

MURATHIO



Winners of the 2015 SATI Prizes for Outstanding Translation and Dictionaries

The South African Translators' Institute

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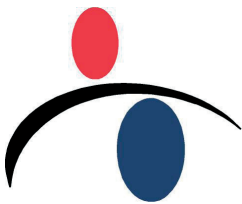


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Journal of the South
African Translators'
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Jenale ya Institute ya
Bafetoledi ya Afrika-Borwa

Joernaal van die
Suid-Afrikaanse
Vertalersinstituut

Muratho is the Venda term
for 'a bridge', the symbol of
the communicative activity
facilitated by language
workers

*Muratho ke lentšu la Se Venda
le le hlalošago 'leporogo',
gomme le swantšha
kgokagano ye e hlolwago ke
bašomi ba polelo*

Muratho is die Venda term
vir 'n "brug", die simbool
van die kommunikatiewe
aktiwiteit wat deur
taalwerkers gefasiliteer word

Information on the name
of the journal is given in
English and two other official
languages on a rotational
basis (in this issue Northern
Sotho and Afrikaans)

Muratho accepts articles in
all the South African official
languages, provided they are
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summary

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Front cover pictures: Main picture: The winners of the 2015 SATI Prizes for Outstanding Translation and Dictionaries with the SATI chair and vice-chair – from left SATI chair Johan Blaauw, Prof. Michael Prinsloo, Prof. Nina Mollema, Dr Mariëtta Alberts, SATI vice-chair Dr Eleanor Cornelius, Elsa Silke, Lindie Koorts, Prof. Naömi Morgan | Other pictures: The individual winners

All photos from the SATI Triennial Conference, Prize giving and the SATI AGM: Lizelle van der Walt

Page 14: The ATKV

Page 15: Marion Boers, Gavin Piercey

Page 16: Deirdré Roos

Page 19: 'Deaf Donald', Shel Silverstein

Outside back cover: Conference pictures

SATI, where it's all happening!

This issue of *Muratho* features plenty of SATI happenings, the Triennial Conference (which was concluded with the SATI awards) being the most important one. I arrived at the conference venue with quite a migraine following a delayed flight fraught with stress from Durban. Fortunately, I recovered overnight and was able to enjoy the proceedings to the full over the next two days. As Lizelle van der Walt and Beverley Boland recount, Emperors Palace was a good place to hold the event and it appears as if the delegates gained a lot from it (other than gambling, for those who know it is also a gambler's paradise!).

As many SATI members know, we often help students out with their research. In this issue you can read about Raquel de Pedro Rico's interesting research results. Some of the things she says relate closely to a few of the presentations from the conference: How practical do freelancers find the things researchers reveal in theory? In the absence of any feedback from our readers, we have placed some information on backing up your work, branding yourself as a translator as well as a snippet about SATI's Facebook page. We call on anyone wanting to review a book for *Muratho* to please e-mail us. Should there be anything else of importance you feel needs to appear in *Muratho*, do not hesitate to contact us.

Enjoy this issue!

Ilze Brüggemann



Research for research's sake?

AVT and Localisation practitioners have the answer

How useful is research to the practitioner? Raquel de Pedro Ricoy has investigated this question in relation to AVT and localisation.

Over a decade ago, Emma Wagner (then Head of the Translation Service Department at the European Commission) pointed out in an interview about translation with Andrew Chesterman that 'there can be few professions with such a yawning gap between theory and practice.'ⁱ I work in academia, I am very familiar with translation theory and I have published research papers. I have also translated professionally and I cannot but agree with Wagner's statement. I am not the only one: the concerns of practitioners regarding the lack of relevance, timeliness and effectiveness of academic contributions have been widely documented and (perhaps paradoxically) have been echoed by many scholars. Also, those of us who teach translation are well aware of how trainees often struggle to see how the theory relates to the practice of the profession.

The current wealth of scholarly papers and projects in the field of multimodal translation led me to explore this alleged rift in relation to the perceptions of audiovisual translators and localisers. Are they familiar with academic research about their field? Do they engage with it? More importantly, do they think it is useful to them and, more generally, to society? In an attempt to find answers to these questions, I launched an online survey which targeted professional associations worldwide. Its purpose was to garner information about their professional profiles, their familiarity with relevant research and their opinions about it.

There were 81 respondents in total, from 15 different countries (five professionals from South Africa were kind enough to respond). Interestingly, their responses revealed a high degree of coincidence as to their profiles and their concerns, irrespective of their nationality. Nearly 90% were self-employed, which may account for the emphasis on issues pertaining to professionalisation, status and work conditions which came across in the responses, given how precarious freelance jobs are. Related concerns included the difficulty in competing with recent graduates in AVT and Localisation, who, in their keenness to acquire experience, are willing to work for very low rates, and the impact of corporate practices driven by cost-saving.

In turn, such concerns were reflected in the attitudes of the respondents towards academic research. Their disquiet does not stem just from perceived threats to their terms of employment and pay, but is also indicative of an over-

riding preoccupation with quality: the research that they perceive as being most beneficial is that which deals with an assessment of the quality of the finished product and of the language transfer. Significantly, fewer than half of the respondents found technology-driven approaches useful. In contrast, a previous surveyⁱⁱ revealed that over 85% of multimedia industry representatives ranked these as the most useful. At the risk of stating the obvious, from this we can surmise that the agendas of the two professional communities diverge somewhat.

Business-oriented studies came bottom in the list of areas of research which are of interest to AVT/Localisation professionals: 38% of them thought they were either not very useful or of no relevance whatsoever. However, this was the kind of research which polarised respondents the most: 45% of them thought that it was either very or extremely useful. The reason for this can be found in the comments made to the effect that examining the reasons for the underlying tension between the industry's priorities and those of the practitioners 'from the outside' could result in positive outcomes.

Reading through the responses to the questionnaire, it struck me that there is a great sense of community and solidarity among AVT/Localisation professionals. They engage in continuous professional development activities, such as corporate (in-house) training, seminars and webinars, which allow them to learn from their peers, advance their skills through collaborative practice and enter into a dialogue with people who have similar concerns and experiences. A high proportion of them also attend conferences and workshops in which academics participate, yet the main incentive to do so appears to be the opportunity to network with other professionals and industry representatives: the results of the survey showed that familiarity with current lines of academic research was not significantly increased as a consequence of their attending such events.

Interestingly, some of the respondents indicated that they had not kept up-to-date with research since they had finished their studies. It would appear that theoretical modules are simply hoops that one has to jump through to get a degree. Why are audiovisual translators and localisers not engaging more actively with the results and findings of the projects developed at university departments and research centres? Are academics doing something wrong?

ⁱ Chesterman, A. and Wagner, E. 2002. *Can Theory Help Translators? A Dialogue Between the Ivory Tower and the Wordface*, Manchester: St Jerome
ⁱⁱ See: de Pedro Ricoy, R. 2012. *Multimodality in translation: Steps towards socially-useful research*. *Multimodal Communication* 1(2): 181-203

Language theory

The responses provided by the professionals in this respect were enlightening.

Let us start with the outright criticisms. There was a healthy skepticism regarding academic research into the translation of multimodal texts, which is seen as often being conducted by non-practitioners or 'outsiders' and, therefore, not in touch with the reality of the profession. Also, jargon-ridden papers which are 'too theoretical' are of little use to practitioners, who are busy meeting deadlines and keeping up with the demands of a fast-evolving market. Dissemination channels are an additional hurdle: typically, academic research is published in refereed journals or scholarly books, which tend to be confined to university libraries and therefore are not readily available to most AVT practitioners and localisers. Fair enough.

On the other hand, a lot of constructive ideas and suggestions, which should provide food for thought in academic contexts, were also put forth by the respondents. From here we can move on to three issues on which there was broad consensus: what practitioners consider 'useful research', how it should be conducted and what purpose it should serve.

When the participants in the survey were asked what kind of research they would find especially useful in terms of their professional practice, two areas were highlighted: first and foremost, work practices and conditions; and, secondly, engagement with the multimedia industry and the public. These are lines of research which require empirical inquiry (often shunned in favour of descriptive or prescriptive approaches) and are underrepresented in Translation Studies as a discipline. There is a lesson to be learnt here.

Great emphasis was placed on the need for collaborative projects. It was encouraging that several respondents stated that the input of practitioners is key, as this indicates their willingness to cooperate with academics in pursuit of useful applications of theoretical constructs. Some also talked about the importance of getting the views of consultants and the unions represented in research projects, so that real, day-to-day concerns are duly represented. Clearly, from the point of view of the professionals, the links between different communities of practice and academia need to be reinforced.

Another message came across loud and clear: research should be in the service of professional practice, although not necessarily regulate it. Several respondents acknowledged that academic research can play a role in raising the professional profile of audiovisual translators and localisers ... but only as long as (a) it is underpinned by a knowledge of the practical issues that relate to the practice of AVT and Localization, and (b) it genuinely focuses on what one of the respondents called 'the human dimension', which encompasses the practitioners, the service providers and the end users of the products that are being translated and localised.

In actual fact, the three points mentioned above closely relate to one another. They can be encapsulated in a sentence: there is less need for detached theorisation than there is for active collaboration between researchers, practitioners and relevant stakeholders. Increasingly, there is pressure on academics to produce outputs and generate outcomes whose relevance is not restricted to their own community (the infamous Ivory Tower), but rather have a demonstrable and tangible impact on society. This has encouraged engagement with practitioners and the general public and it will no doubt continue to do so.

