



South African Translators' Institute
in association with the
Department of Linguistics, University of Johannesburg

Triennial Conference

The Role of Translation and Interpreting in Language Development

Saturday 29 September 2012
University of Johannesburg

Programme





Plenary Sessions

C Les 102

- 08:00 Registration
- 09:00 Conference opening: **Professor Anne-Marie Beukes**
Chairperson: South African Translators' Institute

Welcome: **UJ representative (TBC)**
- 09:15 Keynote presentation: **Professor Justus Roux**
Director: Research Unit for Language and Literature in the SA context
The Role of Language Technologies in Language Development and Communication
- 10:15 Plenary speaker: **Ms Landela Nyangintsimbi**
Tshwane Metro Language Division
Developing Languages in the World of Government: The Role of Government Offices
- 10:45 Break
- 11:15 Plenary speaker: **Professor Nathi Ngcobo**
Department of Linguistics, University of South Africa
The Importance of Bottom-up Initiatives and Practices in Language Development
- 11:45 Plenary speaker: **Mr Brian Mossop**
Canadian translation and revision expert
Translators as Editors
- 12:30 Lunch



Parallel Presentation Sessions

	Diamond Session C Les 203	Emerald Session C Les 204	Ruby Session B Les 104
13:30	Johan Blaauw The contribution of educational interpreting to maintaining and enhancing the status of languages	Manzo Khulu Keeping a threatened language alive and growing - Lessons SA's indigenous languages should learn from Afrikaans	Lia Marus Plain language in publishing
14:00	Herculene Kotzé The role of the educational interpreter: A dynamic model	Eleanor Cornelius The role of plain language in language development	Paul Svongoro Court Interpreter training at Crossroads: Challenges and future prospects for Zimbabwe
14:30	Stefanie Dose Retour interpreting: Exploring new trends for directionality	Sharon Tabraham Quality and language excellence	Irene Goussard-Kunz Translation and language development or change: A corpus-based German perspective
15:00	Break		
15:30	Stafford Osuri Osuri Medical Interpretation and Language Development in Contemporary South Africa	Wannie Carstens & Kris van de Poel Teksredaksie as uitbreidende veld - die SA ervaring /Text editing as expanding discipline - the SA experience	Ketiwe Ndhlovu Identifying factors that can be used to improve translation as a profession in Zimbabwe
16:00	Simone Wilcock The fansubbing phenomenon and language development	John Linnegar TR to TE: Y ME? The experiences of an English-speaking, South African text editor in converting Teksredaksie to an international English edition, Text editing: A handbook for students and practitioners	Hilda Israel Utaalamu wa Tafsiri na Ufafanuzi Afrika - Translation and Interpretation Studies in Africa: A Case Study
16:45	Plenary session in main auditorium		



Awards Ceremony

**University of Johannesburg C Les 102
17:00**

Presentation of the 2012 SATI Prizes for Outstanding Translation and Dictionaries

Welcome

Anne-Marie Beukes
SATI chairperson

What is International Translation Day

Marion Boers
President: International Federation of Translators

Background to the SATI Prizes for Outstanding Translation and Dictionaries

Anne-Marie Beukes
SATI chairperson

Guest speaker

Daniel Hugo

Introduction of Prize nominees

Introduction of Prize juries

Announcement of winners

Closing

Cocktail function

Abstracts

Plenary session

Prof. Justus C Roux

The role of language technologies in language development and communication

The concept *language development* will be addressed from various angles and it will be argued that the *promotion of language* and *language use* should not be regarded as contributing to the development of language *per se*. Examples from local official African languages will be presented to demonstrate the dire need for *meaningful development* of these languages. In any case, languages are dynamic and constantly changing and this is even more evident in languages adopting and phonologising new lexical items, particularly in most of the local languages. The nature and scope of *language technologies* in general will be addressed, with a specific focus on the current state of activities in the South African context. It will be shown how these technologies necessitate but also support language development and how these technologies contribute to communication in a multilingual society.

Landela Nyangintsimbi

Developing languages in the world of government: The role of government offices

Government is mandated to provide services ranging from basic services such as water and electricity supply to social welfare services. However, communities see basic services as the cornerstone of local government service delivery. Hence the provision of services to communities in the language(s) that they understand is not a luxury. In fact, it is essential in the communication between local government and its constituency.

