



ITIA BULLETIN

February 2010

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Irish Translators' & Interpreters' Association
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■ Editorial

Dear Readers,
Welcome to the February edition of the ITIA Bulletin.

Last year was a difficult one for the Irish Writers' Centre (home of the ITIA) and as the Arts Council refuses funding for a second year, the staff in the IWC faces further hardships and appeals to supporters for help. See the article below by John Kearns.

In this issue we feature an article by Judy Jenner on building relationships with direct clients. In the current economic climate and with the ongoing problem of low rates being paid to translators (see article by Jody Byrne below), it is important to build long-term relationships with customers and Judy gives some advice on how to run your small business successfully.

As usual, please contact me with any interesting stories, comments or announcements.

Gosia Emanowicz
Editor ITIA Bulletin
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■ Arts Council Refuses IWC Funding for a Second Year

At the start of February the Irish Writers' Centre (the headquarters of the ITIA) learned that it was to be refused Arts Council funding for a second year in succession.

The news came as a major blow to those of us who have been working to reinvent the Centre and to keep it alive following the first funding cut announced in December 2008. Throughout 2009 the Board and staff of the IWC – working entirely voluntarily – have addressed the criticisms from the Arts Council that led to the grant being withheld for 2009. In September last year a group of interns was taken on to assist in the running of the Centre; from September to December the IWC hosted 55 separate events. The Centre is now open from morning to night, Monday to Saturday (and occasionally Sunday) and hosts not only the ITIA, but also the Irish Writers' Union.

The IWC is central to the work of the ITIA. It provides us with a centre for meetings and events, administration facilities, storage for our archive of publications and other documents, and a postal address. Without the IWC the ITIA will have to go to considerable expense

and effort to rent premises and there is no guarantee that such an office would be able to double up as an events centre in the same manner as the IWC does. As such, the interests of the IWC are very much also those of the ITIA.

The Arts Council's decision means that the future existence of the IWC now hangs in the balance. In their **statement**, the IWC Board have made the following commitment: "We will not fold up our tents and go meekly away. We firmly believe that there is an absolute need for the Irish Writers' Centre at the heart of the literary landscape, and that it should be funded. We will continue to seek funding and support from every quarter and we appreciate that Dublin City Council and Foras na Gaeilge have responded positively to our applications and guaranteed us some funding. We need a lot more to cover our overheads and maintain our programme of activity, before even thinking of paying our administrative staff."

The ITIA encourages all its members to support the IWC in its continuing struggle in the coming year. One good way in which you can help is by becoming an IWC member. Members have access to the Centre's library, communal workspaces and wireless internet facilities. Tea and coffee are also available for members wishing to meet at the Centre to exchange ideas or work on their manuscripts. In the future, a further package of membership benefits is planned, including an exclusive members evening – check the IWC website for details.

Click [here](#) for the full statement from the IWC Board on the Arts Council's decision.

John Kearns
ITIA Representative, IWC Board of Directors
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■ New translation of Beauvoir classic

The London Review of Books Vol. 32 No. 3 · 11 February 2010 pages 3-6 includes a very interesting article by Toril Moi about a new translation from French to English of 'The Second Sex' by Simone de Beauvoir. Moi observes that 'After taking a close look at the whole book, I found three fundamental and pervasive problems: a mishandling of key terms for gender and sexuality, an inconsistent use of tenses, and the mangling of syntax, sentence structure and punctuation.' The full article is available [here](#).

■ Joining the ITIA

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

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

Associate 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

New Associate Members

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ENGLISH from French, Spanish – medical, legal

■ Just what do you take me for?

I recently resurrected my **Proz** account out of curiosity and to check up on a new agency client who had approached me to do some work. Later, as I looked through the job listings I quickly realised that the vast majority of jobs, in my language pairs at least, pay absolute peanuts. There are two basic types of project on the likes of Proz: one where translators bid and suggest a price and another where the client specifies the price from the outset. I haven't been monitoring these jobs for long but the rates being offered on Proz always seem to be at best half the typical industry rates... sometimes they're a third. Obviously someone is taking these jobs and accepting these ridiculous rates but who? And more importantly why? How little do you have to think of yourself, your skills and your profession that you'll basically prostitute yourself for a pittance? Maybe it's the only way unskilled and unqualified translators can find work. I thought that maybe it's just Proz that attracts bargain basement jobs so I signed up for **Translators Café**. Surprise, surprise, the jobs are every bit as cheap and nasty as on Proz and on **Aquarius** too.