Proving that their work is 'socially useful' in quantifiable, objectively measurable terms may be a more arduous task for scholars working in the Arts and Humanities than for those working in areas such as medicine, engineering or biochemistry, but it is by no means impossible. In the specific case of AVT and Localisation, there are potential benefits to society beyond (or, more accurately, in addition to) the intrinsic significance of advancing knowledge and the value of art for art's sake. (Incidentally, several of the people who completed my questionnaire used words such as 'creative', 'art' and 'craft' to refer to their work.)

Accessibility is of paramount importance in the digital age. I use the term 'accessibility' in its broad sense: not only in relation to people with sensory impairments, but also to anybody who accesses mass media originally produced in written or spoken languages they do not understand or have a limited comprehension of. That means most of us, one way or another. Admittedly, the distribution of media 'consumers' is not equally distributed across the world, but the large proportion of the population who access translated content (films, news, TV programmes, web pages, computer games, etc.) on a regular basis would benefit from the results and findings of the kind of collaborative research which the practitioners are keen to see being developed.

I learnt a lot from reading the responses which the people who kindly spent time filling in my questionnaire provided. What impressed me the most is their willingness to engage with research and to contribute to make it relevant and useful, as well as their strongly held conviction that research should not be only for researchers. Collaboration and communication are key: only by working together with practitioners, listening to their concerns and disseminating the fruits of their work in an accessible manner can academics have a real impact on the profession. Let's spread the word and make it possible.

Raquel de Pedro Ricoy is a Senior Lecturer (Associate Professor) in the Department of Languages and Intercultural Studies at Heriot-Watt University (Edinburgh, Scotland), where she teaches translation and interpreting theory and practice at both undergraduate and postgraduate level. She has published and lectured in these areas both in the UK and abroad. She has also worked as a freelance translator and interpreter.

Many faces of our profession revealed

After many months of planning and behind-the-scenes work, SATI's Second Triennial Conference took place at Emperors Palace in Gauteng on 30 September and 1 October 2015. This event is a fitting celebration of International Translation Day every three years, and the theme this year matched the ITD theme: The Changing Face of Translation and Interpreting. The conference culminated in the presentation of the 2015 SATI Prizes for Outstanding Translation and Dictionaries.

The organiser's perspective

With my little car packed to the hilt with books, conference bags and folders, banners and the other paraphernalia peculiar to a conference, I set off for Emperors Palace on the eve of the Triennial Conference feeling stressed and anxious that I wasn't going to complete my To Do list in time. The build-up to this event had started over a year before, and despite all the planning, lists and schedules there was still an unavoidable mountain of work in the last 10 days or so. 'Take a deep breath,' I told myself; 'it will all be okay.'

And so it was. The staff at Emperors had prepared the venue as requested, the exhibitors were satisfied with their positions, the presenters all arrived on time, and there was a happy buzz among the delegates. All in all, the event was a great success.

The theme for the conference allowed for a wide range of topics and while it would have been pleasing to have more practice-based presentations, it was satisfying to see the programme covering both translation and interpreting as well as education. The selection committee had done a good job and it was possible to organise the first day's programme into two streams with a balance between the various topics. They were all interesting in their own right, and it was almost a pity delegates were forced to make a choice.

A conference like this certainly offers a wonderful opportunity to expose yourself to elements of the profession you are not familiar with, and this one was no exception. Among the presentations I found most fascinating were hearing about the work that goes into monitoring the standard of educational interpreting at North-West University, considering how self-translation of literature can be very different from translation by an outsider, and learning something about fansubbing and localisation in gaming, both of which were completely new topics to me. I had been privileged enough to hear Chris Durban speak before and knew delegates were in for a treat; she certainly provided lots of food for thought and really useful tips. I think we can all benefit from her message of 'act like a professional' and 'offer top-quality service'.

Naòmi Morgan hit the news early this year when she was



made a 'chevalier' – knight – of the Republic of France for her translation and other cultural promotion of the country, and it was fascinating to listen to her as the guest speaker at the awarding of the 2015 Prizes for Outstanding Translation and Dictionaries telling us about how she had reached that point and some of the projects she is and has been involved in. Her presentation included snippets of songs she has worked on, adding a festive air to the occasion and highlighting the breadth of her work. I am sure many felt this was far more interesting than the mundane service translation most of us are involved in, yet it was sad to learn that this type of work is done purely for love and there is a constant battle to find funding to produce the CDs or performances that go with it.

Triennial Conference



Delegates at the opening of the conference

Naòmi had been invited to speak at the conference before we knew who this year's winners would be and it was a great surprise to her when she received one of the awards herself. The other very special element of the prize-giving was Elsa Silke's win – this is the fourth time Elsa has been the recipient of a SATI Prize and each of them has been in a different category or combination: in 2006 she won in the fiction category for translation from Afrikaans into English, in 2009 in the non-fiction category, in 2012 in the children's category and this year again for fiction but from English into Afrikaans. A real all-rounder!

This year's non-fiction winner, Lindie Koorts, was also surprised at the award, as she is a historian rather than a professional translator and so appreciated the recognition all the more. The dictionary prize went to a team from the Centre for Legal Terminology in African Languages, a group that developed out of a working group formed under the auspices of SATI at its 1985 AGM – what a wonderful way to celebrate its 30th anniversary! Michael Prinsloo, Mariëtta Alberts and Nina Mollema hope that the acknowledgement of this work will spur their colleagues working in the African languages on to complete the planned sections in those languages, which could then be nominated for future awards.

Although the winner of the inaugural SATI Student Prize was unable to attend the ceremony, his professor and nominator accepted the certificate on behalf of Coenraad Walters. The celebrations ended with some lucky draws, sponsored by Juta Publishers and SATI, which were won by Martie Gerber (R500 book voucher), Nina Mollema (R250 book voucher) and Ilze Brüggemann (choice of five on the nominations for the prizes). Earlier in the day a R1 000 book voucher sponsored by Prolingua had been won by Gretha Aalbers.

The conference ended on a high and I look forward to the next one being bigger and better – hope to see you there!

Marion Boers

The 'outsider' perspective

I attended the SATI Triennial Conference as an 'outsider' in the sense that I was invited in my capacity as a photographer, not merely as a member of SATI. How lovely, therefore, that I felt so at home right off the bat!

The conference was hosted at Emperors Palace, which was ideal for SATI's needs, with regard to the number of attendees and the location. To ensure that I got a photograph of each presenter, I had to scuttle between the two conference rooms allocated, which was no problem at all, as they were adjacent to one another. I was glad I did, because the presenters each had a different and very interesting take on the theme, *The Changing Face of Translation*. I thoroughly enjoyed the topics presented and, in particular, the entertaining use, in many presentations, of visual and audio aids.

This was a well-organized conference and a great networking and skill-sharing opportunity.

Lizelle van der Walt

The delegate's perspective

It was a great pleasure to attend SATI's second Triennial Conference on 30 September and 1 October. It is easy to say that, because all aspects of the event were pleasurable. The venue, Emperors Palace in Kempton Park, was marvellous. It was wonderful to be able to take the Gautrain and bus, which meant my journey was traffic and stress-free and far quicker than it would have been had I had to drive to most other possible venues. The section of the Convention Centre allocated to us was comfortable and convenient – with the two breakaway rooms being adjacent to each other, it was effortless to move between the rooms to listen to speakers in the two different streams. Although the programme was designed so that participants might want to stay in one room for a full session, one had the option of moving back and forth quite easily. The food was tasty and plentiful and there was more than enough time between sessions to eat our fill and chat to our heart's content.

As always, it was most enjoyable to spend time with colleagues from around the country, both old acquaintances and new faces. The majority of participants were office-based language practitioners and almost everyone who was there seemed to work with the South African languages. I would hope that in future more freelancers will see the benefit of attending the Triennial Conference, from the point of view both of meeting others working in the same language pairs and of learning about all the different streams within language practice, including options one might not have known existed (e.g. creative subtitling and localisation in gaming). There is no space here to discuss all the speakers' contributions, but it was enlightening to hear colleagues speak about topics as diverse as South African Sign Language interpreting on live television, the challenge of training language practitioners

for corporate offices, HLT software, curriculum development and educational interpreting.

The highlight of the conference was the opportunity to listen to the plenary addresses of the two 'overseas celebrities'. Chris Durban spoke on both days. Based in France, she translates for niche clients from French into English and is an active member of a number of translation associations. She shared useful tips on how to structure your business and your mind-set so that you work for 'good' clients. One of many inspiring points she made was how language practitioners should not bad-mouth the profession – if we take ourselves seriously, so will everyone else.

The second plenary address was by Naòmi Morgan, who spoke about the journey that led her from growing up in a multilingual home in the Free State to being knighted earlier this year by the Republic of France for her translations of plays from French into Afrikaans and Afrikaans songs to French. What fascinating stories she had to tell and what a treat to hear snippets of some of the songs she spoke about! It was the perfect introduction to the awarding of the SATI Prizes, one of which Naòmi herself won.

Thanks are due to all the speakers and to the SATI Council for helping us to celebrate International Translation Day in style, in giving us the opportunity to immerse ourselves for two full days in the wonder of this fascinating profession. I look forward to doing it again in 2018!

