



ITIA BULLETIN

October 2006

In This Issue

■ Editorial.....	2
■ New Members of the ITIA	2
■ News4linguists	3
■ Invitation to book launch	3
■ Turnover of €1m for Word Perfect	3
■ Interpreting service means business	4
■ Recent RIA report focuses on interpreting.....	4
■ New Website combines controlled language and MT technology.....	5
■ Public Seminars of the Mellon Programme, UCL	5
■ Conferences, Calls & Courses.....	6
■ Contacting The ITIA.....	8

Irish Translators' & Interpreters' Association
Cumann Aistritheoirí agus Teangairí na hÉireann

19 Parnell Square, Dublin 1, Ireland
Tel.: +353-1-872 1302 Fax: +353-1-872 6282
Email: [itiasecretary\(a\)eircom.net](mailto:itiasecretary(a)eircom.net) Web: www.translatorsassociation.ie

■ Editorial

Dear Readers,

In this month's issue, there is an article on a new business venture in the U.S. that offers interpreting services over the phone between customers and businesses. In global business, the idea that consumers should have the freedom to conduct affairs in their mother tongue is gaining currency. With this, more jobs in interpreting and translation are being created. This is only good news for qualified translators and interpreters if businesses are opting to employ the best and not the cheapest labour going. The battle for recognition of quality translation/interpretation skills is ongoing and never has it been more pertinent.

Enjoy!

Elizabeth Hayes
Editor ITIA Bulletin

ALEKSANDRA SZWEDA
17 Ozalid House
1 Camden Place, Camden Wharf
Cork
Tel: (086) 3141511
Email: szwedaa(a)yahoo.com
POLISH to and from English
medical, legal
Interpreting: bilateral

MARGIT WEYRAUCH
Old School House
Carnaghan, Inch Island
Co Donegal
Tel: (074) 9360717
Email: margitweyrauch(a)eircom.net
ENGLISH from German
literature

Corporate Member

MIRORA INTERNATIONAL TRANSLATIONS AND LANGUAGE CONSULTANCY LTD
1st floor Riverhouse
21/23 City Quay, Dublin 2
Tel/Fax: (01) 6708802
Email: info(a)mirora.com
Web: www.mirora.eu
Contact: Mr Can Yildir
Turkish language: translation, localisation, language consultancy, desktop publishing

■ New Members of the ITIA

The ITIA welcomes the following new members...

Ordinary Members

RU Aidhrí Breathnach
60 Priory Avenue
Blackrock
Co Dublin
Tel: (087) 9289417
Email: ruaidhribreathnach(a)yahoo.ie
ENGLISH/IRISH from Spanish and French
literary translation, music websites

Carmel Crossan M.A.
Shannagh
Mohill, Co Leitrim
Tel. (086) 4008453
Email: carmelcrossan(a)yahoo.com
ENGLISH from German
technical, software, literature

Malgorzata KroczeK
20 Lintown Avenue
Johnswell Road
Kilkenny City, Co Kilkenny
Tel. (056) 7790980
Email: polonoos_info(a)yahoo.ie
Website: www.polonoos.com
POLISH to and from English
technical, marketing, scientific
Interpreting: bilateral

Joining the ITIA

The *Irish Translators' & Interpreters' Association* is always delighted to welcome new members to the Association. There are five categories of membership:

- ◆ Ordinary
- ◆ Professional
- ◆ Corporate
- ◆ Concession (undergraduate & senior citizen)
- ◆ Honorary

Ordinary membership is open to anyone with an interest in translating or interpreting. *Professional membership* is for those who meet strict criteria set by the professional membership committee of the ITIA and which is part of the drive to raise the status of the profession in the European market.

Corporate membership is for firms and agencies associated with the profession while *concession membership* is for undergraduate students engaged in third level language and/or translation studies and senior citizens. Finally, *honorary membership* is intended for national and international persons who have distinguished themselves in our professional field.

