Translation Center Expands Services

As communication channels change in this new global order, companies marketing their goods and services internationally are increasingly taking advantage of the new technologies. To respond to this demand, the Translation Center has expanded their services, adding software programs and project managers to facilitate software localization and Internet translation.

**GE Executive Training Websites**

General Electric Plastics, located in Pittsfield, Massachusetts, has turned to the Translation Center to translate their new executive training policies into Spanish, French, Portuguese, Italian, Dutch, Japanese, Korean, and Chinese. General Electric has offices all over the world, and executives need specific training in the laws and employee practices in the specific countries.

In the past, the company would send trainers to the specific sites to train executives. Now, in an award-winning educational program designed by Evangeline Casey in Legal Operations at GE Plastics, executives can log in at any time to their training website and participate in interactive programs that bring them up-to-date on local laws, customs, ethics, and environmental policies in a particular country. The new website training program will improve performance and greatly reduce training costs.

The Translation Center has worked with General Electric in the past on several projects, including the translation into Chinese, Japanese, and Korean of their renowned Six Sigma employee training manuals.

**Software localization for Barco**

Barco, an international graphic arts and an electronics tooling systems manufacturer with headquarters in Gent, Belgium, and offices in Ludlow, MA, has contracted with the Translation Center to localize its software for cardboard box design into German, Spanish, and Italian.

The project involves both translation of the software CDs and the user manuals. To facilitate this project, the Translation Center has acquired Déjà Vu as a terminology management tool and Corel Catalyst for its localization features. Language Partners International has helped the Center design the computer-aided translation and project management tools to complete the project.

Al Lasota, quality control manager at Barco, has decided to contract with the Translation Center to consolidate its translation needs, making communication and training easier.

Barco earns over 50% of its income from the sale of translated products, showing the high return for Barco's investment in translation services.
Translation News

The big news in translation circles is President Clinton’s reference to translation in his recent State of the Union address of January 27, 2000, in which he said, “Soon, researchers will bring us devices that can translate foreign languages as fast as you can speak.” While this has led to a lot of press recently about translation in national newspapers such as the Washington Times and journals such as Wired magazine, the response of those in the profession has been cool.

In the May 2000 issue of the ATA Chronicle, for example, an Ad-hoc Committee for Translation Awareness, made up of translators, interpreters, and researchers, has addressed a letter to President Clinton, pointing out how misleading his statements are. However “smart” machines will become, they will never approach the quality nor creativity offered by translators.

President Clinton and others think that international communication will be made easy by machines in the near future. In fact, many investment organizations are divesting from machine translation, finding the results not worth the money. Instead, they have recently shifted toward training humans to work with computers, allowing the translator to choose whether to use a standard expression or to invent a new phrase.

The Translation Center is part of that process, training students in the new technologies to improve international communication. In fact, our translators are increasingly entrusted to make more decisions regarding international communication, as we take advantage of the knowledge, cultures and languages. This newsletter should bring you up to date on our most recent activities. We hope you will enjoy it, and we hope you will consult us with your next translation project.

Selected new clients include:

Bayer Diagnostics (Tarrytown, NY)
C&S Wholesale Grocers (Brattleboro, VT)
Corrigan Communications (Newton, MA)
Dana Farber Cancer Inst. (Boston, MA)
David L. Babson and Co. (Springfield, MA)
Disability Law Center (Boston, MA)
Girl Scout Council, Inc. (Leeds, MA)
Grosvenor Academy, (Nassau, Bahamas)
Hampden Hampshire Housing (Springfield, MA)
Lego Dacta (Enfield, CT)
Lado International College (Washington, DC)
Market Street Research (Northampton, MA)
Mascon, Inc. (Woburn, MA)
Museum Institute for Teaching Science (Boston, MA)
Old Sturbridge Village (Sturbridge, MA)
Skinner-James Communications (Watertown)
Sjogren Industries (Oxford, MA)

Selected returning clients include:

American Saw (East Longmeadow, MA)
Amercifit Carton (Lowell, MA)
BASF Bioresearch Corp (Worcester, MA)
Baystate Medical Center (Springfield, MA)
Berlitz Interpreters (Washington, DC)
Children’s Hospital (Boston, MA)
Cooley Dickinson Hospital (Northampton, MA)
EF English (Cambridge, MA)
Harvard Translations (Cambridge, MA)
JPS Elastomerics Corp. (Holyoke, MA)
Kollmorgen (Northampton, MA)
Kollmorgen (Northampton, MA)
Law Offices of Kevin Murphy (Springfield, MA)
Lightspeed Production (New Salem, MA)
Mass Mutual International (Springfield, MA)
Mercy Hospital (Springfield, MA)
National Evaluation Systems (Amherst, MA)
Norfield Associates (West Springfield, MA)
Northfield Mt. Hermon School (Northfield, MA)
OmniGlow Corp. (West Springfield, MA)
Pioneer Valley Planning Com. (W. Springfield, MA)
Radio World International (Falls Church, VA)
Sohre Turbomachinery, Inc. (Ware, MA)
Sisters of Providence Health System (Springfield, MA)
UMass Donohue Institute (Hadley, MA)
UMass Extension Services (Amherst, MA)
UMass Medical School (Worcester, MA)
UniCare (Springfield, MA)
U. S. Fish and Wildlife (Hadley, MA)
U. S. Social Security Office (Springfield, MA)
W.F. Young, Inc. (Springfield, MA)
Lego Online - Worldwide

In one of the more fascinating translation projects at the Translation Center, we have recently been translating Lego ROBOLAB and CAD projects into a variety of European and Asian languages.

Designing and making is applying knowledge and skills . . . using technology to create something from an idea.

Lego Dacta, Inc., headquartered in Denmark with offices in Enfield, CT, offers a variety of toys and educational products, most of which involve design and building.

ROBOLAB is a computer Lego product that allows the building of cities and transportation projects. CAD is a software product that allows students to explore imagination and design using 3-D manipulation. Students can create their own LEGO model animations, exporting their designs to their desktop publishing programs or to the Internet.

The Translation Center translated files into Spanish, French, Portuguese, German, Chinese, and Japanese. Many of the files had to be sent using Adobe's Portable Document Format (PDF) files, using Adobe Acrobat, to ensure compatibility with the manufacturer.

Translation Center co-sponsors
MMIA Annual Conference

The Translation Center, together with Beth Israel Deaconess Hospital, Boston Medical Center, Brockton Hospital, and several other hospitals, helped co-sponsor the third annual national conference of the Massachusetts Medical Interpreters Association (MMIA) entitled “Building Skills for the New Millennium” held in October, 1999 in Boston, Massachusetts.

Edwin Gentzler, Director of the Translation Center, and Yvon Lamour, a Haitian Creole translator, presented a panel on “New Developments in Written Translation” at the conference. The keynote address was delivered by Howard K. Koh, Commissioner of the Massachusetts Department of Public Health. The conference was well attended by most of the 600 members of the MMIA and active translators and interpreters in the Boston hospitals and health clinics.

The Center also co-sponsored and exhibited at the New England Translator's Association (NETA) Annual Exhibition and Conference, held in April, 2000, at Boston College. Exhibitors included translation agencies, booksellers, educational organizations, and software companies. Tom West, President-elect of the American Translators Association (ATA) gave the keynote address. For more information about NETA, contact their website at netaweb.tripod.com.
International Visitors Programs Expand

The Translation Center continues to be a crossroads for international visitors in translation. In the past year, the Center hosted its first research fellow, two student interns from the Netherlands, and several international visitors who made presentations. Highlights include:

Adriana Pagano (Professor of English and Translation, University of Minas Gerais, Brazil) spent her sabbatical year at the Center researching translation in Brazil and Argentina during the 1930s - 1950s. She gave two talks: the first on “Fiction as a Source of Translation Theory in Latin America: Julio Cortázar’s Manuals and Model-Kits” and the second on “Translation and the Mass Media.” Dr. Pagano also consulted on several projects in Portuguese and Spanish at the Center and assisted in quality control.

Rajeev S. Patke (Professor of English, National University of Singapore) gave a talk on “Translation as Metaphor: The Poetry of Agha Shahid Ali.” Co-sponsored by the Asian Studies Program, the English Department, and the Five College Seminar for Literary Translation. His talk will be published in the forthcoming issue of the Five College Seminar on Literary Translation’s journal Metamorphoses.

Else Vieira (Professor of English, University of Minas Gerais, Brazil) spent time doing research on the Brazilian Diaspora in Massachusetts at the Translation Center and gave a talk on “The Fictional Turn in Translation Studies.”