Beverley Boland

See the photograph of the 2015 Prize-winners on the front cover and shots from the conference on the front and back covers of this issue. Further photographs from the conference and prize-giving are available at <https://www.dropbox.com/sh/wddpm5gkaiwaye1/AABRQ0TmyaqYexLf8w6s-KGSna?dl=0> and https://www.dropbox.com/sh/qqyqoiszq1b7v8mj/AADr_9pivkgwtZPgCPCWCxABa?dl=0

2015 SATI Prizes for Outstanding Translation and Dictionaries

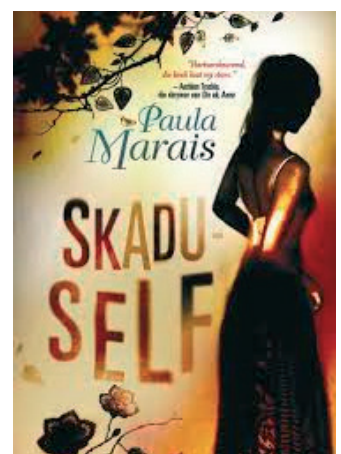
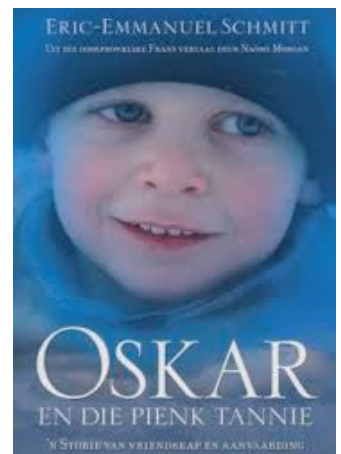
The winners of this year's SATI Prizes for Outstanding Translation and Dictionaries faced stiff competition, with a host of excellent works having been entered in the four categories – 28 in all. Of these, 17 were literary works, three in the non-fiction category, five works for children or young people and three dictionaries. Only one nomination was received for the new student prize for an MA thesis (which will be an annual award made at the Institute's AGM, but this year was included with the other prizes), but this will undoubtedly grow in the future.

The 2015 winners are:

- *SATI Prize for Outstanding Literary Translation: Elsa Silke* for *Skaduself*, the translation into Afrikaans of Paula Marais' *Shadow Self* [Publisher: Human & Rousseau]
- *SATI Prize for Outstanding Non-Fiction Translation:*

Lindie Koorts for her Afrikaans translation *DF Malan en die opkoms van Afrikaner-nasionalisme* of her own book *DF Malan and the Rise of Afrikaner Nationalism* [Publisher: Tafelberg]

- *SATI Prize for Outstanding Translation of Children's Literature: Naòmi Morgan* for translations from French into Afrikaans of two books by Eric-Emmanuel Schmitt, *Oskar en die pienk tannie* and *Monsieur Ibrahim en die blomme van die Koran* [Publisher: Human & Rousseau]
- *SATI Prize for Outstanding Translation Dictionaries:* The editorial team for *Legal Terminology: Criminal Law, Procedure and Evidence / Regsterminologie: Straf-, Strafproses- en Bewysreg* (Michael Prinsloo, Mariëtta Alberts and Nina Mollema) [Publisher: Juta]
- *SATI Student Prize: Coenraad Walters* for his MPhil in Translation thesis *Vervreemding, patronaat en tuiskoms: Die Gilgamesj-epos vir Afrikaanse kinders* (*Foreignization, patronage and homecoming: the Epic of Gilgamesh for Afrikaans children*)



Judging entries for prizes such as these is no easy task and the Institute is indebted to the experts who volunteered their time and knowledge in assessing the entries. They are:

- *Literary translation:* Prof. Alet Kruger (convenor), Prof. Annette Combrink, Prof. Ilse Feinauer
- *Non-fiction translation:* Mrs Ilze Brüggemann (convenor), Ms Gretha Aalbers, Prof. Thys Human

Triennial Conference

- *Translation of children's literature*: Prof. Thomas van der Walt (convenor), Prof. Franci Greyling, Ms Emma Lotriet
- *Dictionaries*: Prof. Piet Swanepoel (convenor), Dr Victor Mojela, Mr Pumlanzi Sibula
- *Student Prize*: Prof. Judith Inggs, Ms Stefanie Dose

The full list of nominations for the 2015 Prizes is:

Literary translation

- Elsa Silke & Pieter Cilliers for *Pilgrim*, the English translation of Pieter Cilliers' *Soeker* [Protea Book House]
- Zirk van den Berg for *'n Ander Mens*, the Afrikaans self-translation of his novel *Nobody Dies* [Random House/Kewla Books]
- Karen Press for *Synapse*, the English version of Antjie Krog's *Mede-wete* [Human & Rousseau]
- Leon de Kock for *The Road of Excess*, the English translation of Ingrid Winterbach's *Die Benederyk* [Human & Rousseau]
- Zandra Bezuidenhout for the Afrikaans version of Tommy Wieringa's Dutch novel of the same name, *Joe Speedboot* [Queillerie]
- Elsa Silke for *Skaduself*, the Afrikaans translation of Paula Marais' *Shadow Self* [Human & Rousseau]
- Michiel Heyns for *Wolf, Wolf*, the English version of Eben Venter's Afrikaans novel of the same name [Tafelberg]
- Jaco Botha for *Dieners en Donners*, the Afrikaans version of Mike Nicol's *Of Cops and Robbers* [Umuzi]
- Daniel Hugo for *Die Bewaker*, the Afrikaans version of Marguerite Poland's *The Keeper* [Penguin]
- Kirby van der Merwe for *Karretjiemense*, the Afrikaans version of Carol Campbell's *My Childrn Have Faces* [Umuzi]
- SJ Naude for *The Alphabet of Birds*, the English translation of SJ Naude's *Alfabet van die Voëls* [Umuzi]
- Zirk van den Berg for *Halfpad een ding*, the Afrikaans version of his *Half of One Thing* [Penguin Random House]
- Maya Fowler and Isobel Dixon for *Weeping Waters*, the English version of *Plaasmoord* by Karin Brynard [Human & Rousseau]
- Dominique Botha for *Valsrivier*, the Afrikaans version of her novel *False River* [Umuzi]
- Jaco van Schalkwyk for his self-translation from Afrikaans of *The Alibi Club* [Umuzi]
- Leon de Kock for *In Love's Place*, the English version of Etienne van Heerden's *In stede van die liefde* [Tafelberg]
- Johan Vlok Louw for *Die Sirkel van Bekende Dinge*, the Afrikaans translation of his *Karoo Dusk* [Umuzi]

Non-fiction translation

- Michiel Heyns for *JM Coetzee: A Life in Writing*, the English version of JC Kannemeyer's *JM Coetzee: 'n Geskryfde Lewe* [Jonathan Ball]
- Lindie Koorts for her Afrikaans translation of her book *DF Malan and the Rise of Afrikaner Nationalism* [Tafelberg]
- John Linnegar et al for *Text Editing: A handbook for*

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Plenty of networking took place during the breaks



Three SATI chairpersons: Anne-Marie Beukes (2005-2013), Johan Blaauw (2013 to present) and Annette Combrink (1995-2005)

students and practitioners, the English adaptation of *Teksredaksie* by Kris Van de Poel and Wannie Carstens [UPA]

Children's literature

- Antjie Krog for *Sam: 'n Ware verhaal van 'n dogtertjie en haar olifant*, the Afrikaans version of Ingrid Vander Veken's Flemish *Sam: Het waar gebeurde verhaal van een meisje en haar olifant* [Lapa Publishers]
- Lydia du Plessis for *As ek val*, the Afrikaans translation of Jenny Downham's *Before I Die* [Lapa Publishers]
- Jaco Jacobs for *Wouter en die eienaardige eiland-avontuur*, the Afrikaans version of *Oliver and the Seawigs* by Philip Reeve [Lapa Publishers]
- Naòmi Morgan for *Oskar en die pienk tannie* and *Monsieur Ibrahim en die blomme van die Koran*, the Afrikaans translations of Eric-Emmanuel Schmitt's *Oscar et la dame rose* and *Monsieur Ibrahim et les fleurs du Coran* [Human & Rousseau]

Translation dictionaries

- *Oxford Bilingual School Dictionary: isiXhosa and English* [Oxford University Press]
- *Legal Terminology: Criminal Law, Procedure and Evidence* (English, Afrikaans and Latin) [Juta & Company]
- *South African Multilingual Dictionary* (in all 11 SA official languages) [Pharos]

Branding yourself as a translator

Have you ever wondered why certain businesses are successful, despite the fact that they charge more than their competitors? Certain businesses and people grab your attention even though they provide the same product, e.g. Coca-Cola and Pepsi; Steers and Spur. It is all in the name of the business, especially the label of the product. Language practitioners and translators in particular need to think about how they market themselves, says Anne Marais.

Branding has to do with the psychology behind the label. What it comes down to is that consumers identify strongly with certain products and businesses, because of the fact that they represent reputable brands. According to *The Concise Oxford Dictionary*, a brand is a type of product manufactured by a company under a particular name as well as an identifying mark or characteristic common to the products of a particular company. According to James Hammond, a US brand expert, brands represent much more than a factual, rational connection to the product or service. He says that a brand is the total emotional experience a customer has with your company and its product or service. According to Walter Landor, products are made in a factory, but brands are created in the mind.

Why is branding important for translators?