Government in general often finds itself in trouble when it does not communicate in the view of the public. However, it is sometimes not so much a matter of information not being communicated, but how it was communicated. Thus language practitioners have the critical role of ensuring that the language mandate is not about just developing the official languages concerned and promoting the use of these languages, but also about their acting as agents of seamless communication.

The presentation will thus focus on how the City of Tshwane's language office positions itself as part of the communication chain in the process of developing its official languages.

Prof Mtholeni Ngcobo

The importance of bottom-up initiatives and practices in language development

Language development initiatives and practices in most cases focus on what is done at macro level. Such initiatives and practices tend to follow formal language planning which is a top-down, highly technical approach. Success for language development in such a context would seem to depend by and large on socio-political motivations within the society. In this paper I argue that there is a need, however, also to look at the importance of bottom-up initiatives and practices in language development. These initiatives and practices consider language usage in local contexts, in actual communication, by individuals. Individuals make particular choices as they engage in communication in particular contexts. This is in line with language management theory, with its emphasis on language as communication. A language management perspective provides an opportunity to look at language development as a process that can take place at grass-roots level while also considering language development that can take place at a higher level. To substantiate this argument I provide examples based on an investigation into language usage and choice made by prominent public speakers in KwaZulu-Natal. An observation of the speeches by these speakers shows that the choices they make about language reflect their social background, the intention of their communication in a particular context as well as awareness of language policy and a need to develop local indigenous languages.

Brian Mossop

Translators as editors

Many translators do a considerable amount of editing of either the source text or the translation. They mentally engage in stylistic and structural editing of poorly written source texts as they translate; edit such texts on screen before they are sent for translation; do content editing of international materials for local consumption while they are translating ('transediting'); or pre-edit texts for machine translation. They revise translations or post-edit machine translation output without looking at the source text; edit texts by non-native writers who seem to have been mentally translating from their own language; and edit sentences extracted from translation memories for stylistic fit and cohesion with the remainder of the translation. Are we seeing a gradual increase in the proportion of a translator's working hours that are devoted to translation-related editing? The slow spread of translation memory and machine translation does seem to be turning the task of preparing a translation into an editing task. Reactions to this are mixed. Some feel that translators have little control over the trend to editing. Students and young translators who find creativity in composing their own sentences rather than editing previously written sentences may no longer be attracted to the profession.

Diamond session

Johan Blaauw

The contribution of educational interpreting to maintaining and enhancing the status of languages

It is a commonly accepted fact that the hegemony of English threatens the positions of the other official South African languages. At the same time, there is the lack of action from the side of government to take any tangible steps to maintain or enhance the status of these languages. As a matter of fact, particularly in the case of Afrikaans (and under the guise of making Afrikaans-medium educational institutions accessible to speakers with other language preferences), steps are being taken that may be interpreted as being aimed at actively *diminishing* the status of Afrikaans. Solutions, particularly innovative ones, have to be found to deal with this onslaught. Educational interpreting (EI) offers one such solution.

Interpreting for the Deaf in educational institutions is fairly well-established the world over, but spoken-language interpreting on any significant scale has only been utilised over approximately the last eight years. The first institution to really commit to EI and integrate it into its language policy has been the North-West University (NWU) in South Africa, where an EI service from Afrikaans into English was introduced on its predominantly Afrikaans-medium Potchefstroom campus in order to meet the government injunction that the choice of medium of instruction may not result in language acting as “a barrier to access or success”. Over the past eight years at the NWU, this has opened up a wide range of programmes to students whose preferred medium of instruction is English. In the process the status of Afrikaans as a language capable of acting as a medium of instruction in higher education has been maintained and further entrenched. Terminology development and use have been keeping pace with developments in the various subject fields taught in Afrikaans.

However, tertiary institutions are also tasked with developing the indigenous languages for purposes of higher education, thus enhancing their status as media of instruction. With Setswana being one of its official languages, the NWU has invested quite significantly in development of the language for educational purposes, not only at higher but also at primary education level, inter alia by means of a number of EI projects and services. The rendering of EI into Setswana requires significant terminological development in particular.