Then, the other day an email from Proz landed in my inbox with a job ad... well I say job ad but it wasn't. Some cheeky so-and-so in Germany wanted 11 pages of gynaecology texts translated from German into English, wait for this, FOR FREE! What does she take us for? I mean seriously, what is the world coming to when someone can send an email to at least two professional translator forums (it appeared on **Translators Café** as well) asking someone to do a highly specialised medical translation for free without so much as the tiniest twinge of shame? The lady who posted the ad, **you can see it here**, kindly pointed out that "This is a great way for aspiring translators to gain more experience and practice". A great way of taking advantage of gullible gobdaws methinks and heaven knows what she was going to use the translation for. I certainly hope it wasn't being given to a paying customer. What really annoys me is that by the time bidding closed for this job, no less than 9 people had submitted bids! I keep trying to imagine the thought processes involved in seeing this ad and thinking "OK, I'll do it. Who needs money anyway?" I believe the technical term is "jackass".

But once you get over the rage and righteous indignation, the whole incident and the lack of decent rates on forums makes you wonder whether these forums have a case to answer because it would seem that they are complicit in, or at least guilty of

facilitating, the grave underpricing of translation services. Now don't get me wrong, I'm not saying that we should impose unrealistically high rates just because we can. I have just as much contempt for agencies that charge astronomical prices as I have for the cost cutters. I know of one high-profile agency who quoted over £250 for a 1000 word semi-technical document. This is well over twice the normal price and a damn sight more than the £60 the translator will see from this job. But if someone were to use these forums as their sole source of finding work, would they be actually able to earn a decent living or would they have to work 20 hours a day, seven days a week, just to make ends meet? Is it really possible for a translator to negotiate decent rates when they are involved in a bidding war with other translators? I like the forums for the sense of community they create but I'm really sickened by the exploitation that seems to go on and the sheer stupidity of some "translators" who think so little of themselves that they'll put up with this.

This article was written by **Jody Byrne** and posted in his blog on May 16th, 2009 at <http://www.jodybyrne.com/1246>

■ The Art of Relationship-Building with Direct Clients

As linguists, we excel in our understanding of the humanities and have in-depth knowledge of translation, both in theory and in practical application. However, what many of us have not thought about too much is how to build relationships with repeat customers, especially direct clients. It is quite resource-intensive to build and nurture these relationships, but they are worth the effort, both financially and from a professional satisfaction standpoint. This article will address ways to build relationships and secure repeat business with existing direct customers.

Repeat customers are the clients every small business should strive for, as they will eliminate costs for new customer acquisition. Building those relationships should be an integral part of any translation professional's marketing strategy. If your work is of very high quality, it will speak for itself and you will, most likely, be recommended. However, you should not rely solely on such endorsements for a marketing plan. In the long run, your marketing strategy will probably be a combination of referrals and actively acquiring new customers.

Stop thinking of yourself as "just" a freelance linguist and start thinking of yourself as a business (whether you

are incorporated or not). This mindset will help you manage your activities in a more strategic way. You are selling your services; therefore, you are a business. Start behaving like one! Most of your transactions will likely be on the so-called B2B (business-to-business) level, and you are an equal partner in these transactions. Give yourself a pat on the back—welcome to being an entrepreneur! Now that you are thinking of yourself as a business, put yourself in the customers' shoes. If you were them, what would you want? This is an essential question that you must ask yourself frequently. Your goal is to make things easy for your customer and to build a solid working relationship. If you do not know what the customer wants, ask. Seeing any business transaction from your customers' point of view is a powerful tool.

If you think of yourself as a business, you might surely realize that turning in a great product is not enough. Here are some tips on how to enhance your client's experience.