Translators need to be aware that in order to survive in the pool of freelancers out there, they need to set themselves apart from the rest. Clients need to be able to identify with a specific translator, the services he/she offers and his/her unique selling position. One way to achieve this is for translators to market themselves as a brand. The slump in the economy demands that freelance translators work harder than ever. Freelancing is tough. Making a success of freelancing is even tougher. Furthermore, translation in South Africa is still in the process of being professionalised. Today, freelancers need to be one step ahead of their competitors. Branding is the answer to standing out above the rest. Clients need to make a mental connection with your business and view you as a successful brand. Here are a few characteristics of successful brands:

1. **Innovative:** Great brands focus on innovation and avoid becoming stagnant.
 2. **Focused:** Great brands know what they do and they focus on doing it well.
 3. **Passion:** Great brands are driven by passion.
 4. **Consistency:** Great brands are consistent and reliable.
 5. **Flexibility:** Great brands are ready to change and adapt.
 6. **Competitive:** Great brands are driven by a competitive spirit.
 7. **Leadership:** Behind every great brand is a powerful leader.
 8. **Distinction:** Great brands stand out from the rest.
 9. **Emotion:** Successful brands have an emotional appeal.
- A brand is more than a company's tagline, trademark and

logo. A company's brand must embody and communicate the company's promise and commitment to its target. This promise reflects the company's culture and mission and must appeal to the target market. Knowing and understanding your target is a key ingredient in the branding process. Effective brand positioning is relevant and timely. Successful brands, like any strong and worthwhile relationship, are not built overnight. Consistent communication and performance are key to building a relationship of trust and understanding between a brand and its target.

How to build your brand

Find your niche: Ask yourself what your business is really about. You are a translator, but what do you translate – legal texts, medical texts, technical texts, etc. It is important to find your niche in order to distinguish yourself. You need to be aware of your strengths when you decide where to specialise.

Target market: Define your target market. Who is your customer? Do you want to market directly to clients, to agencies or to both? If you are focusing on direct clients, who are they – attorneys, the medical field, small businesses, schools, students, etc.? Make sure your image addresses their needs.

Logo and name: Choose a logo and name that represents the values that you stand for. What do you want to communicate to your customers? Make sure that you consistently communicate the values of your brand across all platforms.

Online presence: Create an online presence by establishing your own website, writing a blog about your business and using social media. It is important to find related forums, blogs and other online communities in your industry, including those relating to freelancing, and to get involved. There are a few platforms for creating free websites such as www.wix.com, www.weebly.com and www.wordpress.com.

Business Cards: Get a business card that communicates your brand. A successful business card should include your logo and slogan, the name of your business and details such as address, contact information, etc. Make sure that it is suited to your target market. If for instance you focus on creative industries such as advertising

In Practice

agencies, you can use a more playful approach with vibrant colours. If your target market falls into a more conservative sector such as corporate finance, adjust your approach to coincide with it.

Professionalise: Make sure that you project a professional image at all times. If you meet with a client, dress up as a professional, e.g. a classic suit that communicates that you are serious about business. Telephone etiquette is also important. Always answer with a professional tone and voice, stating the name of your business and then your own name.

USP: Your unique selling position is what makes you

different from the rest. Maybe you are a communication specialist, as well as a translator. Then you can sell yourself not only to translate a text, but also to tailor the text according to specific communication needs.

Professional portfolio: Create a professional portfolio that is consistent with your brand. Include samples of your work that reflect your brand identity.

Anne Marais has been working as a freelance journalist for several years. She did a Postgraduate Diploma in Translation and thanks to her interest in languages decided to work as a freelance language practitioner. She regularly writes articles for Vrouekeur magazine, as well as a political blog for News24.

Tools of the Trade

The five-minute guide to back-up solutions

As a freelance practitioner, it is vital for you to keep your projects safe – especially those which are a 'work in progress', as you would not want to waste precious time having to redo this work. In the freelance game, your time is your money! Lia Marus presents two solutions which she uses to back up her work. She finds them extremely reliable and has never had any problems with these platforms.

In my business dealings with clients, Dropbox has been the preferred method of online collaboration and storage. I have found it to be a very stable platform and I like the fact that you upload your documents directly from Microsoft Word. Only those people who you have shared a particular folder with are able to see what is inside. They will not be able to see everything that is in your Dropbox account – unless you want them to.

In terms of pricing, on the free account you get 2 GB of storage – which you increase according to the number of new people you invite to share your information. Samsung and Dropbox were at one stage holding a promotion where you could be eligible for another 48 GB of space when you purchased a Samsung device. This option was available for a period of two years from the time you purchased the device. I am not sure if this is still running but it is worth looking into! Dropbox Pro, which gives you 1 TB (1 000 GB) of space, will set you back US\$9,99 per month, while the Dropbox for Business package – which gives you unlimited storage – will set you back US\$15 per user per month.

One Drive

One Drive is Microsoft's online back-up solution and is an integral part of Office 365. As part of the latest version of Microsoft Office, you are allowed to install all the programmes in the suite onto multiple devices. So, for example, you can have Office running on your tablet, phone and computer simultaneously without incurring extra costs. The reason I say that One Drive is an integral part of Office 365 is that when you work on documents in Word on, say, your tablet, your documents are saved

onto One Drive, instead of the device memory.

In terms of pricing, for US\$1,99 a month you will get 100 GB worth of storage on One Drive. A total of 200 GB will cost you US\$3,99 per month, while 1 TB will set you back US\$6,99 per month – and this includes a subscription to Office 365, which downloads updates as and when they are available, so you never sit with outdated software.

There are other cloud-based back-up solutions out there, such as Google Drive, which I've heard many good things about but have never tried myself. Google also has their 'Google Docs', product which is their solution to a free word processor. I must admit that I am not a fan of this program, as it does not provide the same functionality as Word does and is not as stable as the Microsoft word processor.

My advice when using these cloud-based back-up solutions is to use them purely as a back-up solution and always to have a copy saved on your computer. Do not put the only copies that you have of your documents only onto the back-up solution, hoping they will be safer because they are in the cloud and not tied into the physical security of your device. Remember that if something goes wrong with the cloud-based software, all your information and hard work will be gone!

Lia Marus is a freelance editor and copy writer, with many years of experience in the print and digital publishing worlds. She has a BA in French, Italian and Linguistics from UCT, an MA in translation from Wits and a Postgraduate Diploma in Management from the Wits Business School. She is currently studying towards her LLB through Unisa.

SATI on Facebook: From photos and prizes to Oubaas causing trouble

Deirdré Roos gives some insight into SATI's social media persona.

My first task as Digital Assistant was to change SATI's presence on Facebook from a personal profile to a proper non-profit organisation page. Why bother, you ask? There are at least two major disadvantages to SATI being a 'person' rather than an organisation on Facebook:

People must send you a friend request before they can start engaging with you. Once you are accepted as a friend, it means that SATI has access to everything that you and your friends share on your profile. On the one hand it is a wonderful resource to relevant articles that can be shared with other SATI members. But those relevant articles are often buried among a variety of photos that friends are tagged in, private messages about favourite recipes and professions of love to partners, children and/or pets (this is an exaggeration, but it gives you a feel for the truth) in addition to numerous invitations to games and even a few inappropriate pictures shared to friend's profiles by their naughtier friends and/or relatives.

Facebook is actually quite serious about security, especially when more than one person tries to access a personal profile. One would think that it is simply an issue of typing in the same e-mail address and password, but technology today enables Facebook to see that, for example, Marion and I are not using the same software and the logical conclusion is therefore that one of us is not the person SATI/SAVI. Then I get locked out and have to first identify six of my 524 personal friends. It is not as easy as you might think, especially if Facebook throws in photos of your children as well!


The SATI SAVI non-profit organisation page came to life on 17 March 2015. Unfortunately, the disadvantage is that we seem to have lost a lot of our 524 friends. The 285 likes that we have managed to collect so far include new followers that were not friends before. In hindsight it might have been a bit less confusing to use a different name and not stick with SATI/SAVI.

Our Facebook followers are mostly South Africans and although every province is represented, most of our fans live in Gauteng. We do have a small international following with at least one person on each continent and two people in Portugal and another two in Austria. Our fans are mostly between the ages of 25 and 44 with 75% women and 24% men. According to Facebook, most of our followers are online during the day and early evenings between 7:00 and 10:00, but apparently at least ten of them are online right through the night. It is unclear whether they are burning the midnight oil or simply cannot sleep.

The favourite post for the month of October was the

announcement of the winners of the 2015 SATI Prizes for Outstanding Translation and Dictionaries. The message was posted live from the event.

The overall favourite posts for the past eight months were photos of SATI's AGM, photos of SATI Boland's AGM as well as photos of a SATI Boland function when Jana Luther spoke about the new HAT6. A post that caused quite a stir was about a perceived translation blooper with the subtitling of 7de Laan, which turned out to be one of Oubaas' mala-propisms.

SATI SAVI added 5 new photos to the album: SATI Prizes for Outstanding Translation and Dictionaries. Published by Deirdré Roos (7) · October 1 at 3:41pm · 




Photos of the 2015 winners of the SATI Prizes for Outstanding Translation and Dictionaries posted on Facebook

SATI SAVI added 6 new photos to the album: SATI AGM 22 May 2015 — with Anne-Marie Beukes and 3 others at University of Johannesburg. Published by Deirdré Roos (7) · June 1 · 




Photos taken at the SATI AGM 22 May 2015

SATI SAVI added 4 new photos to the album: Gesamentlike funksie (PEG WKS/SAVI Boland) — in Cape Town, South Africa. Published by Deirdré Roos (7) · August 15 at 8:50am · 



Photos taken at a combined SATI Boland and PEG event on the new HAT6

If you have not yet joined our Facebook community, please 'like' us to increase our 'following'.