The paper discusses how interpreting in a particular subject field inevitably results in terminology development in the target language where none exists. This is illustrated by reference to the method employed at the NWU during EI into Setswana to develop the necessary terminology, specifically in Numeracy and Mathematics. This is also compared with the method employed by SA Sign Language interpreters at the Free State University, and with that employed by the presenter himself and some colleagues during PanSALB lexicography workshops prior to the establishment of the National Lexicography Units. The common denominators of these experiences are briefly referred to as possible core features of a model for terminology development that can be used during the rendering of EI in order for it to contribute to language development in the target languages, particularly where these are of the historically disadvantaged SA official languages.

Herculene Kotzé

The role of the educational interpreter: A dynamic model

Educational interpreting plays a pivotal role in improving access to education in certain South African educational institutions. When looking at the NWU as a case in point, the strides being made in terms of the feasibility of educational interpreting cannot be ignored. However, the role of the interpreter has been and will probably remain one of the most contentious topics in Translation Studies. Views on the topic range from interpreters being invisible on the one hand to their being an integral part of the communication process on the other – with many other theories in between.

This study relies on the theoretical models of Toury and Shlesinger, and hypothesises that the interpreter is expected to act in a certain manner, but that these expectations do not take into account the uniqueness and the realities of each interpreting event. In addition to this, based on contributions by Angelelli and

Mullamaa, one cannot ignore the impact of the social environment on the role of the interpreter. Departing from Niska's continuum model for community interpreters, which speaks of the fulfilment of several roles depending on the situation in which community interpreters find themselves, it becomes evident that the educational interpreter indeed fulfils several roles – and does so constantly.

The aim of this paper is to report on aspects of the findings of the data gathered for the study, and to elaborate on the development of theory focused on the role of the interpreter.

Stefanie Dose

Retour interpreting: Exploring new trends for directionality

The important role of translation and interpreting in the development of languages of limited diffusion is widely acknowledged. Language practitioners not only actively participate in the creation of new registers and lexical items when translating or interpreting into their target languages, but can also afford the speakers of lesser used languages themselves an opportunity to develop their languages by enabling them to communicate in their first language across a variety of settings.

Owing to the small number of interpreters who can work from an African language into English as their native language, interpreters in South Africa are routinely required to work into their second and sometimes even their third language – a practice which has traditionally been regarded as inferior by interpreting scholars in Western Europe. Other authors have argued that instead of rejecting all A-B interpreting, the relevant country's circumstances as well as a multitude of other extralinguistic factors need to be taken into account when the issue of directionality is addressed. Owing to the vital role that A-B interpreting plays in the development of the South African languages, the practice deserves closer scrutiny.

This paper is based on the literature study for my PhD research into interpreting and will examine the issue of directionality from a variety of viewpoints which have been expressed by interpreting scholars, including interpreters' and listeners' preferences and the impact of A-B interpreting on interpreters' fatigue levels and on the 'quality' of the interpreted product. Specific reference will be made to the interaction between directionality and interpreters' subject knowledge.

Stafford O Osuri

Medical interpretation and language development in contemporary South Africa

South Africa is a multi-ethnic society. The influx of refugees and political asylum seekers has led to migrants and immigrants (some illegal immigrants) of diverse cultures and languages. When they fall sick, some of them may require the services of a medical interpreter. Folio Translation Consultants in conjunction with the Department of Health of the Western Cape Provincial Government is providing medical interpretation services to patients in some of the Western Cape government hospitals and clinics. Medical interpretation services are also offered in the native languages to patients who may not speak in English. We discuss the success of the telephone interpretation project, its challenges and the role it plays in language development in contemporary South Africa.

