis Rose presented papers in a panel titled "Building a Community of Translation Scholars in the USA." The talk was attended by nearly 50 translation teachers throughout the USA, many of whom work in individual language departments, who were interested in joining the new organization.

A conference is tentatively being planned for 2001 at Kent State University, with a second conference in 2003 to be held at UMass Amherst.

**International Visitors Program Expands**

The Translation Center has become a crossroads for international visitors in translation. Six distinguished guests gave lectures in our International Visitor Series program during the past year, including:

- **Michael Cronin** (Dublin, Ireland), "The Broadest Way Immarginable: Globalization and Translation in Ireland"
- **Susan Bassnett** (Warwick, England), "Translation and Postcolonial Studies"
- **Jin Di** (Tianjin, China): "Conflicts and Harmony: Joyce's *Ulysses* in Chinese"
- **Monika Adamczyk-Garbowska** (Lubin, Poland), "V.B. Singer's Linguistic Personas: English, Yiddish, Polish" (co-sponsored with the Center for Jewish Studies)
- **Edson Lopes** (Minas Gerais, Brasil), "New Trends in Interpretation Studies"
- **Lin Kenan** (Tianjin, China), "Stendhal's *Le Rouge et le Noir* in China" and "A History of Translation Studies in China"

The series has been loosely based around issues of translation and power. The quality of the talks have been so good that Edwin Gentzler and Maria Tymoczko (Comparative Literature) are editing the contributions into an anthology to be published next year.
International Trade Council plans Third Annual Conference

The Translation Center appears to be slated for a key role in the fall 1999 Pioneer Valley International Trade Council (ITC) Annual conference, to be held at the Log Cabin Conference Center in Holyoke sometime in the fall.

The topic for the meeting will be the "Twenty-First Century Economy – The Promise and Perils of the Global Marketplace." Speakers include Daniel J. Szostkeiwicz, Mayor of Holyoke, and York May, Senior Vice President, American Saw and Manufacturing Company in East Longmeadow.

The Translation Center has been asked to host a workshop on "Getting Your Company's Export Message Heard and Understood around the World." Edwin Gentzler will be the moderator, and several regional companies with whom the Center has worked will be participating.

Edwin Gentzler has been an active member of the International Trade Council for the last two years. Other UMass members include Marta Calas (SOM) and Maryelise Lamet (International Programs).

Court Interpretation 2000 Proposal

At the request of the Trial Court of the Commonwealth of Massachusetts, Lee Edwards, Dean of the School of Humanities and Fine Arts, and Edwin Gentzler, Director, Translation Center, have proposed a new 18-hour post-graduate Certificate in Court Interpretation. Highlights of the proposal called Court Interpretation 2000 include:

- One year program of six sequential courses.
- Begins with a course in Mass Law and ends with a summer internship in the Mass Courts.
- Available via distance learning at UMass Amherst and Boston

The proposal responds to a request by the Trial Court to develop a program that would increase the pool of qualified interpreters in the state and increase the percentage of those passing the Certification Exams. The goal is to help improve the delivery of justice in the Commonwealth and to provide jobs for UMass graduates in the language programs.

Portuguese Interpretation Exam Completed

After two years of hard work, the Translation Center has completed the written and two oral Certification Exams in Portuguese-English Court Interpretation for the Trial Court.

The written exam includes sections on synonyms, prepositions, grammar, legal terminology, idiomatic expressions, and written translations. The oral exams include sections on sight translation, simultaneous, and consecutive interpretation.

