



Translation Center News

The Translation Center
19 Herter Hall
University of Massachusetts
Amherst, MA 01003

Tel: 413-545-2203
Toll Free: 877-77U-MASS
Fax: 413-577-3400
<http://www.umass.edu/transcen>

Issue 5
Spring 2005

University of Massachusetts
Amherst



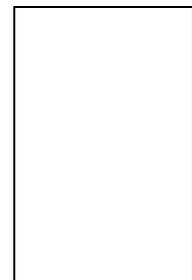
TRANSLATION CENTER NEWS

Translation Center Wins Pollie Award

The Translation Center, working with a company called The Campaign Network in Boston, won a “Pollie Award” for the best Bilingual/Foreign Language mail. The piece was developed for the Felix Rosado campaign for City Council in New York City.

In January 2005, at its annual conference in Washington, DC, the American Association of Political Consultants (AAPC) Conference announced the winners of its Pollies, the highest award for the political consulting industry. The fact that the Translation Center was competing with the various companies that produce pieces for the presidential campaigns makes the victory more significant.

The Campaign Network/Translation Center flyer was titled “Faith, Family, and Hard Work/: The Felix Rosado Story,” or in the Spanish “Fe, Familia, y Trabajo Duro: La Historia de Felix Rosado.” The Translation Center used a functional approach, focusing primarily upon the intended Latino audience, and used a strategy aimed at communicated the Rosado’s message which include information on his family and faith as well as his position on political issues.



Translation Center Partners with Attorney General

Translation Center has provided translations of several consumer advice documents in Spanish and Portuguese for the office of Tom Reilly, Attorney General of Massachusetts. These publications were distributed in Massachusetts to inform residents of changes in laws or alert them to potential abuse.

Translation projects include a brochure on Medicare Reform and a guide on Workplace Rights and Responsibilities. A bigger (and fun) project involved translating a 2004-Calendar geared towards the elderly. Each month on the calendar featured a potential problem/abuse elderly residents could face and offered tools and resources on how to combat it.

In addition to providing translation services, the Center used desktop publishing programs to provide camera-ready copy and worked closely with the client’s printing company to get the final product ready. In order to obtain publications in Spanish or Portuguese, contact them at the website at www.ago.states.ma.us.



Translation of GE Websites Expands



In 2002 the Translation Center tackled its largest project ever: the translation General Electric’s E-learning Environmental, Health, and Safety (EHS) website into 15 languages. The project is now has progressed nicely over the last two years, and the GE website is up and running, with new trainings being posted each month.

Each language contained over 120,000 words or written text, and each website also had narrations, requiring translations and audio recordings. The E-learning website is up and running, with new trainings being added and older ones being updated on a regular basis. Because of its success, the word is spreading around GE various enterprises of the company’s close affiliation with the Translation Center. New projects include the translation of environmental programs into eight languages for GE Corporate in Fairfield, CT, the translation of training documents for GE Power Systems in Schenectady, NY, and the translation of management documents for GE Plastics in Pittsfield, MA.

Center Subtitles WGBY/Step-up Springfield Programs in Spanish and Vietnamese

In recent months, the Translation Center has completed two subtitling projects for WGBY-Springfield. The first was to provide subtitles in Spanish and Vietnamese of the Step-up Springfield program, which is a regional campaign to help get the community more involved in the education of all children, including language minorities. Businesses adopt schools and offer internships, church groups provide after school programs, and individuals server as tutors. Many special events are held on a regular basis.

The second translation project involved one such special event. Bill Cosby came to Springfield and gave a talk at Symphony Hall, which was recorded and rebroadcast with Spanish subtitles to the Springfield community. The translation involved several levels, first a literal translation and finally a later stage making sure that the humor was not lost in the process. Bill Cosby and the University of Massachusetts are great supporters of the Step-up Springfield program. For more information, contact <http://www.stepupspringfield.org/>.



TRANSLATION IN THE U.S. NEWS

FBI Lacks Qualified Translators

The Washington Post reports that the FBI has hundreds of thousands of hours of counter-intelligence recordings collected since 9/11 that have not been translated. A report released in September by the Justice Department indicates that more than one-third of counter-terrorism tapes are not translated within the first 12 hours.

Despite increased funding for translation services, including training translators and new services and devices, the United States still has problems recruiting and retaining qualified translators. The report indicated that 24 percent of wiretaps are not being followed. Often the tapes are deleted before they are ever translated.

The Justice Department report stated that over 370,000 hours of tapes had not yet been translated. The FBI currently employs more that 1200 translators, an increase of over 300 from before 9/11. It spends \$70 million annually on language services, compared with \$21 million in 2001.