SATI SAVI added 22 new photos to the album: SATI Boland 20 June 2015 — with Gretha Aalbers and 5 others. Published by Deirdré Roos (7) · June 20 · 



Photos taken at the SATI Boland AGM 20 June 2015

SATI SAVI Published by Deirdré Roos (7) · May 27 · 



Embarrassing translation blooper for 7de Laan
Embarrassing translation blooper for 7de Laan
NEWS.YAHOO.COM

Oubaas causing trouble

Deirdré Roos is a freelance language practitioner based in Gordon's Bay. She started working as SATI's Digital Assistant in March 2015.

A response to Julius Malema

It is easy to conflate political issues into 'them' vs. 'us', but is this justified? Annette Combrink comments.

Background

Economic Freedom Fighters (EFF) leader Julius Malema startled supporters in Polokwane on 16 June this year when he told them to stop 'clapping hands' for free things because they are undermining themselves, before attacking Afrikaners who 'are still arrogant and think they can impose themselves on us'. He continued by saying, 'We must refuse the dominance of Afrikaans in our daily lives. Afrikaans is an ordinary language like all our 11 languages. That is why in the national anthem we must stop singing the Afrikaner version because we did not regard Afrikaans as a supreme language.' Read the full report in *The Citizen* of 17 June 2015 at <http://citizen.co.za/404947/malema-fires-broadside-at-arrogant-afrikaners/>.

Another view

I thought for quite some time whether it would be worthwhile to formulate a response to the outrageous and inflammatory statements by the irrepressible and seemingly invincible Julius Malema, but in view of the fact that his antics and tantrums do have the potential to stoke fires, and in view of the fact that my immediate environment (Potchefstroom) is one of the targets of his invective, I thought it might be an interesting exercise to engage with the issue.

I do not intend to go into the knee-jerk mode of defending Afrikaans – the point about all this, in my view, is that Afrikaans is just a comfortable and easy target. I do not apologise for Afrikaans (even Malema concedes that it does have a place among the eleven) and if I should ever arrive at a definition of 'Afrikaner' I might be able to say something constructive about some of his wilder allegations, but for the moment my focus is somewhat different.

Malema, the *enfant terrible* of South African politics, does inevitably create the idea that he is a loose cannon, and a dangerous one at that. His political life has been crafted and then sustained through outrageous statements that keep his followers happy, have his erstwhile mentors gnashing their teeth and disquiet responsible citizens who try to address the problems facing the country in a responsible manner. He plays some kind of instrument that has two strings only, but this suffices for the impact he aims to make.

There are two statements that I would like to reflect on briefly. The first one predictably has to do with land – 'You must have the will to reclaim the land. The Soweto uprising was about black people, about ensuring that black people occupy the leadership responsibility through quality education.' It would seem as if the ironies and

contradictions of this statement in the present situation in South Africa escape him entirely. Yes, about the land issue. But many people DO have the will to reclaim the land, and the slow and cumbersome process of valid and/or opportunistic land claims is not the fault of the 'oppressor'. It is just a refrain that sets off a conditioned reflex in the minds of followers who do not think for themselves. Bringing quality education into the equation as a prerequisite for responsible leadership (that I entirely agree with) would be funny if it were not so totally at odds with the breathtakingly arrogant way in which people, including the young (not so young?) Mr Malema, engage with the notion of educational qualifications.

Coming to the statement about Afrikaners, where he maintains that 'they are still arrogant and think they can impose themselves on us. We must refuse the dominance of Afrikaans in our daily lives. Afrikaans is an ordinary language like all our 11 languages'. Yes, some 'Afrikaners' are arrogant, and so are members of any group. It is a character trait, it is not a national campaign (no pun intended with the use of national). I think 'Afrikaners', like most people in this country, are only trying to get on with their lives in a country that is slowly but surely going to the dogs. The levels of social interaction in this country are so many, so varied and so complex that a statement like that reveals itself for what it is – one needs a common enemy to unite people behind one, and the 'Afrikaners' are an easy common denominator. Talking about the dominance of Afrikaans in our daily lives – where on earth do you spend your daily life, Mr Malema? Yes, Afrikaans has a high level of visibility, not only because it is a major language in the country, but because it is forced onto centre stage not so much by speakers of the language but by the very people who want to suppress it. It becomes a matter for debate because it provides such a wonderful target for ill-conceived and uninformed opinions.

Thus, I would not usually enter into the fray of debating a matter like this – rather I would like to underline the fact that one should see statements like this in the framework of where they come from, but equally one should not ignore or underestimate the incendiary potential of such statements made with an uninformed and disillusioned audience in mind.

Annette Combrink is accredited translator, editor and former chairperson of SATI. Currently she is a city councilor and freelance translator. She serves on the managing board of Aardklop and the Service Centre for the aged. She has a very long association with North-West University's Potchefstroom Campus as a lecturer, dean and rector and served briefly as mayor of Potchefstroom in 2013.

Correct positioning of qualifiers

As language practitioners, we so often approach a document in haste without thinking what our qualifying words and phrases are actually referring to. Here Nicky Grieshaber has a closer look at some of them.

For the purpose of this brief note, I use 'qualifying words and phrases' as an umbrella to cover items such as *only*, *not only ... but (also)*, *among others*, and *both . . . and*, and in Afrikaans *net / slegs*, *nie net nie . . . maar (ook)*, and *onder andere / onder meer*.

Copywriters, translators and proofreaders/copy-editors need to pay particular attention to the positioning of such words and phrases, since incorrect positioning could alter the intended meaning of a statement or create confusion (even if only briefly). Even if the intended meaning can be inferred with a bit of effort, the sentence concerned would, at the very least, be stylistically poor and represent sloppy wording, and no language worker worth his or her salt should want to be party to any sloppy final product. Any copy that has been through a paid language practitioner's hands should reflect that great care was taken over ensuring its correctness in every respect.

Here are a few English and Afrikaans sentences in which qualifying words like the above are not where they are supposed to be, with their respective corrected versions given immediately afterwards. (For the purpose of this note I have made no other changes that might have further improved the sentences concerned.)

1. ✖ Back in 1975 ABBA were chiefly known in America, as in many countries, for their Eurovision winner of the year before, 'Waterloo'.
✓ Back in 1975 ABBA were known in America, as in many countries, chiefly for their Eurovision winner of the year before, 'Waterloo'.
2. ✖ We'll only personalise this page when you're signing in from a familiar device or location.
✓ We'll personalise this page only when you're signing in from a familiar device or location.
3. ✖ Her latest novel not only testifies to the truth of the above statement, but also to so much more.
✓ Her latest novel testifies not only to the truth of this statement, but also to so much more.
4. ✖ Let us look more closely at the idea of wit – both wit in the way that Dixon uses it, and the way that wit has been utilised within the English literary tradition.
✓ Let us look more closely at the idea of wit – wit both in the way that Dixon uses it, and in the way that it has been utilised within the English literary tradition.

5. ✖ Few can employ language not only to capture the beauty of experience, but also the beauty of language itself to such stunning effect.
✓ Few can employ language to capture not only the beauty of experience, but also the beauty of language itself to such stunning effect.
6. ✖ This relationship between the local and the global is therefore not only evident in the flow of media content, but also in the distribution of capital among global media companies.
✓ This relationship between the local and the global is therefore evident not only in the flow of media content, but also in the distribution of capital among global media companies.
7. ✖ Ernstige en ingrypende beperkings vereis ingevolge hierdie beginsel dat 'n beperking slegs geregverdig kan word indien dit 'n baie belangrike doel dien.
✓ Ernstige en ingrypende beperkings vereis ingevolge hierdie beginsel dat 'n beperking geregverdig kan word slegs indien dit 'n baie belangrike doel dien.
8. ✖ Die beskuldigde word vrygespreek ten spyte daarvan dat boks nie alleen die toedien van ernstige liggaamlike beserings veroorloof nie, maar selfs beloon.
✓ Die beskuldigde word vrygespreek ten spyte daarvan dat boks die toedien van ernstige liggaamlike beserings nie alleen veroorloof nie, maar selfs beloon.
9. ✖ Vir haar BA was Latyn onder meer 'n hoofvak.
✓ Vir haar BA was onder meer Latyn 'n hoofvak.
10. ✖ Partykeer kon daar eers by die water uitgekom word nadat die sand bo-op weggewerk is.
✓ Partykeer kon daar by die water uitgekom word eers nadat die sand bo-op weggewerk is.

This article is the third (the previous one was by John Linnegar regarding the use of prepositions and avoiding literal translations) of a set of articles we would like to place for all languages and the conundrums they might have to which you do not necessarily find the answers in a dictionary. Feel free to send similar articles to ilze@translators.org.za along with an English translation if the article is in another language.