- ◆ Follow up with a customer within a few days of turning in a project to see if he or she has any additional questions or if there is anything else you can do. It is surprising how many contractors do not follow up on their work. Your clients will be delighted that you checked to see if there were any problems integrating your work into the final product, whatever it may be. Offer your assistance if there are any issues.
- ◆ Check in with your favourite clients at the beginning of the month, asking them about the status of their projects so you might reserve adequate time for them. This is not only a very proactive way to handle your business, but it also potentially gives you more control over your project flow.
- ◆ Go the extra mile. Turn in a project early if you can. Volunteer to help your client find services you do not provide (other languages, specializations). Offer analysis and suggestions upon customer request. Be generous

The next issue of the ITIA Bulletin will be out next month. If you have any contributions, suggestions or scandals that you would like to share with over 1,000 subscribers worldwide, send them to Gosia Emanowicz at [theitiabulletin\(a\)gmail.com](mailto:theitiabulletin(a)gmail.com).

Subscribing to the ITIA Bulletin

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with your knowledge, even if you are not getting paid for it directly. Sometimes you have to give first.

You will not be able to get repeat customers if they cannot remember your name or are unable to find you. Ideally, you want to be the first name that comes to mind when decision makers are ready to hire a freelance translator. You can achieve this by building a brand and by making continuous contact. Create a website and use an associated e-mail address. With Google Sites, you can build your own template-based site and host it for \$10 per year. (It may not be top-of-the-line, but it will establish your online presence.) Choose a memorable business name and URL address that is easy to remember and non-generic. Get a logo. This does not have to be fancy or expensive—it could just be your initials. Once you have a logo, make sure that it appears on your business cards, letterhead, quotes, invoices, and anything else you send. Reinforcement and repetition are two of the key branding elements.

Develop a simple public relations campaign. Public relations is a time consuming project, but the more you get your name out in the community, the more visible you are, thus increasing the chances of customers either remembering who you are or wanting to work with you based on the positive coverage you have received. We have all been to many networking meetings, traditionally hosted by chambers of commerce and other professional organizations in the community. While those are certainly interesting events, they might not always yield new and meaningful contacts. The problem is one of supply and demand—there are too many sellers and not enough buyers. You might end up with a stack of business cards from fellow professionals who have no intention of buying your services, as their goal was simply to get their business card into your hand. Consider changing the way you think about networking. As a small business owner, you have to integrate your networking into your everyday life. I simply talk about what I do when asked at any event I attend, and very frequently, someone will tell me about someone who is looking for a translator.

Finally, as a business that is providing a service, your only resource is your time. Use it wisely. Be sure to think about how and where you want to spend it. If you do that, you are on your way to thinking of yourself as a business owner and maximizing your time and your effort!

This article is an abridged version of a feature by Judy Jenner which appeared in July 2009 in the ATA Chronicle, the monthly magazine of American Translators Association.

Judy Jenner is a Spanish and German translator and community and health care interpreter in Las Vegas, Nevada, where she runs Twin Translations with her twin sister. For more information, visit <http://www.entrepreneuriallinguist.com>.

■ Judges request Basque Arturo Arteaga warrant clarity

Senior judges have requested a new translation of a warrant for a Basque man sought by Spanish police on terrorism charges. The Lord Chief Justice told the Court of Appeal that the current warrant served in relation to Arturo Villanueva Arteaga is considered inaccurate. Lawyers must now agree a new translation before the court decides whether it was right to refuse Spanish authorities request to extradite him. Mr Arteaga now runs a business in Northern Ireland. He is wanted over allegations that he was a member of an illegal organisation linked to the separatist ETA movement. If convicted of belonging to the Jarrai group, the 33-year-old could face a maximum of six years in prison. In November a Belfast judge threw out extradition proceedings against him because a European arrest warrant was held to be invalid. The judge based his decision on a lack of specific details about attendance at meetings, interviews or other evidence to connect Mr Villanueva with Jarrai membership. But lawyers for the Spanish authorities have appealed his ruling by claiming clear details of the alleged terrorist affiliations were available. They argued that the judicial order issued in Spain unambiguously set out the suspected offence. Mr Villanueva's legal team opposed the extradition attempts by arguing the warrant was defective and did not contain information required by the Extradition Act 2003.

