

MURATHO



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The SATI constitution makes provision for members to form chapters if they wish 'to be recognised as a distinct group on the grounds of their geographic proximity to one another or of a common interest that is acceptable to the Institute'. Chapters are formal structures of the Institute and operate in terms of a set of regulations approved by the members of the Institute. The intention of chapters is to offer members opportunities for networking and professional advancement, which can often be more readily achieved at a local rather than a national level.

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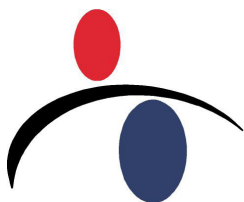
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Journal of the
South African
Translators' Institute

Dzhenala ya Inisitituti ya
Vhahhinduleli ya Afrika
Tshipembe

Jenale ya Institute ya
Bafetoledi ya Afrika-Borwa

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

*Muratho ndi ipfi la Tshivenda
line la amba 'buroho',
tshine tsha v ha tshigatsha
vhudavhidzani tshine tsha
shumiswa nga vhashumi v ha
nyambo*

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

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

Muratho accepts articles in
all the South African official
languages, provided they are
accompanied by an English
summary

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Click those castanets!

Céline Dion's classic 1998 version of 'It's all coming back to me now' has the unmistakable sound of castanets to emphasise important phrases. Perhaps that's part of what makes this song so special, its 'Spanish twang', so to speak! Place this next to the more serious 'Catalonia referendum result plunges Spain into political crisis', seen in the headlines early in October, and you have the way I understand Spain in a nutshell: a language and culture that feels a mixture of happiness, anger and sadness exactly the way South Africans do.

For this issue Thailys Freites tells us more about being Spanish in South Africa. In our academic slot, we have an article on research into the translation process and translator behaviour. Following on from there, Zama Bekeweni discusses the importance of language in business. SATI and its members have been very active this year, so there's news on what happened at this year's AGM, the 2017 SATI Prize for Outstanding Service Translation, which went to Nedbank Editorial and Language Services (NELS), and feedback on SATI's participation in the South African Book Fair (SABF), among other things.

Moving beyond SATI itself, 24 May 2017 marked an historical milestone for all professional translators, interpreters and terminologists as the 71st Session of the United Nations General Assembly unanimously adopted Resolution A/71/L.68 recognising the role of professional translation in connecting nations and fostering peace, understanding and development.

As mentioned before, statistics regarding our institute revealed that there are SATI members who grew up with European languages. This is the reason *Muratho* is featuring them. We started with French, moved on to German and covered Portuguese in our last issue. Perhaps it's time to look at some of our African languages for the next issue, so please let us know where we can start!



Ilze Brüggemann

Spanish in South Africa

My name is Thailys, I am from Venezuela, my husband is from Spain and owing to socio-political issues that affected and continue to affect my country we decided to emigrate to South Africa 14 years ago. My husband, our sons, who were 18 months and seven years old at the time, and I embarked on this adventure together. Since then South Africa has been our home and we only travel to Spain and Venezuela to see our loved ones.

From the first day, this has been a country filled with opportunities for us. My husband works as an engineer. I didn't work for the first five months, but was later offered a job as Spanish teacher at the North American International School. I am a teacher by training, specialising in special-needs children, but with Spanish as additional language, and having taught it in the primary phase, this would later open more doors for me in South Africa. I have taught Spanish in various places and schools: DSG, the German School, DIRCO and the AISJ.

The demand for Spanish translators and interpreters in South Africa has been increasing over the past 14 years. There are many commercial, tourist and diplomatic relations among the 22 Spanish-speaking countries and South Africa. As a result, a Venezuelan friend and I decided to start a company that offers translation and interpreting services. We are currently creating a web page for our company, POLIGLOTAS.

South Africans have always reacted with warmth to us, and with curiosity about Spain. We have never been attacked or discriminated against for speaking Spanish and people usually find our language fascinating and sometimes beautiful. So it's understandable that the demand for Spanish private classes is on the increase, as Spanish becomes one of the most spoken languages in the world.