Those working on the exam included the authors Rita Monteiro, Lecturer at UMass Dartmouth, and Frank Fagundes, Professor and former Court Interpreter from the Spanish and Portuguese Department at UMass Amherst. Lilian Feitosa, graduate student of Comparative Literature, worked on the oral exams. The University's Academic Instructional Media Services, directed by John Stacey, helped with the production, and Corinne Cline, Visiting Professor of Court Interpretation, managed the production.
Business News: A Record-breaking Year

During the last year, the Translation Center had it most successful year ever, providing over $225,000 in translation and interpretation services for businesses, governments, social service agencies, hospitals, schools and private individuals. Highlights of some of our work include:

Glowing Results

OmniGlow Corporation, located in West Springfield, MA, has turned to the Translation Center since June of 1998 for help in introducing its products to French and Spanish-speaking countries. OmniGlow is the world’s largest producer of glowing chemical light products. They manufacture over 100 different products including their traditional Glowstick, novelty items, safety preparedness, and products designed for military and agricultural uses. Anyone attending an evening event such as a concert, fair, or carnival will have seen the glowing necklaces and lightsticks; a sample of what OmniGlow has to offer. We have translated many of the sell sheets and instructions for their Glowsticks, novelty items, and even some of the products designed for military and agricultural use. You can "check-out" their website at http://www.omniglow.com.

Radio World

Radio World, part of the IMAS Publishing Group, began broadcasting some two decades ago. According to their web page, http://www.imaspub.com, "IMAS publications are written by and for audio and video professionals. Radio World is the only monthly radio tabloid publication written in Spanish and Portuguese serving all of Latin America." For the past 18 months, Radio World and IMAS Publishing have routinely looked to the Translation Center for help in translating their articles from Spanish and Portuguese into English.

Selected new clients include:

- American Computer Innovators (Amherst, MA)
- Chez Joseph (Agawam, MA)
- Kollmorgan (Northampton, MA)
- Mass. Rehabilitation Commission (Boston, MA)
- Monadnock Media (Miller's Falls, MA)
- National Technology Systems (Acton, MA)

Selected returning clients include:

- Americraft Carton (Lowell, MA)
- Baystate Medical Center (Springfield, MA)
- Children's Hospital (Boston, MA)
- Cooley Dickinson Hospital (Northampton, MA)
- EF Englishtown (Cambridge, MA)
- General Electric Company (Pittsfield, MA)
- Hampshire College (Amherst, MA)
- JPS Elastomerics Corp. (Holyoke, MA)
- Law Offices of Kevin Murphy (Springfield, MA)
- Mass Mutual International (Springfield, MA)

- Newton-Wellesley Hospital (Newton, MA)
- Sisters of Providence Health System (Springfield, MA)
- Ultrasound Diagnostic School (Springfield, MA)
- UniCare (Springfield, MA)
- Visiting Nurse Association (Northampton, MA)

- Mercy Hospital (Springfield, MA)
- Norfield Associates (West Springfield, MA)
- Northfield Mt. Hermon School (Northfield, MA)
- OmniGlow Corporation (West Springfield, MA)
- Radio World International (Fall Church, VA)
- Sohre Turbomachinery, Inc. (Ware, MA)
- UMass Extension (Amherst, MA)
- UMass Medical School (Worcester, MA)
- U. S. Fish and Wildlife (Hadley, MA)
- U. S. Social Security Office (Springfield, MA)
Probably the question most frequently asked the Translation Center staff has to do with the quality of machine translations—for the Internet, for email, for in-house communication. In general, unless you are translating a telegram or a weather report, the machines are not very helpful. While some companies claim to be 75% accurate and above, that still means one mistake every four words. Here is an example from folksinger Christine Lavin looking at the title of her song "Please Don't Make Me Too Happy" translated by the AltaVista automated translation software and then translated back into English:

French: Please Not Return Me Too Happy
German: Please To Me Do Not Go Back Too Lucky
Italian: I Pray To Me Not To Go Behind Too Much Fortunate
Portuguese: I Pray Me Not To Go Too Much Behind Fortunate
Spanish: I Request To Me Not To Go Too Much Behind Lucky Person

While we use certain computer tools, such as terminology databases and spelling checkers in various languages, we have found at the Translation Center that quality translations depends upon humans who know well the language and the cultural contexts in both the target and the source languages.

Without knowledge of the local culture and idiomatic usage, translation can be a tricky territory. One-to-one transfers often do not work. Here are some samples of North American business slogans in other languages, or a lesson in how not to translate:

Coors' slogan "Turn it Loose" in Spanish reads as "Suffer from Diarrhea."