Simone Wilcock

The fansubbing phenomenon and language development

Fan subtitling, or *fansubbing*, has become a new form of subtitling, in which fans, often with little to no training, subtitle a film or series they enjoy, and then release the subtitles or subtitled version of the film on the Internet for free download, often by other fans, who often have an interest in the source language and culture, and who have an interest in using subtitles as a language-learning device. Subtitles produced for this audience differ substantially from those created in a professional environment. For this reason, fansubs can be seen as a totally new genre of subtitling, employing strategies that would be unacceptable in a professional subtitled product aimed at general consumption. Professional subtitlers and translators are encouraged to follow the norms or 'best practice' of their industry in order to produce subtitles that are consistent, of a high quality and have been made easy to process through methods such as length reduction and adaptation. Fansubbers have no such imperatives, being mostly self-taught and judged by their peers and viewers on the 'authenticity' of their translations rather than by other professionals and their standards. This creates an environment in which more creative translation strategies and presentation become possible, in order to create a translation that will be approved of by fans with a special interest in linguistic and cultural content. This need for the appearance of faithfulness or authenticity seems to result in a more source-oriented translation approach, and an investigation of French fansubs appears to confirm this. This paper attempts to account for the differences found in the two genres by analysing and comparing a translational corpus of professionally produced and fan-produced English subtitles of French films. The average length of the subtitles and instances of discourse markers in the two sets of subtitles are compared, in order to determine the degree of reduction found in each type of subtitle, and from the source to target culture. The translation strategies used in the two types of subtitling differ, with the fansub opting for a more complete rendering of the source text dialogue and a more source-oriented approach, which retains elements of spoken language found in the film dialogue. It appears that the differences between the target texts may be influenced by the differing needs and expectations of the audiences of the two genres, and that fansubbing practice may be more in line with viewers' expectations of translation, for good or for ill. Fansubbing holds great potential for exposing viewers to content in languages that do not often receive translations, and providing translations of media into languages requiring development, improving understanding of and exposure to these languages.

Emerald session

Manzo Khulu

Keeping a threatened language alive and growing: Lessons SA's indigenous languages should learn from Afrikaans

Not currently available

Eleanor Cornelius

***'Nothing in life is to be feared. It is only to be understood.'* The role of plain language in language development**

The implementation of protective legislation, in the form of the National Credit Act of 2005 and the Consumer Protection Act of 2008, creates conducive conditions for language development in South Africa. Among others, these Acts highlight the importance of plain language and clear communication, particularly in documents that are given to vulnerable consumers and in contracts that may bind them. It is a fundamental right of consumers to understand the contracts they enter into and it is the duty of the stronger party, e.g. a credit provider, to ensure that vulnerable consumers are able to understand, without undue effort, the risks and obligations under the contract.

The requirement for plain and understandable language in these Acts brings the notion of access to information to bear. There is no longer a place for the traditional style of legal drafting in the South African consumer industry. The development of new registers to convey important consumer information is now becoming increasingly pressing, especially since low literacy levels correlate with low levels of command of, in diglossic terms, the High Register, associated with legal texts.

Compared with the rest of the world, the practice of plain language is a relatively new field in South Africa, yet the definition of plain language in the NCA and CPA is commended in international plain language circles for being comprehensive and inclusive of all aspects that relate to the use of plain language, on the one hand, and increased comprehensibility, on the other hand. The majority of companies in South Africa have, however, only recently woken up to the fact that they need to revise their consumer-related documents to comply with plain language legislation. The absence of the proposed guidelines for assessing whether a document meets plain language requirements creates a vacuum within which companies and organisations are lost. As a result, they have turned to the language profession for assistance, thereby acknowledging that the real-world problem of providing consumers with documents in plain and understandable language falls squarely within the field of applied linguistics.

Furthermore, the definition of plain language in the NCA and CPA does not address the challenges posed by the multicultural and multilingual South African landscape, which may widen the gap between legislative intention on the one hand, and implementation on the other. In addition, little or no research has been done in the African languages in the field of plain language, which may lead to a disastrous equation of plain language with plain English, especially in the protracted absence of the proposed South African Languages Act. It is becoming increasingly important for languages other than English to participate in discourses on plain language and to develop the linguistic tools to provide access to consumers in the languages they understand best.

The translation and editing industry undoubtedly has a major role to play in this fledgling field, especially since plain language drafting or revision, a kind of intralingual translation, can be regarded as a transformational activity, with the aim of widening access to information through enhanced understanding. In this way, language becomes a reconciliatory and enabling tool of empowerment, not an instrument of deception and exclusion.