New US Rulings Require More Translation

New judicial rulings and legislation in the United States require more translations. For example, Title VI of the Civil Rights Act prohibits discrimination against any citizen based upon "race, color, or national origin." In 2000, the Office of Civil Rights issued a policy guidance against national origin discrimination, which included all people with no English or limited English proficiency. For more information see the U. S. Department of Health and Human Services and the Office for Civil Rights website at <http://www.hhs.gov/ocr>.

In addition, new laws such as the Sarbanes-Oxley Act require translations of audit proceedings of all international business units. Private and public firms providing services to the federal government, or receiving federal funds, will have to comply. For example, in 2001 Massachusetts passed the Emergency Room Interpreter Law. The new law requires that all hospitals, public or private, which provide acute care, either in emergency rooms or in acute psychiatric situations, when treating non-English speakers, must provide competent interpreter services.

The Translation Center, together with several organizations around the state, including the Massachusetts Immigrant and Refugee Advocacy Coalition, the Babel III Coalition, and the Massachusetts Law Reform Institute lobbied hard to get the bill passed. For more information, please see the Mass.gov website at <http://www.mass.gov/dph/media/2001/pr0626.htm>

TRANSLATION CENTER EDUCATION NEWS

Center Hosts Two Iraqi Fulbrights

The Translation Center is proud to announce that during the academic years 2005-07, it will host two Fulbright scholars from Iraq. The two visitors are Abdul Mohamad from Kufa Al-Najaf (150 miles SW of Baghdad) and Revan Hedo from Baghdad.

Abdul Mohamad has been teaching translation in the English Department at the University of Kufa for over ten years. He will be researching translation and journalism, focusing on political metaphors. Mohamad will work at the Center for one year, auditing courses, attending translation events, and studying the media coverage of the presidential election in English and in Translation.

Revan Hedo is a student who will be enrolling in the MA program in Translation Studies, completing his studies in 2007. He has a BA in Translation and Interpretation from the University of Al-Mustansiriyah in Baghdad. He is interested in

the impact of globalization on translation and its relation to the Sapir-Whorf hypothesis (the impenetrability of different languages and cultures).



Abdul Mohamed with President Bush



Iraqi Fulbrights with Colin Powell

Mohamad and Hedo are part of a group of 20 Fulbrights from Iraq to the United States this year and are the first delegation of Iraqi Fulbright scholars to the United States in over 15 years. You may have seen them on CNN, Fox, and various other news organizations. They have visited the White House and have been welcomed to the US by Colin Powell, who calls their visit a "historic renewal of exchanges."

Two New Translation Courses Offered in 2005

Because of the growing MA in Translation Studies Program, both Professors Maria Tymoczko and Edwin Gentzler have designed new courses which were offered in the 2005 academic year.

Gentzler designed a new course titled "Advanced Translation Technology" for those students who were demanding more training in the ever changing technology. The course covered project management, html, Internet authoring and file-sharing, translation memory and databases, and subtitling. The course content was student driven, and most time was spent learning translation memory tools and subtitling with computer tools such as SDLX and SoftNi.

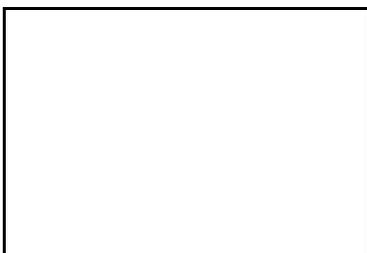
Tymoczko's new course was titled Translation, Ethics, and Ideology for students who wanted more theory. Students discussed the ethics of translation in relation to language, culture, and ideology, focusing on issues of translation and power, in particular postcolonial relations. The course enjoyed one of the largest enrollments of any of the graduate translation seminars, with over 17 students participating.

TRANSLATION CENTER EVENTS

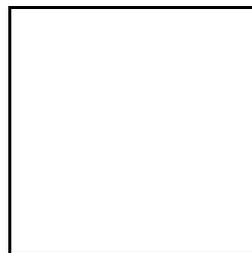
American Translation Studies Association (ATSA) Conference a Big Success

During the weekend of March 26-28, 2004, the Translation Center at the University of Massachusetts Amherst hosted the second American Translation Studies Association (ATSA) Conference under the title "Translation Studies in America: Theory, Research, Training, and Technology." The event was a big success, with over 120 scholars coming from all over the United States as well as several foreign countries, including China, Spain, Germany, Israel, Canada, and Mexico.