Linda Zisquit (Professor of Poetry, Hebrew University Rothberg School and gallery owner, Artspace Gallery, Jerusalem) gave a talk on “Poet Translating Poet: The Sacred and the Demonic in Yona Wallach.” Co-sponsored by Judaica and Near Eastern Studies and the Five College Faculty Seminar on Literary Translation.

Alexis Levitin (Plattsburgh State University of New York, translator of Brazilian authors such as Eugenio de Andrade and Clarice Lispector) gave a talk on “Translators at Work: The Nitty Gritty.” Co-sponsored by the Spanish and Portuguese Department and the Latin American Studies Program.

jakleen Jansen and Willemijn Van Logchlem (students from the School of Translation at the Hogeschool Maastricht, Holland) interned at the Center during the spring semester 2000 learning all aspects of the translation vending business and assisting with Dutch and German translations. They took two courses at the university and spent 20 hours/week working at the Center.

Mini-conference set for Translation and the Renaissance

The Translation Center together with the Massachusetts Center for Renaissance Studies will be hosting their first mini-conference on Translation and the Renaissance on Saturday, October 21, 2000. The keynote speaker will be Michel Garneau, playwright and translator from Quebec, Canada, author of over 40 plays and translator of writers such as Shakespeare, Lorca, and Orton. His translation of Macbeth into Quebecois has been internationally acclaimed, some critics calling it as “equally powerful” as Shakespeare.

Other guests for the conference include Margaret Hannay (Sienna College) speaking on “Translation and Transformation: Mary Sidney and Elizabeth Richardson Discourse on Life and Death,” Roger Kuin (York University, Toronto) on “Sir Philip Sidney and Translations,” Anne Lake Prescott (Barnard College) on “Tales of a ‘Right Englishwoman’: Marguerite de Navarre’s Heptameron Crosses the Channel,” and Marios Philippides (University of Massachusetts, Amherst) on “Translations, Forgeries, and Paraphrases, 1453-1480: The Fall of Constantinople.” The conference will be held at the Renaissance Center, 650 East Pleasant St., Amherst, Massachusetts. The conference begins at 9:00 am and continues throughout the day. To register, call the Renaissance Center at 577-3600; admission is free and open to the public. Lunch will be provided for everyone in attendance.
Translation Center Expands Educational Programs

The Translation Center is non-profit, and all income is invested in education and research. We are pleased to announce the following course offerings:

**CompLit 391M: Medical Interpreting and Translating.** Lecture and lab. Memory building, terminology building (anatomy, pediatrics, dental, labor, internal, orthopedics, cardiology, AIDS, neurology), role-playing, consecutive interpreting, and sight translation. Texts by Mikkelsen, Larson, plus selected journal articles. Taught by Julie Burns, member of the Massachusetts Medical Interpreters Association (MMIA) and former lead trainer at Harvard Pilgrim Health Care Center. Available via distance learning in Boston and Amherst, Massachusetts. Continuing Education credit available. Next session spring semester 2001.

**CompLit 393T: Theory and Practice of Translation.** (for undergraduate students). Workshop for literary and nonliterary translators. Some theory, lots of practice. Texts by Bassnett, Lefevere, Holmes, Weisbort. Several short assignments, plus one final project. Taught by either Professor Maria Tymoczko or Professor Edwin Gentzler. Next session fall semester 2002.


**CompLit 593T: Translation Techniques and Technologies.** (for advanced undergraduate and graduate students). Seminar and lab. Readings with discussion, experiments with latest technology, practice in lab. Texts by Samuelsson-Brown, Robinson, plus several journal articles. Several mini-assignments plus one final project. Taught by Professor Edwin Gentzler. Next session spring 2001.


The Translation Center, together with the Department of Comparative Literature, offers a Master of Arts in Translation Studies. This degree program is designed as a separate track of the M.A. in Comparative Literature. It involves both theory and practice of translation, and has a strong cultural studies component. Additional courses in translation and interpretation are offered periodically. For more information, see our web page www.umass.edu/transcen/masters.html or contact the Center at (413) 545-2203.
Gentzler delivers keynote in Cork, Ireland

Edwin Gentzler, Director of the Translation Center, gave the keynote address at a conference on "Translation and Language Training" held at the Coláiste na hOllscoile Corcaigh (University College Cork) in Cork, Ireland, September 23-25, 1999. Gentzler’s paper was on "Translation Studies and Language Training: Friends or Foes?"

While pointing out old hostilities between language teaching and translation, Gentzler was quick to point out that the future of language training will involve interdisciplinary initiatives, and that translation studies could offer new perspectives and opportunities. Language trainers in Ireland, the United Kingdom, and Europe attended the conference.