In this paper, the focus is on the development of a 'new' register for Afrikaans legal texts. If a register is taken to be '(a) set(s) of language items associated with discrete occupational or social groups', and if it is accepted that the traditional legal register is inaccessible to lay consumers with average

literacy skills, then it follows that a new register must be developed to increase understanding and to widen access to information, not only in English, but also in the other official languages. This paper constitutes an effort to demonstrate how this can be done. A typical impenetrable consumer document, a credit card agreement in Afrikaans, is rewritten in a plain and more accessible register. This is achieved by avoiding those 'frozen' linguistic features that have been proved to cause processing problems for lay readers of legal texts. The required modifications challenge the traditional genre conventions typically associated with legal texts such as contracts, but in favour of increased comprehensibility. In this way, the quote by Marie Curie, French physicist and twice winner of the Nobel Prize, cited in the title, can become a reality.

Sharon Tabraham

Quality and language excellence

Without the highest quality standards and expectations in translation and interpretation there is no language development!

The superior talent of experienced translators, efficient proof readers/editors and competent translation agencies should ensure that the quality control process guarantees that the final product has outstanding quality and reads as if originally written in the target language. These high standards are often treated by clients, agencies and translators as something nice to have, but in reality such standards have not been formally set in South Africa and are therefore not generally adhered to. Quality assurance should be a priority in any product in any industry, but is enough importance and emphasis being given to this requirement in the South African language industry?

- Who is setting, monitoring and taking responsibility for language quality standards in South Africa?
- Is the South African language industry complacent or are we keeping up with international standards with regard to quality assurance? How important are these standards to the freelance translator, agency and client?
- What quality assurance checks are currently applied by the individual freelance translator and how can we change the methodology and mindset of language practitioners in South Africa?
- Does the freelancer have the basic tools to ensure quality, i.e. stable connectivity, reliable hardware, up-to-date software, research resources, dictionaries, language forums, supportive agency partners, etc.?
- What are the limitations of the freelancer and what commitment is required to improve and up-scale their deliverables and standards?
- Our European counterparts invest in as many translation memory tools as required by their client base. What investment are the South African language stakeholders making for the improvement of the quality of our translations?
- Quality improvement, contrary to traditional belief, has a cost-reducing effect. 'Doing it right the first time' may require an initial investment, but the long-term impact generates many advantages outside the limited framework of quality. Spending money on quality is inevitable and investing in tools required to check quality/consistency to better meet customer requirements for the freelance translator and agency is therefore vital and should be better promoted and expected.
- How can South African agencies, language boards and institutions raise the bar and expectations to streamline and improve standards?
- Most agencies promote themselves as 'high-quality providers' and strive toward a conscious commitment to quality as a differentiator. However, we should be aware that clients are not necessarily willing to pay extra for this and that the trinity — high quality, on time and at a minimum price — is often seen as a minimum requirement.
- Offering a better-than-acceptable level of quality without missing any deadlines at lower cost requires considerable process innovation and requires the agency and translator to invest in more tools to deliver this. The many quality assurance (QA) tools available on the market are useful in improving the overall productivity in translation projects. They have their own limitations, but they can certainly assist translators in saving time, particularly when the volumes are huge.

- The STC Language Excellence programme aims to provide motivation, support, training and tools designed to improve quality and deliverables in the African marketplace.

Wannie Carstens & Kris van de Poel Teksredaksie as uitbreidende veld - die SA ervaring /

Teksredaksie as navorsingsterrein het in Afrikaans nog weinig aandag gekry, afgesien van enkele verhandelinge en skripsies wat hieroor voltooi is), artikels wat hieroor gepubliseer is en terloopse opmerkings daaroor in ander bronne.

Sedertdien het Carstens en Van de Poel 'n omvattende projek onderneem met verskeie beplande doelwitte. In hierdie proses is die eerste publikasie (Carstens & Van de Poel 2010, 2012 – *Teksredaksie*) in Afrikaans tot stand gebring waarin die *teoretiese* vertrek-punte van die dissipline (o.m. normatiewe taalkunde, tekslinguistiek, doku-ment-ontwerp) en die eise van die *praktyk* (hoe vind hierdie teore-tiese pers-pek-tiewe neerslag in die praktyk?) versoen is. Volgens alle aanduidings – gebaseer op terugvoer uit die praktyk en van resesente – is hierdie doel bereik. In die proses is verder 'n *opleidingsmodel* ontwerp aan die hand waarvan voornemende teksredakteurs opgelei kan word. Dit blyk duidelik dat die sukses van teksredakteurs afhang van die aard, omvang en gehalte van hulle opleiding asook die ervaring wat hulle in die praktyk opdoen.