Another part of the defence was that there were no retrospective powers to charge him with alleged membership on dates before Jarrai was declared an illegal terrorist organisation. Both sides returned to the Court of Appeal on Wednesday to be told judges were not happy with the standard of interpretation of the documents. Lord Chief Justice Sir Declan Morgan said: "One of the issues about which we have become concerned is the English translation of the Spanish terms of the warrant. It seems to us the English translation provided to us is not accurate. Our preferred approach would be to invite the parties to agree a basis upon which a professional translation of the warrant could be obtained and signed up to by the parties."

Source: **BBC News, 24, February, 2010**

■ Conferences, Calls and Courses

Translation and Philosophy Symposium - UCD Newman House (St. Stephen's Green)

Thursday 25th And Friday 26th March 2010.

Confirmed Speakers

- ◆ Prof. Michael Cronin, *Dublin City University*: "The Spaces of Translation"
- ◆ Prof. Theo Harden, *University College Dublin*: "The Awful German Language or: Is 'Die geistige Entwicklung' 'The mental development?'"
- ◆ Dr Emilie Morin, *University of York*: "Samuel Beckett, Fritz Mauthner and the Impossibility of Memorialisation"

Theatre Translation as Collaboration: Re-routing Text through Performance

Arts Building, Queen Mary, University of London

Saturday, 20 March, 2010

- ◆ Keynote speakers: Professor J. Michael Walton and playwright Colin Teevan
- ◆ Round table chaired by critic Aleks Sierz, featuring playwright Martin Crimp and theatre practitioners tba
- ◆ Afternoon workshop led by Gráinne Byrne of Scarlet Theatre

The aim of this one-day graduate colloquium is to explore the collaborative creative processes involved in the re-routing of text from page to stage: what happens when a text is translated for performance? We will examine the act of theatre translation in all its multiple variations, including versions, adaptations and inter-semiotic transfers (for example from film or book to stage). How does research engage with the collaborative nature of translating for performance? We hope to expand and facilitate the dialogue between theatre practitioners and academics, illuminating the practice/theory debate.

Graduate students currently working in Theatre (including dance and design), Translation, Performance or Language Studies, or related areas are very welcome to attend.

For further details and registration, visit: www.drama.qmul.ac.uk/events/23777.html

All enquiries to translation-colloquium@qmul.ac.uk.

Organising Committee:

- ◆ Geraldine Brodie Kate Eaton
- ◆ Margherita Laera Tiffany Watt-Smith

**IPCITI 2010: International Postgraduate Conference in Translation and Interpreting
*From Reflection to Refraction: new perspectives, new settings and new impacts*****CALL FOR ABSTRACTS**

Following the success of the 5th International Postgraduate Conference in Translation and Interpreting Studies (IPCITI) held at Heriot-Watt University in Edinburgh, we are pleased to announce that the 6th conference in this series will be hosted by the University of Manchester on 29-31 October, 2010.

The IPCITI series, organised collaboratively between the University of Edinburgh, Dublin City University, Heriot-Watt University and the University of Manchester, is intended to give young researchers an opportunity to share their research in a supportive environment among peers and to participate in a significant international networking event for postgraduates in T&I studies.

CONFERENCE AIMS

This conference aspires to address some of the issues raised in the previous conference, and will particularly focus on new perspectives within the discipline, the application of such research in new settings, and the impact of these new developments.

The move away from the view of Translation, in its broadest sense, as mere linguistic transference to a more complex and multifaceted activity has introduced a myriad of research avenues within T&I studies. This blurring of disciplinary boundaries has not only precipitated shifts in academia but in translational practice as well. This conference therefore aims to provide a forum for discussing new perspectives in research, with special emphasis on those that adopt new approaches, investigate new settings and have potential socio-political, ideological and commercial impact.