Nicky is 'n freelance language practitioner from Pietermaritzburg. He has an academic background and is, amongst others, a language advisor for LitNet and LitNet Akademies. Nicky is also the author of Diacs and Quirks in a Nutshell: Afrikaans spelling explained (<http://www.nickygrieshaber.co.za/Afrikaans-spelling-diacritics.php>)

Boeke open wêreld – en harte

Op 23 April word Wêreldboekedag op verskillende maniere regoor die wêreld gevier. In Noordoos-Spanje is dit byvoorbeeld al vir jare die tradisie om mekaar op hierdie dag met rose en boeke te bederf – 'n roos vir liefde en boeke vir altyd. Die ATKV wou met 'n nuwe tradisie begin om Wêreldboekedag te vier en twee ATKV-werknemers het verstom gestaan oor hoe die geskrewe woord wel wêreld kan oopmaak.

Mercia Eksteen, die ATKV se kommunikasiebestuurder, het saam met Karien Brits, bestuurder: taalaangeleenthede, op die vooraand van Wêreldboekedag hulle voorstedelike lewens agter diefwering en hoë mure verruil vir 'n nag in Soweto, Gauteng se grootste township – te midde van die hartseer van xenofobiese geweld wat die land daardie week aan die gons gehad het, en ten spyte van die taktvolle waarskuwings van besorgde kollegas oor wat alles moontlik kan skeefloop in dié berugte woongebied.

Eksteen en Brits wou graag in Soweto oornag om op Wêreldboekedag met openbare vervoer van Soweto tot in Randburg te ry en so van vroegoggend af reeds die vreugde van Wêreldboekedag met mede-landsburgers deel deur die uitdeel van boeke en boekvoorlesings. Suzie Mathola, hul kollega, sou hulle vergesel en het hulle genooi om die nag in Soweto deur te bring. Suzie is wyd bekend vir die Saterdagsskool wat sy die afgelope 16 jaar in Soweto bedryf waar sy haar liefde vir Afrikaans met oud en jonk deel. Suzie het al twee ATKV-damestakke in Soweto gestig, en is ook die stigter van die ATKV se Vorentoe-tak in Soweto.

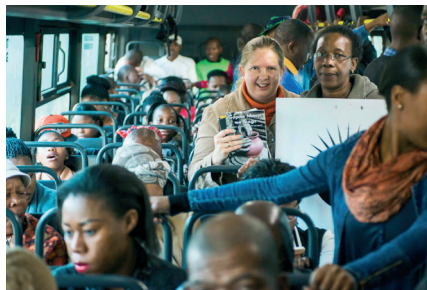
Die tipiese Soweto-gasvryheid van ATKV-tak Vorentoe se lede was soos balsem vir die twee oorwerkte Afrikaanse siele van Randburg, en daar is tot laat in die aand lekker gelag en gesels in en oor Afrikaans.



Oppad bushalte toe



By die bushalte



Karien en Suzie op die bus



Twee passasiers op die bus

Eksteen en Brits kan nie uitgepraat raak oor die rustige, byna plattelandse atmosfeer wat hulle ervaar het toe hulle tienuur die aand na die kuier na hul gasvrou se huis teruggestap het nie.

Mense wat in Soweto woon en in ander dele van Johannesburg werk, haal donsoordag reeds busse en taxi's om betyds by die werk te wees, en stiptelik om 05h15 op Wêreldboekedag het die drie kollegas en hul kartondose vol boeke in die pad geval na die bushalte. Eksteen en Brits vertel dat hulle hartlik ontvang is op die bus en nadat die doel van hulle reis in Tswana verduidelik is, was hul mede-passasiers maar te gretig om

te hoor wat in die boeke staan. Suzie het tussen die voorlesery benadruk hoe belangrik dit is dat ouers weer vir hulle kinders moet voorlees, en dat ouers soms die televisie moet afskakel.

Nadat iemand iets in Suid-Sotho voorgelees het oor die vrede van God wat alle verstand te bowe gaan, het die passasiers spontaan saam begin bid – vir die land, en ook vir die dag wat voorlê. Daarna het die mense spontaan begin sing oor die liefde van God. Die twee kollegas is dit eens dat die twee uur lange reis kantoor toe verbygevlug het, alles te danke aan boeke wat wêreld oopmaak. En aan die groot Boek wat harte oopmaak.

Two members of staff at the ATKV (Afrikaans language and cultural organisation) celebrated World Book Day on 23 April by spending the previous night in Soweto and taking the bus in to Randburg next morning in order to share the importance of a love of books with the commuters. They were received with open arms and their message made a great impression.

The Book Fair comes to Johannesburg

Books are essential to our profession, which is part of the reason SATI supports the South African Book Fair.

The South African Book Fair was held in Gauteng for the first time this year, between 31 July and 2 August. The venue was the Turbine Hall in Newtown, which was an interesting space that lent itself to a creative layout, fully utilised by the organisers.

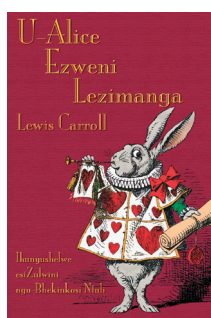
Some 5 000 people attended the fair, which offered a very interesting programme of talks, workshops and other activities in addition to the publishers' and other displays. These ranged from readings and appearances by book characters in the kiddies' corner through literary discussions to political analysis.

Leon de Kock, for instance, led an interesting discussion on 'The power of family' with panellists Masande Ntshanga, Craig Higginson, Dominique Botha and Rehana Rossouw, considering how their own families and upbringings had influenced their writing and how family influences were portrayed in their work. One of the highlights of the Fair (which I was unfortunately not able to attend) was the closing, a Mad Hatter's Tea Party to celebrate 150 years since the publication of *Alice in Wonderland* and the launch of the Zulu version of the book – just imagine the challenge of that translation! According to the publishers, Evertime

The story has an English setting. An attempt to get an exact equivalent of every English word or expression would accentuate the foreignness of the story to an isiZulu reader. In some places the translator tried to bring the story 'nearer home'. With regard to the names of the characters, for example, he had to decide which ones could be kept in English and which ones could be translated or changed to new ones. Names such as Alice and Ann were retained partly because they have been used as names for Zulu women for a very long



Entertaining the children



time. It was felt there was no need to give them the isiZulu spelling such as *u-Alisi* and *u-Eni*. Less commonly used names, *Lacie* and *Tillie* were substituted with well known names: *Thandiwe* (Loved One) and *Buhle* (Beauty). Numerical names such as *Two* and *Five* were simply translated to *Mbili* (Two) and *Hlanu* (Five).

In addition to the events, there was of course a wide range of exhibitors. These included all the big-name publishers in South Africa as well as some African publishers and miscellaneous exhibitors like ANFASA and the Goethe Institute, in addition to a number of small publishers sponsored by the FP&M SETA.

SATI and PEG (Professional Editors' Guild) shared a stand, continuing a tradition that goes back as far as the first Fair in Cape Town. Although there was not a flood of visitors, we

did have valuable interaction with both members of the public and practitioners. PEG presented two useful workshops, Publish Yourself and A Lightning Tour of Editing, offering practical information on the profession; both were well supported. Our thanks go to the members who helped man the stand – Willem Beckmann, Elsabé Birkenmayer, Marion Boers and Beverley Boland – as well as our PEG colleagues Isabelle Delvare, Lia Marus, Juliet Gillies, Karin Pampallis and Reinoud Boers. The Fair offered us a useful opportunity to meet the publishers and tell them about the services that our members offer and to promote the SATI Prizes for Outstanding Translation and Dictionaries. The Fair organisers reported that the exposure given to the Fair offered the equivalent of almost R23 million in PR value for publishing and related services!

Marion Boers



The small publisher area



The SATI/PEG stand at the Fair

Chris Durban visits Cape Town

It is 3 October 2015. A slightly overcast day in Cape Town and Table Mountain is cloaked in mist. The Committee Room, Centre for the Book, is abuzz with excitement. We are celebrating International Translation Day (ITD). SATI Boland is honoured to host the internationally acclaimed freelance translator, Chris Durban, who presents a half-day workshop on:

Raising the bar for translation skills, services, pricing and satisfaction

The workshop focuses on the freelancer who needs to have translation skills, business expertise and marketing shrewdness to be able to survive in a highly competitive environment. The emphasis is on specialisation and professionalism.

Specialisation requires the translator to find a field of real interest. Then the translator needs to brush up on all knowledge related to that specific field. A marketing strategy is to attend workshops, conferences or any other meeting, which will broaden the knowledge of that specific subject. It is important to remember to choose a field of interest in which you can allow your passion for that field to show in your translations and will allow you as a person to grow in your knowledge.

Finances make most of us cringe, yet to be successful each individual needs to take charge of this 'thorny issue'. Translators should charge professional fees. If the rate is too low, it will be difficult to raise the bar later on. It also sends the message into the world that you do not value your work highly and the prospective client may become wary as to your capabilities as a translator and choose someone charging more professional fees. Undercutting can give the translation industry a negative image and some clients may then regard it as unskilled labour and then not be prepared to pay proper money.

Keeping track of clients and work done is also important for the professional image. Chris also suggests that you need to follow up on completed work. Ask the client if they are satisfied and if there are any suggestions from



Chris Durban giving her talk at the Cape Town Workshop

their side, which will lead to an even more, improved piece of work.

One of the most important aspects of being a freelance translator is marketing. Most freelance translators love being on their own in their studies with no humans to bother them. Unfortunately, in this competitive world marketing becomes increasingly important. People need to take note of you as a person. Attend events in your field of specialisation. Ask questions when there is a Q & A section. The latter is important, as you need to make yourself known. The examples given by Chris are hilarious, yet practical. It definitely requires the hermit to expose him- or herself to the outside world.