In hierdie referaat word uiteen-gesit hoe te werk gegaan is met die konseptualisering en uitvoer van die projek en wat die langtermynplanne daarmee is. Daar word ook klem gelê op toekomstige publikasies wat hieruit kan voortspruit.

[Referaat word in Afrikaans gelewer deur prof WAM Carstens]

Text editing as expanding discipline – the SA experience

Text editing as a field of research has until recently received very little attention in Afrikaans, except for a handful of dissertations and theses completed on the subject (cf. Du Plessis 1997, Kotze 1998, Luttig 2003, Kotze 2012), articles published on the subject (cf. Du Plessis & Carstens 2000; Carstens 2000, 2003; Kotze & Verhoef 2001; Verhoef, Carstens & Van de Poel 2003; Van de Poel & Carstens 2010) and occasional remarks about it in other sources (such as Combrink 1992, Carstens 2003, Müller 2003, Müller & Pistor 2011, Wybenga (ed.) 1989).

Now Carstens and Van de Poel have undertaken a comprehensive project with a range of planned objectives. In the process, the first ever publication (Carstens & Van de Poel 2010, 2012 – *Teksredaksie*) in Afrikaans was produced in which the *theoretical* points of departure for the discipline (normative linguistics, text linguistics, document design, among others) and the requirements of the *practice* (how are the theoretical perspectives played out in practice?) were brought together. By all accounts – on the basis of feedback from those in practice and from reviews – this objective has been achieved. As part of the process a *training model* was furthermore developed on the basis of which prospective text editors can be trained. It is clear that the success of text editors depends on the nature, extent and quality of their training in addition to the practical experience they obtain.

This paper explains how the project was conceptualised and carried out, as well as the long-term objectives. Future publications that may emerge from the project are also mentioned.

* [Paper will be delivered in Afrikaans by Prof. WAM Carstens]

John Linnegar

TR to TE: Y ME?

The experiences of an English-speaking, South African text editor in converting *Teksredaksie* to an international English edition, *Text editing: A handbook for students and practitioners*

The subject of text editing has until recently not been comprehensively researched and documented in South Africa. This is largely because local practitioners have had a wealth of English-language resources to draw on, including the *Chicago Manual of Style* (USA), *Butcher's Copy Editing* (UK), Mossop's *Revising and Editing for Translators* (UK) and *The Editor's Companion* (Australia).

Teksredaksie (2010, 2012) by WAM Carstens and Kris van de Poel is the first major attempt by academics to research and document text editing as a discipline and a process in its protean manifestations for the South African (in particular the Afrikaans-language) market. Its authors approached the presenter of this paper to adapt that publication for an English edition. Using the Afrikaans text as source, for this practitioner reading and writing soon turned to translation, strongly tinged with text editing, as the 'adapter' quickly discovered that, in this instance, translation can be much more than 'the comprehension of the meaning of a text and the subsequent production of an equivalent text that communicates the same message in another language'.

For this 'virgin' translator, this enterprise presented many challenges and problems, some of them typical to the process of translation but others belonging more to the realm of adaptation: not falling into the trap of literal as opposed to idiomatically correct translation; dealing with the selection of the most appropriate English word choice (lexicon) from multiple possible meanings derived from the Afrikaans; the relevance of content and sources to one readership (Afrikaans) but not another (English); the all-important identification of the target readership for the English edition (South African or international) and, with that, distinguishing information and viewpoints that are 'new' to users of the Afrikaans edition but which are well established in the English-language community of practitioners; and identifying missing information and having to add it to the English text in an indistinguishable style and register.

The major challenge to the co-authors of the English edition (June 2012) has been to broaden the content to make it relevant and appealing to an international, English-speaking readership that may well comprise a strong contingent of non-native speakers. In the process, the distinction between editing and translation often became artificial and blurred.

This paper describes the translation/adaptation process (by performing some 'cognitive revising') and the manner in which the English-speaking co-author tackled the obstacles and challenges encountered along the way.

Ruby session

Lia Marus

Plain language in publishing: Contributing to professional development

Plain language, according to Eleanor Cornelius of the University of Johannesburg, is a form of intralingual translation. In other words, the translator will take an English text, which is written in a very high register, and will transform it into an English text written in a lower register so that the target audience can easily understand it.