Gentzler also traveled to the University of Miami, Florida, in November, 1999, to give a special lecture to the College of Arts and Sciences on "Translation, Postcolonialism, and Power." The graduate students in the Department of Foreign Languages and Literatures, who have funds each year to bring one distinguished scholar to give a public lecture, invited Gentzler. Former speakers in the series have included Frederick Jameson and Edward Said.

Daniel Martin Returns to Translation Center

After a five-year hiatus, the Translation Center is pleased to announce that Professor Daniel Martin from the French and Italian Department will again be offering his popular interpretation courses. The courses are Interp 397C (cross-listed as French 481), Techniques of Consecutive Interpretation, and Interp 397D (cross-listed as French 482), Techniques of Simultaneous Interpretation.

The classes will be taught Tuesdays and Thursdays from 2:30 – 3:45 pm in the Foreign Language Resource Center, Herter 19, beginning in the fall semester 2000. They provide an introduction to the interpreter’s profession. The class is a lecture with lab practice and provides intensive practice translating orally from French and Spanish into English. Professor Martin is tri-lingual in French, Spanish, and English.

Professor Martin (with professor emeritus of comparative literature Warren Anderson) is one of the co-founders of the Translation Center, which began in 1979. Martin was also instrumental in establishing the interpreter’s language lab, complete with a soundproof booth and earphones, to help students learn the craft. It is one of the only such facilities in the Northeast.

For more information about the courses, please contact the Translation Center at (413) 545-2203.
TOPICS IN TRANSLATION – MULTILINGUAL MATTERS

Edwin Gentzler, Director of the Translation Center, with Susan Bassnett, Director of the Center for Comparative and Cross-Cultural Studies at the University of Warwick, UK, also serves as editor of the Topics in Translation Series for Multilingual Matters, one of the leading publishers of translation and second language acquisition in the world, with offices in the United Kingdom, Chicago, and Toronto.

The press publishes a full range of texts reflecting the range of ongoing research in translation, from the theoretical to the practical, including work in cultural studies, history, literary, computers, and computer-assisted translation. Translation Studies, as a discipline in its own right, has evolved along with the practice of teaching and training translators, resulting in some exciting new publications which are now available.

Recent publications include Geoffrey Samuelsson-Brown’s A Practical Guide for Translators (1998), Leo Hickey’s The Pragmatics of Translation (1998), Jonathan Corbett’s Written in Language of the Scottish Nation (1999), and Jón Karl Helgason’s The Rewriting of Njáls Saga (1999). Helgason is a recent graduate of the Comparative Literature Department at the University of Massachusetts.

For more information on the series, contact www.multilingual-matters.com.

The Translation Center has joined forces with the Five College Faculty Seminar on Literary Translation to ensure the future of the literary translation journal Metamorphoses. Thalia Pandiri, Classics Professor at Smith College has been named editor-in-chief, and Edwin Gentzler, Director of the Translation Center, has been named to the Editorial Board, which includes faculty from the Five College area and distinguished translators such as Richard Wilbur. The journal was founded by Laszlo Tikos, former Director of the Translation Center, who recently retired after having served seven years as the journal's editor-in-chief.

The journal includes original translations of poetry and prose, as well as an occasional essay on the theory and practice of translation. The Translation Center provides a small grant to help offset publication costs and assists with technical matters in multilingual word-processing and desktop publishing. The Center’s two interns from Maastricht, Holland, helped with layout of the recent Swedish issue (Volume 8, Number 1, Spring 2000), guest edited by Eva Claeson. The Center also helped supervise the internship of Lauren Ciancio, a student from Smith College, in preparing the Fall 2000 issue. This forthcoming issue contains an essay by Rajeev Patke, a speaker in the International Visitors Series at the Center; translations of the Pakistani poet, Faiz Ahmed Faiz, by Agha Shahid Ali from the English Department at UMass; and translations of Shahid’s poems into Hebrew by Comparative Literature PhD candidate Yehudit Heller.

An upcoming issue will focus on translation for theatrical production, guest edited by Kiki Gounaridou and Ellen Kaplan from Smith College. Issues on underrepresented African and South Asian languages are in the works. Submissions should be sent to Thalia Pandiri, Editor-in-Chief, Metamorphoses, Wright Hall 222, Smith College, Northampton, MA 01063. Email: tpandiri@sophia.smith.edu.