For more information on how to join as well as for the relevant application forms, visit the ITIA website at: www.translatorsassociation.ie

■ News4linguists –

A BLOG FOR THE LANGUAGE AND TRANSLATION INDUSTRY

Readers may be interested in a new blog providing information for those working in the language and translation industries. News4linguists features sections devoted to 'Language News' and more specifically 'Translation News'. And also features details on sponsored publications (including, very usefully, local purchasing options). All news articles are archived and are open to comment – here are some current features:

- Spanish Translation Leader Launches Executive Spanish Schools Directory
- Inability to translate letters from and to terrorists due to lack of translators
- Veritas Challenges L-3 for \$4.6 Billion Iraq Translation Job
- Zimbabwe: Mutoko Prosecutor, Interpreter Accused of Soliciting Bribe

News4linguists can be found at <http://news4linguists.blogspot.com/>

John Kearns

■ Invitation to book launch

You are cordially invited to the launch of 'Language from Below: The Irish Language, Ideology and Power in 20th Century Ireland' by Dr Caoimhghin Ó Croidheáin (more information at <http://gaelart.net/lfbpage.html>). Professor Michael Cronin, CTTS, DCU, will be the guest speaker.

Thursday 16th November 2006 at 8.30pm

Sult, (upstairs)

Bull and Castle, (beside Jurys Inn)

Christchurch,

Dublin

Supported by Foras na Gaeilge. Looking forward to seeing you there!

Tugtar cuireadh duit bheith i láthair ag lánseáil de leabhar nua *Language from Below: The Irish Language, Ideology and Power in 20th Century Ireland* leis an Dr

Caoimhghin Ó Croidheáin (níos mo eolas ag <http://gaelart.net/lfbpage.html>). Deanaidh an tOllamh Mícheál Ó Croinín, CTTS, Ollscoil Chathair Bhaile Átha Cliath, an lánseáil.

Dé Deardaoin, 16 Samhain 2006 ag 8.30 p.m. ag Sult.

Bull and Castle, (in aice le Jurys Inn)

Teampall Chríost,

BAC

Ag súil le sibh a fheiceáil ann! Urraithe ag Foras na Gaeilge

■ Turnover of €1m for Word Perfect

Dublin-based translation company, Word Perfect, has said its turnover is to exceed €1m this year, largely on the back of the demands from State bodies for language services.

Word Perfect Translations, set up five years ago, now has 2,000 translators/interpreters on its books and says three-quarters of its business is now from the public sector.

The demand for translation/interpreting services has rocketed over the last few years in tandem with the growing immigrant population in Ireland. The courts and Gardaí particularly have substantial use for translation/interpreting services in light of the enlarged non-national population.

The joint managing director of Word Perfect Translations, Olga Gashi, said the company has grown to a 24-hour operation with four offices around the country as a result of the rise in demand for translation services.

The company has recently won a contract with the Refugee Legal Service which is estimated to be worth in the region of €600,000 depending on the flow of immigrants, said Ms Gashi.

The demand for translation/interpreting services is highest for Russian, Polish and Lithuanian - although translators and interpreters are also needed for more diverse languages such as Zulu and Swahili, among others.

■ Interpreting service means business

A new interpreting service has recently been launched in San Francisco which aims to connect immigrants who have limited English to businesses via an interpreter. The service, called 'Your World. Your Language.', is a collaboration between telecom giant AT&T and language services provider Language Line Services. San Francisco was chosen as the launch pad for this service because a full 45.7% of its residents speak a language other than English in their homes. The service is expected to go U.S. wide.

If the service takes off, then it could be a very lucrative investment for businesses involved. After all, the 45.7% of San Francisco residents whose mother-tongue is not English are consumers with strong purchasing power (Asian American buying power, for example, is expected to reach \$454 billion by 2007). According to the marketing website for *Your World. Your Language.*, multicultural consumers are 4 times more likely to be brand-loyal so it certainly makes sense for businesses not to underestimate the market potential in immigrant communities. In very large cities like San Francisco, it is possible for immigrants in the larger communities to live their lives without ever really learning much English. With that in mind, this service should have long-term viability as it is not necessarily the case that customers will use the service for a few months and move on. Those who do not need to learn English as a priority could become loyal users of the service.