KEYNOTE SPEAKERS

Workshop, 29th October:

Prof. Mona Baker (*University of Manchester*)

Conference 30th – 31st October

Prof. Raffaella Merlini (*University of Macerata*)

Dr. Kate Sturge (*Aston University*)

KEY DATES

Abstract submission deadline: Tuesday 30th March 2010

Notification of acceptance: Friday 9th July 2010

Early bird registration (deadline): Friday 13th August 2010

Registration deadline: Thursday 30th September 2010

Enquiries concerning the conference should be directed to: ipciti2010@manchester.ac.uk

More information is available at <http://www.ipciti.org.uk/>

POINTS OF VIEW in language and culture**Audiovisual Translation**

14-15 October 2011, KRAKOW, POLAND

The International Conference on Audiovisual Translation in Krakow is a response to a growing body of research in this area with ever-increasing demands placed on interpreters and translators. Special attention will be given to the developments in audiovisual translation theory and their practical application. We hope to bring together theorists and practitioners working on the problems of captioning, subtitling, voice-over, dubbing, surtitling, audio description, SDH, but also flash, game (computer and video games), website and software localisation to help foster dialogue and exchange of ideas between them, always bearing in mind that theory informs practice and practice informs theory. We hope to be able to discuss new perspectives, reflecting the developments of the rapidly changing discipline. The working languages of the conference will be English and Polish.

Abstract proposals

- ◆ Abstract proposals (max. 300-350 words) should be sent to: info@pointsofview.pl
- ◆ Conference website www.pointsofview.pl will be ready soon

Key dates

- ◆ Submission of abstracts: 31 December 2010
- ◆ Notification of acceptance: 1 March 2011

Key Note Speakers

- ◆ Jorge Díaz Cintas, *Imperial College London*
- ◆ Yves Gambier, *University of Turku*
- ◆ Pilar Orero, *Autonomous University of Barcelona*

More information is available at <http://www.pointsofview.pl/>

Mediterranean Editors and Translators (MET) announces its 2010 meeting, METM10: Facilitating knowledge transfer through editing, translation, coaching

28-30 October 2010, Universitat Rovira i Virgili, Campus Catalunya, Tarragona, Spain

Deadline for submission of proposals: 30 April 2010

MET's meetings explore the nature of written or spoken texts in professional disciplines that communicate knowledge internationally through English, and the processes through which language support providers (translators, editors, coaches and other advisors) assist with writing, preparing for publication, or oral presentation of knowledge or culture in English.

We welcome proposals on topics relevant to the 2010 conference theme as well as to the association's objectives, especially regarding how to

- ◆ communicate knowledge that can contribute to improving the quality of language support services available in the Mediterranean
- ◆ stimulate research into the language support needs of academics, scientists, public institutions and private enterprises and stimulate research into promising practices that meet their needs well
- ◆ help users of language support services locate appropriate solutions to their needs and promote mutual understanding between suppliers and users of these services.

For more information see <http://www.metmeetings.org/>

Translation Research Summer School (TRSS), June 2010

The TRANSLATION RESEARCH SUMMER SCHOOL (TRSS UK) organizes an annual two-week course offering intensive research training in translation and intercultural studies for prospective researchers in the field. The next session will be held in London in June 2010.

Date and Venue: 14-25 June 2010, Centre for Intercultural Studies, University College London (UCL).

Syllabus: The syllabus consists of four modules of four sessions each, plus a public lecture and private seminar by the invited speaker. In addition, students attend small-group tutorials and present their own work. Modules: Research Design and Dynamics; Theoretical Approaches; Research Methods; 2010 specialist module: Translation and Values.

Eligibility: The Summer School is open to suitably qualified students from across the world. Candidates should normally hold the degree of Master of Arts or equivalent in a relevant subject (typically a humanities subject involving cross-cultural studies), should be proficient in English and should either have started or be actively considering research in translation and/or intercultural studies.

Application deadline: 30 April 2010

Tuition fee: 975 GBP for sponsored students; 680 GBP for self-funded students

Scholarships: Two full scholarships are available. See the TRSS website for details (eligibility and criteria; scholarship application deadline; application form).

Contact: Dorota Goluch, [d.goluch.09\(a\)ucl.ac.uk](mailto:d.goluch.09(a)ucl.ac.uk)

More information is available at <http://www.researchschool.org/>



■ Contacting The ITIA

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■ ITIA Resources for Translators

For more information about the *Irish Translators' & Interpreters' Association* and its activities, please visit our website at www.translatorsassociation.ie.