With the Consumer Protection Act, which was introduced last year, and its emphasis on plain language, this form of intralingual translation has become an extremely sought-after service in South Africa.

Fleet Street Publications (FSP) produces a number of loose leaf publications, which aim to translate complex, high-register documents on subjects such as tax, VAT, labour law, health and safety as well as human resources into lower-register documents. The aim of their publications is not to 'dumb down' these subjects because the target audience of these publications comprises educated individuals – mostly business owners. They are experts in their particular fields but not necessarily in the subjects that are presented by Fleet Street.

As such, we assume that our audience is too busy to wade through reams and reams of information on these subjects but, as they own their own businesses, they have to have a certain knowledge of these subjects. The company thus aims to tell their readers exactly what they need to know, in plain language, so that they don't have to spend hours decoding this information.

What I aim to do is investigate how plain language in publishing, particularly at FSP, contributes to professional development. I will have a look at the theories of intralingual translation, as proposed by Jakobson, Steiner and Toury. I will then look at how the plain language is carried out and how this fits under the banner of intralingual translation. This paper concludes by looking at how plain language, as a form of intercultural translation, functions in the publishing world for professional development.

Paul Svongoro

Court Interpreter training at Crossroads: Challenges and future prospects for Zimbabwe

As an effort to safeguard linguistic human rights, Zimbabwe's National Language Policy (1998) and the constitution (articles 82 and 87) are very clear on the need for the provision of court interpreters where the accused/complainant is not familiar with the language of the courts of law, namely English. The courts in Zimbabwe recognize more than English as a language of record in the courts and therefore strictly adhere to article 18(3)(f) of the constitution, which states that all persons shall be permitted to have, without payment, the assistance of an interpreter if they cannot understand the language used during the trial, i.e. English. Although significant strides have been made towards fulfilling this constitutional requirement by ensuring that all courts provide interpreters as and when required, the effort has not been supported by either the availability of a properly designed curriculum to ensure the availability of qualified interpreters or by the existence of a professional association, which could ensure that there is a professional code of ethics to which members must adhere or face sanction.

This situation does not augur well for the practical intentions of court interpreting, particularly those aspects to do with the quality of court interpreting in Zimbabwe. It is against this background that court interpreting remains a contested area, with interpreters on several occasions being accused of misrepresentations and misinterpretations. Zimbabwe continues to lag behind in terms of interpreter training, as there are still no recognised university/college courses for interpreters. Both pre-service training and continuing education are relatively unknown. Compared with other countries which are

multicultural and multilingual (Australia, USA, Spain and South Africa to mention a few), Zimbabwe should at least take comfort in the fact that its linguistic, and hence cultural fabric, is not as complex as in these countries. English is its official language, and Shona and Ndebele are the dominant African languages in their respective geographic areas. Research in different parts of the world has shown that there are obvious performance differences between trained and untrained interpreters. Trained interpreters, for example, have been seen as better positioned to face the moral, ethical and psychological challenges of interpreting than their untrained counterparts.

This paper therefore explores the challenges Zimbabwe is facing in interpreter training and the prospects that lie ahead for the future. The paper argues that instead of procrastinating, Zimbabwe should consider trends and developments in court interpreting in different parts of the world, tailor-make them according to her needs and resources and move forward. This will be a giant step towards making sure that the rights of the linguistically handicapped with regard to the use of the language of the courts, namely English, are handled cautiously.

Irene Goussard-Kunz

Translation and language development or change: A corpus-based German perspective

Ever since the South African Constitution of 1996 declared nine African languages to be official alongside English and Afrikaans, the development of these previously disadvantaged languages became a prerequisite to comply with the constitutional imperative to use all official languages equitably and promote equitable access to government information. Almost overnight, these nine languages were expected to fulfil the communicative needs of a modern government, ranging from political to health and socio-economic issues. As a result, language units were established at all tiers of government (local, provincial and national) to translate government information mainly from English into the nine official languages and promote the compilation of terminologies and literary activities in the previously disadvantaged languages. As the hub language, English is sometimes considered to be not just the dominant but also a domineering language in the South African context.