...it is possible for immigrants in the larger communities to live their lives without ever really learning much English

Customers wishing to use the service dial a toll-free number and request the language and service they require. An operator connects them to both the interpreter and the required business whereby a three-way interpreted conversation ensues. The cost of the call is entirely covered by the business and is approximately \$15 for a ten minute conversation. There are currently 8 languages being covered by the service – Cantonese, Mandarin, Japanese, Korean, Russian, Spanish, Tagalog and Vietnamese.

Customers can avail of services such as banking, insurance, telephone, healthcare, credit cards and internet provision.

Customers, however, need to be aware of exactly what they are being offered. Not many companies have signed up to be part of Your World. Your Language. so there is not much choice for customers. If one is relying on this service, shopping around for an insurance quote, for example, is not going to be possible until more businesses get on board. As with everything, the buyer must beware.

■ Recent RIA report focuses on interpreting

Adam Maguire of the Sunday Business Post wrote about a new report published by the Royal Irish Academy on the subject of interpreting and multi-lingualism. The report by the Royal Irish Academy (RIA), which was released on European Languages Day (September 26th), called for the introduction of a national advisory body to regulate interpreters and encourage more Irish people to become multi-lingual.

'Interpreters will not always be top-of-the-range people who have the expertise we need because they're not properly trained,' said the report's co-author, Pól Ó Dochartaigh, chairman of the RIA's modern language committee. Ó Dochartaigh said that poor translation could lead to vital information being omitted in hospitals and the courts.

'You could easily get a situation where people get a stiffer sentence than they would have otherwise and in a worst-case scenario I suppose you could find someone being found guilty when in fact the mitigating circumstances might have led to their acquittal,' he said.

■ Next Issue of the ITIA Bulletin

The next issue of the ITIA Bulletin will be out in November 2006. If you have any contributions, suggestions or scandals that you would like to share with over 980 subscribers worldwide, send them to Elizabeth Hayes at [elizabeth.hayes7\(a\)mail.dcu.ie](mailto:elizabeth.hayes7(a)mail.dcu.ie).

■ Subscribing to the ITIA Bulletin

To subscribe, simply send an Email to [itia-ezine-subscribe\(a\)yahoogroups.com](mailto:itia-ezine-subscribe(a)yahoogroups.com)

To unsubscribe, simply send an Email to [itia-ezine-unsubscribe\(a\)yahoogroups.com](mailto:itia-ezine-unsubscribe(a)yahoogroups.com)

O Dochartaigh called for a new system to be introduced similar to one used in Germany where an interpreter cannot operate in a court unless they have a recognised qualification. He argued that this would ensure that interpreters were representing individuals properly. The report criticises the lack of regulation and the shortage of interpreters in Ireland.

post-edited translations that are based on draft machine translations.

Uwe Muegge

Terminologist at Global Translation Solutions, Medtronic
<http://intranet.medtronic.com/translations/home.html>

...there's too much of this old belief that the whole world speaks English so you don't need anything else...

He also feels that our deficiency in languages as a nation could have a negative effect on the country's economic success in a global market.

'You have declining numbers taking up French, German and Spanish, never mind any other languages, and what we need is a change of attitude,' he said, 'there's too much of this old belief that the whole world speaks English so you don't need anything else. If the Irish want to make an impact in the export market, they're going to have to learn languages.'

The report also found that 2,500 fewer students studied a language at Leaving Certificate level in 2005 than in 2001, while during the same period the points required for language-based courses at third level did not increase at the same speed as for other subjects.

■ New Website combines controlled language and MT technology

CLOUT – 'CONTROLLED LANGUAGE OPTIMIZED FOR UNIFORM TRANSLATION'?