Lunch at the restaurant Eighty-Ate follows the inspirational workshop. It truly is a magnificent day.



Lucky draw winners: Antoinette van Rooyen and Laetitia Sullivan

Marcelle Steinmetz resides in the Western Cape. She is a full-time English HL teacher at a boys' school and a part-time translator, copy-editor and proofreader. Languages and people are her passions. She serves on the SATI Boland committee as an extra member.

Constitution amended

Members recently voted on amendments proposed by the Council to resolve certain issues that had arisen over the past months.

At a short meeting on 1 October 2015, members were given feedback on the results of the voting on constitutional amendments recently proposed by the Council. There was a response rate of 42,4% (101 of 238 voting members) and as there was overwhelming agreement with all the proposals, this reflects a very positive outcome, with all the amendments being passed by more than the required two-third majority.

The changes mean that accreditation is being discontinued for agencies (but not for other corporate members) and that the corporate seat on the Council will be open to a representative of an agency member only, and will become a non-voting seat. In addition, members authorised a non-accredited committee in the case of the new chapter for emerging practitioners that is currently being formed and a clause was introduced relating to the conducting of Council meetings that become non-quorate as a result of a member unexpectedly being prevented from attending, enabling the Council to continue working and then ratify any decisions afterwards.

Why the changes regarding agencies?

No nominations for a corporate representative to Council were received at the time of the SATI elections this year. The vacancy on the Council needed to be resolved and similar situations avoided in the future.

When SATI's new constitution was drawn up in 2008, the Council was specifically structured so that the corporate members (a new category at the time) were given representation on the Council, because these members are felt to be an important part of the profession and need to have a voice within the Institute. This is still the case, but the agency members themselves have not taken up the possibility of becoming accredited, a

requirement to be eligible for Council. It appears that corporate members gain other benefits from their association with SATI and accreditation is not particularly important.

In the interim, another issue surfaced relating to SATI's membership of the International Federation of Translators (FIT). SATI has been an active member of FIT since 1996. FIT is a federation of associations of practitioners, and as such its constitution prohibits membership for associations in which agencies are corporate members with voting rights. This means that should SATI agencies become accredited and thereby receive voting rights within the Institute, SATI would be in breach of FIT's rules and would lose its membership of that body. This would be most unfortunate.

Considering the two issues together offered an opportunity to accommodate all the interests concerned. Since accreditation had proved not to be of prime importance to agency members, the Council proposed the following amendments to the SATI constitution:

- Do away with corporate accreditation for agencies.
- Stipulate that the corporate representative on the Council must be from an agency.
- Make the agency position on the Council a non-voting position.

SATI's agency members were consulted on and supported these proposals.

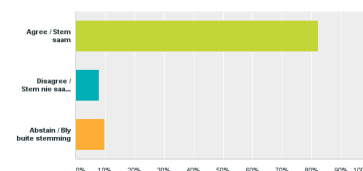
The outcome

These graphics illustrate the results on the vote on the different motions.

Thank you to all the members who participated in the vote and for the strong support of the changes evinced by both voting and non-voting members.

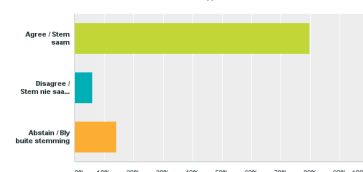
Q1 Motion 1: To do away with corporate accreditation for agencies / Mosie: Om korporatiewe akkreditasie vir agentskappe af te skaf

Answered: 101 Skipped: 0



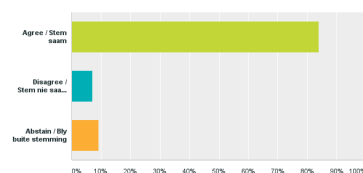
Q2 Motion/Mosie 2a: To stipulate that the corporate representative on the Council must be from an agency / Om te stipuleer dat die korporatiewe verteenwoordiger in die Raad iemand van 'n agentskap moet wees

Answered: 99 Skipped: 2



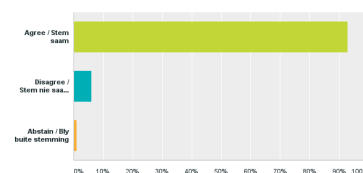
Q3 Motion/Mosie 2b: To make the agency position on the Council a non-voting position / Om die agentskapsamp in die Raad 'n niestemgeregtigde amp te maak

Answered: 99 Skipped: 2



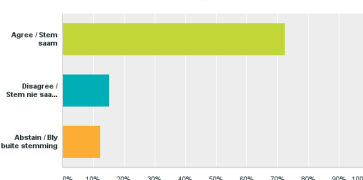
Q4 Motion/Mosie 3a: To amend the constitution to provide that if Council meetings are not quorate the Council may continue with the meeting, with any decisions taken to be ratified afterwards by the full Council on the Council e-group / Om die konstitusie te wysig om te bepaal dat indien Raadsvergaderings nie 'n kworum het nie, die Raad met die vergadering mag voortgaan, maar dat alle besluite daarna via die Raad se e-groep deur die volle Raad bekragtig moet word

Answered: 99 Skipped: 3



Q5 Motion/Mosie 3b: To waive the requirement for a chapter committee to consist of accredited members in the case of the new chapter for emerging language practitioners that is being established / Om afstand te doen van die vereiste dat 'n afdelingskomitee in die geval van die te stigte nuwe afdeling vir ontlukende taalpraktisyne uit geakkrediteerde lede moet bestaan

Answered: 98 Skipped: 3



Farewell and welcome

At the SATI AGM in May, we said a sad farewell to two Council members and welcomed a new face.

Anne-Marie Beukes served on the SATI Executive/Council for 29 years! She came onto the Executive, as it was called then, in June 1986 as the university representative for the Rand Afrikaans University, now the University of Johannesburg. She moved up in the organisation over the years, serving in the Professional Information portfolio from June 1987 to June 1993 and as treasurer June 1993 to June 2005. This was the year of major changes in the SATI executive structure, when the Institute moved to a 'lean mean' configuration, and Anne-Marie was elected to be the first chairperson in the new structure. She has always been an innovator, pushing the Institute to achieve ever more and constantly re-evaluate its role in the profession. She was the author of SATI's Development Fund, established in June 1993 to support students in the African languages and later expanded to include subs assistance for needy members, and also proposed the introduction of the SATI Prizes for Outstanding Translation and Dictionaries. Over the years she has used her vast array of professional contacts to SATI's benefit, among other things in obtaining sponsorship for our bursaries and the Prizes, as well as making our voice heard in various forums. She was the first recipient of SATI's Johan Kruger Award for Service to the Profession in 1997.



Anne-Marie Beukes with SATI Chair Johan Blaauw

Anne-Marie's experience, far-sightedness and enthusiasm will be sorely missed on the SATI Council, but we know that she holds the Institute and the profession dear and will always be there to support us in any way she can. We wish her well in her new endeavours, the first of which is as chair of the Afrikaanse Taalraad (ATR – Afrikaans Language Council), where she will undoubtedly make her mark as she has on SATI!

Helena Gavera joined the SATI Council at the AGM held in Cape Town in June 2012. As the only member involved in the corporate world during her three-year term, she added untold value by bringing a corporate perspective to the Council, making sure that decisions were based on sound reasoning and encouraging us to

broaden our view and try out new things. She was a welcome fresh breeze from the Cape and we wish her well on her corporate journey.

Thelma Kotzé joined the Council at this year's AGM and adds another new dimension as a sign language interpreter. She was among the first group of SATI members to become accredited as SASL interpreters in 2004 and is well known in SASL circles, having been extensively involved in the promotion and capacity-building of SASL interpreters through formal training and mentoring with the Deaf Federation of SA (DeafSA), UNISA, the University of the Witwatersrand and Wits Language School. In her 'day job', she manages SASLINC, an interpreting agency that provides SASL interpreting services, training, mentoring and specialised SASL consultancy services.



Bidding Helena farewell



Welcome, Thelma!

AGM 2015

Approximately 30 members attended this year's annual general meeting, held at the University of Johannesburg on 22 May. The AGM was followed by a seminar on aspects of professionalisation, at which the new SA Language Practitioners' Council, professional risks and the benefits of union membership were considered. Below are two members enjoying the tea break.



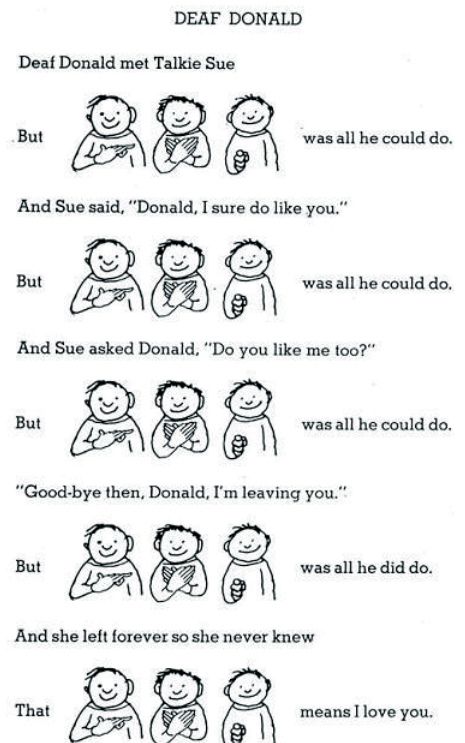
Deaf Awareness Week

29 August to 4 September was Deaf Awareness Week, the purpose of which is to draw attention to deaf people, their accomplishments and their issues.