Chevy's "Nova" in Spanish means "It Doesn't Go."

The phonetic characters for Coca-Cola in Chinese mean "Bite the Wax Tadpole." Coca-Cola later changed to characters that mean "Happiness in the Mouth."

Pepsi's slogan "Pepsi brings you back to life" in Chinese means "Pepsi brings your ancestors back from the grave."

Clairel's "Mist Stick," a curling iron, means "Manure Stick" in German.

The Translation Center has been asked by several companies to check the translations of their slogans to be sure that there are no derogatory connotations in the translation that may not be immediately apparent. For more translation jokes, see http://www.total.net/~prems/Jokes.

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**Gentzler gives keynote address in Spain**

Edwin Gentzler, Director of the Translation Center, traveled to Vic, Spain (Catalonia), in May 1999 for the III Jornades de Traducció to deliver the closing plenary address titled "Translation Studies and Translation Training for the New Millennium."

Other distinguished speakers included Lawrence Venuti (USA), Theo Hermans (Belgium), Sherry Simon (Canada), Gideon Toury (Israel), Rosemary Arrojo (Brazil), Christiane Nord (Germany), and Michael Cronin (Ireland). Eugene Nida (USA) gave the opening plenary address.

Translation and Interpretation Studies are booming in Spain in general and in Catalonia in particular. New presses are publishing both new and canonical works in literary translation; Catalonia Radio, TV, and Film companies are translating and adapting many shows for Catalonian audiences; and businesses and governments are increasingly making their services available in multiple languages.
This just in from the Export Massachusetts E-List: The latest figures for the number of people using the Internet worldwide are in. Here are the top language communities in cyberspace:

English - 128 million (99 million in the USA)
Japanese - 19.7 million
German - 14 million
Spanish - 9.4 million
French - 9.3 million
Chinese - 7.0 million
Dutch - 4.4 million
Korean - 4.3 million
Swedish - 3.6 million
Italian - 3.3 million

The Translation Center has been translating more web pages of recent, including Internet pages for EF Englishtown, RE/MAX International Real Estate, and the Division of Employment and Training (DET). If you would like your web pages translated, please feel free to contact us. To subscribe to the Export Massachusetts E-List, contact export-massachusetts@iab-world.org.

As new immigrants arrive in the state, the demand for competent interpreters is ever changing. In the recent months, the Pioneer Valley has seen the arrival of Kosovar refugees, fueling a demand for those who can speak Albanian, Bosnian, Serbo-Croatian, and Macedonian. We have been called upon by the Baystate Medical Center to aid in developing a screening exam for interpreters in Albanian.

In continuing our service to populations already in the area, we are routinely called upon by the Social Security Administration to provide interpreters for Disability Hearings; most notably in Vietnamese and Russian. Our relationship continues to develop with Norfield Associates, an insurance adjustment company located in West Springfield. Their needs are most often met with Spanish interpreters.

We are also pleased to announce that working relationships have been established with Berlitz International and Wordnet (located in Acton, MA) to provide interpreters in this part of the state.

South Hadley, Massachusetts resident, Mr. Jack Clarke, has been a frequent visitor to the Translation Center. He is working closely with Yanti and Thomas Zschocke, who thus far have translated into English official documents, letters, and book excerpts from German and Malay. Mr. Clarke is in the midst of researching events surrounding Swiss cooperation during the Japanese occupation of Malaysia during World War II. In particular, he is researching the history of the H.R. Arbenz family during that time. The Arbenz were Swiss citizens living in Singapore. Mr. Arbenz was an architect and Honorary Swiss Consul from 1929-1944. The history thus far has evolved much like a thriller novel; replete with political cover-ups, international intrigue, and mystery.

Edwin Gentzler's book, Contemporary Translation Theories, (London: Routledge, 1993) was recently translated into Italian by Maria Teresa Musachio as Teorie Dell Traduzione (Torino: UTET, 1998). Negotiations are in progress for the book to be translated into Chinese as well.