I would like to draw readers' attention to a new translation website I have recently launched: <http://www.muegge.cc/>. This site uses a controlled language (my own Controlled Language Optimized for Uniform Translation (CLOUT) rule set) in combination with a free MT service (Google translation tools) in order to make website content available to visitors who do not speak the language in which source documents are published. The site also illustrates the usability of machine translation for professional translators to produce a) quick and dirty (and cheap) translations for information only, or b) standard and even publishable

■ Public Seminars of the Mellon Programme, UCL

OLD AND NEW MODELS OF TRANSLATION

Organised by Sameh Fekry Hanna, UCL Mellon Fellow in the Humanities

Wednesdays 2pm-4pm. All welcome.

1 November 2006

"Primitive Poetry"? Native American Texts in Ethnographic Translation

Speaker: Dr Kate Sturge, German and Translation Studies, University of Aston

Venue: Council Room, Wilkins Building, UCL Main Campus

22 November 2005

Translating the Political Aesthetics of Oral Literature
Speaker: Dr Roger Hewitt, Centre for Urban and Community Research, Goldsmiths College

Venue: Old Refectory, Wilkins Building, UCL Main Campus

6 December 2006

Translation and Cultural Identity: Translation as an Act of Resistance

Speaker: Professor Kamal Abu-Deeb

Department of the Languages and Cultures of Near and Middle East, SOAS

Venue: Council Room, Wilkins Building, UCL Main Campus

Full details

www.ucl.ac.uk/mellon-program

■ Conferences, Calls & Courses

ITI Professional Development Course

The aim of the course is to help participants develop the professional skills needed in the world of translation. The course will endeavour to cover all aspects of freelance work and will show participants how to apply the information imparted in their professional life. The majority of tutors are successful professional translators and interpreters; all tutors are experts in their field.

The course takes place at weekends, and will be held in two UK cities: London and Manchester. It will be given in English; participants who translate into other languages are welcome.

Course Dates

	London	Manchester
Module 2 – Subject knowledge	4 & 5 November 2006	18 & 19 November 2006
Module 3 – Business practice	3 & 4 February 2007	3 & 4 March 2007
Module 4 – IT and the Internet	31 March & 1 April 2007	14 & 15 April 2007
Module 5 – Personal development	5 & 6 May 2007	19 & 20 May 2007

Each module lasts two days. Participants must attend both days – approx. 12 hours per module.

Course venues:

London: University of Westminster, 309 Regent Street, London W1B 2UW.

Website: www.wmin.ac.uk (for information on venue location and transport).

Manchester: YHA Manchester (Youth Hostel), Potato Wharf, Castlefield, Manchester, M3 4NB;

Website: www.yhamanchester.org.uk (for information on location and transport).

Course fees: inclusive of handouts, lunch and break refreshments, inclusive of VAT.

Full course: £765 for ITI members £855 for non-ITI members

Fees per module: £170 for ITI members £195 for non-ITI members

Priority will be given to applicants for the full course, but it is possible to enrol for individual modules.

Each participant will receive a certificate of attendance for each module and a Grant & Cutler discount voucher for use in their London bookshop or with book orders by post.

First International Forum of Translation/Interpreting and Activism University of Granada, Spain. April 28-30 2007.

In an attempt to respond to the growing interest within and beyond the academic field of translation studies in the role played by translators and interpreters in redressing the injustices of an increasingly polarised and conflictual society, this 1st International Forum aims to provide a platform for initiating debate on the urgent issue of translation/interpreting and activism among scholars, trainers, practitioners and civil society actors. The following themes are particularly relevant in this context:

- ◆ What aspects of the politics of translation have been considered so far in translation studies, and how adequate are the perspectives from which they have been approached? What paradigms and models frame translation as a political practice and translators as political actors?
- ◆ Are there productive models developed in social theory, particularly in the study of social movements and activist communities, that can offer theoretical and methodological insights in translation studies?
- ◆ What politically engaged initiatives are emerging in the translation and interpreting field across contexts (civil society, training institutions, private and public labour market)? To what extent do these initiatives respond to the need for an ethically oriented approach to translation and interpreting?
- ◆ How are issues of volunteering, status, professionalism and quality, among others, addressed across contexts?
- ◆ How can an ethical dimension be integrated in training, in the labour market and in the profession as a whole?
- ◆ What kind of institutions, organisations and groups depend on the political commitment of translators and interpreters in order to function politically, and how do they use translation and interpreting? Who undertakes translation and interpreting tasks in order to meet the needs of activist and advocacy groups?
- ◆ What interests, beliefs and/or social factors mobilise translators and interpreters, individually or collectively, to work for or against specific institutions, i.e. in the service of particular political agendas? What kind of dynamics shape the interaction between translators/interpreters and those they service in these contexts? To what extent do the strategies used differ from those in less politically engaged translation and interpreting tasks?
- ◆ How do professional associations, training institutions and communities of translators and interpreters view the involvement of translators and interpreters in political and social movements? What kind of discourse do scholars, trainers, practitioners and activists generate in relation to the growing activist profile of various groups of translators and interpreters? What is the nature of the dynamics of collective and personal discourse in this context?

Languages

Translation and interpreting will be provided in English and Spanish. This forum considers that linguistic diversity encourages participation. Therefore all possible efforts will be made to attain effective communication among speakers of other languages.

Key dates

Deadline for submitting Abstracts (approx. 500 words) and short presentation (no longer than seven lines) on your academic and/or activist background and work can be sent by email to tradint(a)correo.ugr.es by the 30th October 2006. Notification of acceptance of abstracts: 4th December 2006

Contact

Juan López Cortés and Eloísa Monteoliva García
Facultad de Traducción e Interpretación
Universidad de Granada
Calle Buensuceso, 11
18002 Granada, Spain
Email: tradint(a)correo.ugr.es Web: <http://www.translationactivism.com>

■ Contacting The ITIA

Irish Translators' & Interpreters' Association
Cumann Aistritheoirí agus Teangairí na hÉireann

Address: 19 Parnell Square, Dublin 1, Ireland
Telephone: +353-1-872 1302
Fax: +353-1-872 6282
Email: [itiasecretary\(a\)eircom.net](mailto:itiasecretary(a)eircom.net)
Web: www.translatorsassociation.ie

ITIA BULLETIN

Editor: Elizabeth Hayes
[elizabeth.hayes7\(a\)mail.dcu.ie](mailto:elizabeth.hayes7(a)mail.dcu.ie)
Layout: Jody Byrne

To subscribe to the *ITIA Bulletin*, send an Email to [itia-ezine-subscribe\(a\)yahogroups.com](mailto:itia-ezine-subscribe(a)yahogroups.com)
To unsubscribe, send an Email to [itia-ezine-unsubscribe\(a\)yahogroups.com](mailto:itia-ezine-unsubscribe(a)yahogroups.com)

ITIA COMMITTEE - 2004/2005

CHAIRPERSON	Annette Schiller
HONORARY SECRETARY	Mary Phelan
TREASURER	Miriam Watchorn
EDITOR TRANSLATION IRELAND	Vacant <i>Guest Editor: John Kearns</i>
EDITOR ITIA BULLETIN	Elizabeth Hayes
PRESS OFFICER	Vacant
PMSC	Máire Nic Mhaoláin
	Bassia Bannister
	Ruth Bracken
	Michael Friel
	John Kearns
	Miriam Lee
	Iarla Mac Aodh Bhui
	Marion Winters
	Giuliana Zeuli
CO-OPTED (ITD)	Cormac Ó Cuilleanáin
CO-OPTED	Bernadette Moynihan

■ ITIA Resources for Translators

The *Irish Translators' & Interpreters' Association* has compiled a series of useful information leaflets for translators and interpreters - both members and non-members alike. These leaflets are available from the ITIA website at www.translatorsassociation.ie.

- ◆ *The Translation Profession*
- ◆ *Joining the ITIA*
- ◆ *Ordinary Membership Application*
- ◆ *Professional Membership Application*
- ◆ *Database Entry*
- ◆ *Code of Practice*
- ◆ *Background Information*
- ◆ *Translation Services in Ireland*
- ◆ *Admission Criteria*
- ◆ *Recommendations on Rates*
- ◆ *Professional Indemnity*
- ◆ *Advertising*
- ◆ *Interpreting*