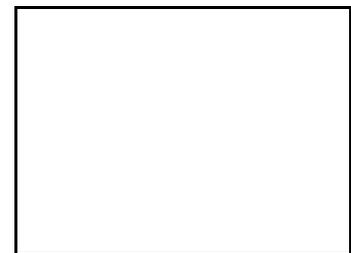
Edwin Gentzler, as Director of the Translation Center, and Geoff Koby (Kent State), as President of ATSA, gave the opening addresses. Keynote speakers included Suzanne Jill Levine (UC, Santa Barbara), R. Radhakrishnan (English, UMass Amherst), Else Vieira (University of London), and Maria Tymoczko (Comparative Literature, UMass Amherst).



Robbie Schwartzwald (UMass), Denise Merkle (Moncton, Canada)



Geoff Koby, (Kent State), President ATSA



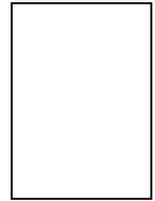
Albrecht Neubert (Germany), Geoff and Brian Baer (Kent State)

Several faculty members at UMass Amherst served as moderators for various panel discussions, including Frank Hugus (German), Robbie Schwartzwald (French), Martin Holman (Asian), Jim Hicks (Comparative Literature) Daphne Patai (Portuguese), Laszlo Dienes (Comparative Literature), and Bill Moebius (Comparative Literature), who also gave a short paper on the history of translation studies at UMass Amherst. Several students in the English Department and Comparative Literature also gave papers, as well as had a chance to exchange ideas with graduate students from Kent State and Binghamton Universities. Translation is clearly thriving at UMass Amherst.

INTERNATIONAL VISITORS

Laura Salmon, Nuria Amat, and Peter Bush Speak in International Visitors Series

The Translation Center's International Visitor Program is in full swing, with Laura Salmon (University of Genoa, Italy) kicking off the 2005 series with a talk on "Translating as a Matter of Faith, Ideology, and Ethics." Laura Salmon is an Associate Professor of Translation Theory and of Russian at the University of Genoa. As a literary translator from Russian into Italian she has published over 25 books, including translations of Lev Tolstoy, Ivan Turgenev, and Sergey Dovlatov. She is the author of *Teoria della traduzione: Storia, scienza, professione* (Milan: Antonio Vallardi, 2003)

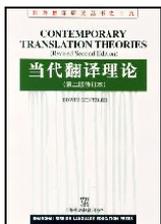


Nuria Amat

The Center also hosted Nuria Amat (novelist Spain/Catalunya) and Peter Bush (translator, UK), who spoke on Nuria Amat's new novel *Reina de América*. The translation *Queen Cocaine* by Peter Bush was released in March 2005 by City Lights. Amat's other novels include *El país del almazas* (Seix Barral, 2001) and *Reina de América* (Seix Barrell, 2002), and whose poetry includes *Amor infiel* (Babelia, 2005), containing versions of poems by Emily Dickinson. Bush is a former Professor of Literary Translation at the University of East Anglia and former Director of the British Centre for Literary Translation

LECTURES AND PUBLICATIONS

Gentzler Returns from Lecture Tour of China



Edwin Gentzler, Director of the Translation Center, successfully completed a three city tour of China, speaking in Chongqing, Shanghai, and Beijing. In Chongqing he spoke at the CACSEC (Chinese Association of Comparative Study in English and Chinese) Conference, giving a talk on "Translation Studies and the World: Today and Tomorrow." In Shanghai, he spoke at the All-China Doctoral Forum at East China Normal University speaking on "Translation Studies as a Multinational and Multitheoretical Discipline."

The trip culminated in Gentzler's delivering the keynote address at Fourth Federation Internationale de Traduction (FIT) Asian Translators Forum held at Tsinghua University in Beijing.

Gentzler's talk at the Asian FIT symposium was on "Translation, Metaphor, and Cognition: How Newness Enters a Culture." Scholars attended from all over Asia, including China, Korea, Japan, Indonesia, and Australia. Not coincidentally, Gentzler's book *Contemporary Translation Theories* was issued in a special Chinese Edition, published by the Shanghai Foreign Language Education Press.

The Translation Center
19 Herter Hall
University of Massachusetts
Amherst, MA 01003

104826

Nonprofit Organization
U.S. Postage
PAID
Permit Number 2
Amherst, MA



The Translation Center, 19 Herter Hall, University of Massachusetts. Amherst, MA 01003-9312
Tel: 413-545-2203; Toll Free: 877-77U-MASS; Fax: 413-577-3400; <http://www.umass.edu/transcen>