Deaf Awareness Week offers an opportunity to educate the public about hearing loss, deafness, Deaf culture and sign language. The aim is to help hearing people understand deafness and the culture of the Deaf community. We are often oblivious to deafness, as illustrated in the cartoon to the right – a touching but sad comment on our society. Let us support moves to have SA Sign Language recognised as South Africa's 12th official language and thus help the Deaf to take their rightful place in society.

SATI-accredited SASL interpreter **Natasha Parkins-Maliko** has been

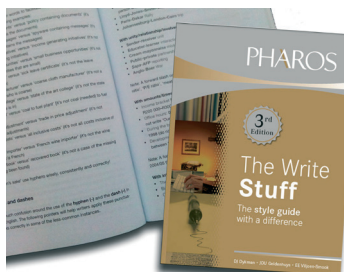
elected the Africa Representative of WASLI, the World Association of Sign Language Interpreters. We are proud to have one of our own in this significant position for the next four years. Natasha has a long list of goals for this period, which include support and networking, cooperation, liaison and promoting standards. She is also the current chairperson of NASASLI, the National Association of SA Sign Language Interpreters. SATI fully supports NASASLI and looks forward to working with Natasha and her colleagues to advance sign language interpreting in South Africa.



Book Talk

Questions about *The Write Stuff*

Bittie Viljoen-Smook is co-author of *The Write Stuff* and holds graduate qualifications in English, Afrikaans, Latin and German and postgraduate qualifications in English, Afrikaans and Applied Linguistics. Bittie has over 30 years' experience in writing, mentoring and adult teaching of business English as well as in the creation, development and standardisation of financial terminology. Anne Marais decided to interview her about *The Write Stuff* after having read and reviewed the book for our previous issue.



What can language practitioners expect from this book?

This is the third edition of this popular style guide, which provides guidelines for writing clear, correct, concise South African business English. The third

edition is now also available digitally.

Firstly, it is a comprehensive and updated collection of things found in dictionaries, grammar books and style guides, put together, discussed and standardised to avoid confusion. Secondly, it also contains things not found in any dictionary, grammar book or style guide, making this a treasure chest for any user of language.

Another value-add is the inclusion of activities to reinforce

the learning of the user.

How does this issue differ from previous issues?

As language changes all the time, this edition has been refined in line with language developments (e.g. the use of the split infinitive) and expanded to include more examples and seven new sections (such as the use of emoticons and dangling modifying phrases). The index was also expanded to make the book more accessible to those who prefer to use the book instead of the digital copy.

What makes this style guide different from other style guides?

The inclusion of numerous South African business examples is unique and the frequency with which the book is updated ensures up-to-date information on best practices. The authors are language practitioners with a sound academic foundation and many years' business-writing and terminology creation experience.

Book Talk

What are the typical everyday issues in the English language that people grapple with?

It varies – from the basic difference between something like ‘practice’ and ‘practise’ to the difference between ‘antisocial’, ‘unsociable’ and ‘unsocial’ to correct uses of concord and tenses to technically complicated issues that professional writers are grappling with, such as the impact that the placing of modifiers has in writing and the effect of term choices on nuances in meaning.

What are the common pitfalls in using the English language?

As English is not the first language of many South Africans, mother-tongue interference presents a pitfall, but so does the overconfidence of mother-tongue speakers of English who often do not realise that they do not know that they do not know. A third pitfall for all users of English is the challenge to keep abreast of developments in English in a world that moves fast and is impacted by trends in American, British, Canadian, Australian and South African English and to know what applies where and when.

How will this book help language practitioners in their work?

This guide is written by language practitioners for language practitioners. Latest trends and best practice for South African use are available in easily accessible print and as well as digitally. The guide is written in an entertaining style and is educational, enlightening and empowering.

There are three authors for this book. What was the unique contribution of each of the authors?

Dave: Wide-ranging humour, thorough research and business-writing development and training experience.

Johan: Terminology.

Bittie: Attention to detail, in-depth knowledge of best practices, terminology, comprehensive index and business-writing development and training experience.

What are the most common misconceptions about using the correct grammar?

That using correct grammar is old-fashioned and not necessary in a modern world where there is a perception that everything goes.

That correct grammar use will automatically convey the correct meaning, losing sight of the importance of logic, style, register and terminology in conveying the intended meaning.

Do you think that modern technology such as cell phones has been detrimental to people's use of grammar?

Yes, to an extent, in that it has induced sloppiness of thinking and writing and has made an impact on spelling. On the other hand it has aided finding exact shades of meaning with electronic dictionaries.

How important is good style when it comes to writing in English?

Immensely, in order to convey exact meaning.

What are the elements of good style in writing?

Keeping writing simple, short and to the point, employing correct grammar, the correct register based on knowledge of the audience, and correct terminology to convey the exact meaning.

How has the English language developed and changed over the last 30 years?

The impact of American English has increased due to increased use of the internet, with American English increasingly becoming the norm, especially in business, forming a base for a new international form of the language.

What challenges did you face while writing this book?

Selecting and adding important new material without disturbing the general tenor of previous editions and refraining from duplicating material that can be found in other references.

How does the layout contribute to user-friendliness?

- Section headings are appropriate.
- Material is presented in plain language laid out logically in short paragraphs.
- Information mapping is used extensively, where appropriate.
- Text boxes and/or a lighter font are used for examples.
- The use of capitalisation, bold, italics, etc. is strictly functional.
- Activities are included at the end of sections to assess learning.
- Answer sheets are included in the back of the book.
- A comprehensive index aids accessibility.
- Searches are available for the digital version of the guide.

Why is this book a worthwhile buy and who will benefit from this it?

Based on the above, the style guide clearly fills a gap in the marketplace, placing a lot of knowledge at the user's fingertips. Anyone who writes in English, especially for South African business purposes, will benefit from this book – from learners to office workers and professional writers.

The Write Stuff

Dave Dykman, Johan Geldenhuys & Bittie Viljoen-Smook
ISBN: 978-1-86890-182-1

Published August 2014

Pages: 156

Available from www.pharos.co.za/Books/2729

Call for reviewers

Would you like to write a review for a future issue of *Muratho*? The guest speaker at the SATI Triennial Conference, Chris Durban, compiled and edited a book entitled, *The Prosperous Translator*. If anyone has bought and read it, we would definitely be interested in a review.

Die 6e uitgawe van die *HAT*, met as redakteurs Jona Luther en Fred Pfeiffer, is pas uitgegee. Is daar enige van ons lede wat graag kommentaar daaroor (of die digitale weergawe daarvan: www.hataanlyn.co.za) wil lewer?

If you are interested in writing a review for us, please contact ilze@translators.org.za.

The theme for International Translation Day 2016, as proposed by the American Translators Association (ATA), is

Translation and Interpreting: Connecting Worlds **Unissant les mondes grâce à la traduction et à l'interprétation**

The International Federation of Translators has now opened its competition for a poster for ITD 2016.

Get your creative juices flowing and submit your entry by 29 February 2016.

The Rules

What: The International Federation of Translators in 2012 introduced a poster competition to promote International Translation Day (ITD), which is celebrated annually on 30 September. Each year member associations and other interested persons around the world will be encouraged to submit posters that promote ITD.

Why: FIT's mission is to promote and be the voice of interpreters, translators and terminologists. This competition is one means of accomplishing our mission. The winning poster will be made freely available via the website and member associations and others can then print it out and use it for their ITD events. The copyright will belong to FIT.

Who: Any individual or organisation – whether they are related to a FIT member or not – may participate in the competition. Individual members of any FIT member association or institution may submit a poster through their association or directly, and member associations or institutions may also commission an artist or an individual member with other special talents to produce an entry on their behalf.

When: Submissions must be received by the end of February. The submissions will relate to ITD in the following year. Entries must be submitted to the FIT Secretariat (secretariat@fit-ift.org).

The FIT Council will vote on the best submission. The winners will be notified directly and the result published in March. (NOTE: Council members will excuse themselves from the vote if their association or a member from their association submits a poster)

Specifications for the poster

- The motif must be linked to the ITD theme for the year in question.
- The ITD theme for the year in question must be included, either in English and French, or with the option of combining one of the FIT official languages with a local language(s).
- The FIT logo and, if appropriate, the logo of the member association or institution, as well as a copyright indication must be included. The FIT logo to be used for the poster can be obtained from the FIT Secretariat.
- The poster must be submitted as a high-resolution pdf file that can be published online or printed, as well as in jpg format at 300 dpi and 100 dpi. The dimensions must be suitable for printing in A2 or A3 format.
- The poster must be localisable, i.e. it must either include no text that requires translation or must have all fonts embedded in the file so that the text can be changed as required. This is so that associations can produce the poster with a local language, if desired.
- Designs must accommodate two languages.
- Designs from preceding years can be found [here](#).

Prize: Poster competition winners will receive the FIT ITD Prize, which will be a certificate and/or plaque, and where appropriate will have their association logo together with the FIT logo on the poster. Winners will be listed in the ITD section of the FIT website.

Questions? Contact the Secretariat: secretariat@fit-ift.org.