It must not be forgotten, however, that so-called developed languages can also be traced back to their beginnings as spoken dialects with oral traditions in the shadow of a dominant language, e.g. Latin in Europe. By using German as an example, it will be shown how over the centuries German developed from a variety of mutually almost unintelligible dialects into written varieties and by means of Martin Luther's Bible translation eventually into standard German. The development of the German language and literature would have been inconceivable without prolific translation activities first from Latin and Greek, then from French and later from English as well as many other European and non-European languages. Whereas the overt translation method helped to fill linguistic gaps with regard to terminology, syntax and genres by introducing foreign concepts, covert translation reinforced the existing linguistic norms.

Even though it is mainly overt translation that is associated with language development and change, covert translation can also result in a type of language that differs from original text production (translated language), especially when there is form-and-function equivalence between linguistic items in the two languages. Findings seem to indicate that, compared with original target language texts, translations overrepresent those source language features that have straightforward translation equivalents in the target language but do not occur to such an extent when texts of the same type are written spontaneously in the target language.

Ever since Baker recognised the usefulness of corpora in translation studies, large-scale corpora have been compiled at various research centres to study the difference between translated and originally produced language. In order to discuss the above hypothesis with regard to German, this paper draws mainly on research published by the Project 'Covert Translation' at the Research Centre on Multilingualism at the University of Hamburg. The project is tasked to investigate whether English as the *lingua franca* and currently dominant world language influences other European languages by means of translation

Ketiwe Ndhlovu

Identifying factors that can be used to improve the translation profession in Zimbabwe

In Zimbabwe, translation studies is yet to be recognized as a discipline worthy of study in its own right, hence not much research has been carried out into the theory and practice of translation. Translation as such remains an 'informal' activity which is carried out by untrained and/or inadequately trained part-time translators, with only a handful of experienced translators who have been in the business long enough to learn the trade. The paper starts off by identifying factors that impact negatively or positively on translation as a discipline and profession with the aim of harnessing the positive factors to improve the translation situation in Zimbabwe. It was observed that the factors that impact negatively on translation are that bilingualism is used as a qualification for one to be a translator (this situation leads to inconsistencies in the quality of translation); a lack of tertiary institutions and academic training of professional translators; poor service delivery; limited resources such as dictionaries; limited terminology in specialized fields; and an absence of a language policy in Zimbabwe. Positive factors that can be harnessed are that Zimbabwe already has a strong translation base with many translators (partially trained and untrained) who can undergo further training to provide professional translation services; a high demand for translations by NGOs and governmental organizations in Zimbabwe, which makes translation a viable profession, and, lastly, that stakeholders are aware of the problems that besiege the field of translation. As such, the researcher recommends that there should be close collaboration between language practitioners and the various stakeholders in Zimbabwe in order to map the way forward. Similarly to what has happened in South Africa, the government of Zimbabwe should also put in place language policies that will promote the growth of its indigenous languages. Such policies will protect the multilingual nature of the country and also meet the needs of the majority of its citizens who are not literate in English, but who need to contribute to the development of the country, its languages and cultures. It is hoped that some of these factors can be applied to other languages in Southern Africa and elsewhere on the continent.

Hilda Israel

***Utaalamu wa Tafsiri na Ufafanuzi Afrika* –Translation and Interpretation Studies in Africa: A Case Study**

Ukuhumusha nokutolika (isiZulu);

Inguqulelo nokutolika (isiXhosa);

Fetolela (Sesotho);

Vertaling en Talking (Afrikaans);

Anuvaadh aur bhavaarth (Hindi);

Fan yi yu quan shi (Mandarin) ... each meaning *Translation and Interpretation*.

These are just some of the languages spoken in South Africa today, broadly representing the different communities here. The title is in Swahili. African indigenous languages are varied across the country, across the continent. Add to this the very visible presence of European and Asian languages, and the need for translators and interpreters is a given – right from informal personal level to formal academic and conference level. The United Nations Office in Nairobi (UNON) recognised the scarcity of skilled language specialists in Africa, as well as the isolated facilities to train such professionals. The inaugural UNON conference in 2009 was used to launch a common training intervention at postgraduate level, while taking into consideration local and regional language requirements. For the NMMU, this led to the offering of a BA (Hon) programme in Translation and Interpretation as a start. This case study reviews the need for translators and interpreters in African languages, followed by the progress, challenges and future development of the UNO Project at the university.