The Spanish-speaking community in South Africa has grown over the past decade, which makes it a lot easier



Thailys with her husband and sons

to get together and celebrate special occasions our way. At Christmas the cultural differences between Spain and South Africa become far clearer, since we're Catholics and celebrate Christmas with traditions that do not exist over here. We also celebrate each Spanish-speaking country's national day, which provides an opportunity to enjoy our foods, dances and typical/traditional clothing. The Spanish community, for example, comes together for a Paella Day.

I believe that the great linguistic diversity in South Africa allows us to appreciate other foreign tongues. Many South Africans understand the importance of learning Spanish and embarking on an adventure to do so. This is a benefit that the Spanish-speaking community in South Africa enjoys but which is currently absent in other countries like France and the USA.



Thailys with her husband



Thailys with her sons

An investigation of the personality profile of translators and their use of translation strategies

Translation studies have an interdisciplinary nature with other sciences like cognitive psychology, sociology, cultural studies and psychology. Translation studies research has focused mainly on the translation product and the function of translations. Recently research has shifted toward the translation process and translator behaviour. Holmes (1972) noted the importance of process-oriented research and in New Directions in Empirical Translation Process Research the focus is on translator behaviour (Carl et al. 2016). Translation strategies, on the other hand, have been studied by many scholars like Baker (2011), Newmark (1988) and Vinay and Darbelnet (2005). As this is an emerging field, there was not a lot of material available, but I managed to find a study by Hubscher-Davidson (2009) which shows that there is interest in this field, even though it is only in its infancy. Here is a brief look at the literature on translation strategies and personality profiling.

Translation strategies

Translation strategies are used when a translator uses a sequence of rules to render the best translation possible (Jaäskeläinen 1993: 13). Baker's approach to translation focuses on a range, from the smallest translation element to the largest (Baker 2011). The following translation strategies were used in this study: equivalence on word level, borrowing, paraphrasing, cultural substitution and the use of a neutral term. Equivalence on word level can make the translation process easier, especially if there is a word with the same lexical meaning in the target text. Borrowing, or using 'loan words', is a strategy that is used when there are culturally-specific words, modern concepts or buzz words in the source text. Paraphrasing is used when the form of the concept in the source text differs from that in the target language. As the term suggests, cultural substitution is used when a culturally-specific item from the source text is replaced by a culturally-specific item in the target text (Baker 2011). The use of a neutral term takes place when the expressive meaning of the word in the source language is replaced by a term that does not have the same expressive meaning in the target language.

Personality profiling

Our personalities guide the way we interact with others and how we approach tasks. A personality is constantly undergoing change, but the organisation of the individual's physical, psychological and spiritual character traits remain stable (Meyer et al. 2008: 10). Personality traits have been studied by Jung, Campbell, Allport and Eysenck, to name but a few. From these personality traits psychologists developed psychological trait tests, like the Myers-Briggs Type Indicator (MBTI) developed by Myer-Briggs and the Big Five personality trait test, developed by McCrae and Costa.

The MBTI test is a self-report questionnaire that divides personality traits into sixteen sub-categories. These categories are based on four opposite scales, i.e. introversion vs. extraversion, sensing vs. intuition, thinking vs. feeling and judging vs. perceiving (Hubscher-Davidson 2009: 182). The first scale focuses on the flow of energy, outward or inward. The second focuses on the way an individual accesses information. The third scale focuses on how someone makes decisions and the last one on the individual's approach to life (Hubscher-Davidson 2009: 182). The premise of this test is that individuals with the same personality type will have the same personality traits and so suit a certain profession better (Maree 2011: 179).

The Big Five personality trait scale model assesses personality traits on five basic dimensions and was developed by McCrae and Costa (Weiten 2010; Saldanha & O'Brien 2014). Consensus was reached among personality trait psychologists that the following five dimensions define personality traits: emotional stability, extraversion, openness to experience, agreeableness and conscientiousness. Emotional stability is a person's resilience; extraversion refers to the number of relationships with which a person is comfortable; openness to experience refers to the number of interests a person is attracted to and the depth with which these are pursued; agreeableness refers to a person's general interpersonal orientation; and, lastly, conscientiousness refers to behaviour regarding goals (John & Srivastava 1999; McCrae & John 1992).

Previous study

The link between personality and the translation process has been studied by Hubscher-Davidson (2009). She used the MBTI to create a personality profile and focused on the subscales for intuition and sensing to see how individuals

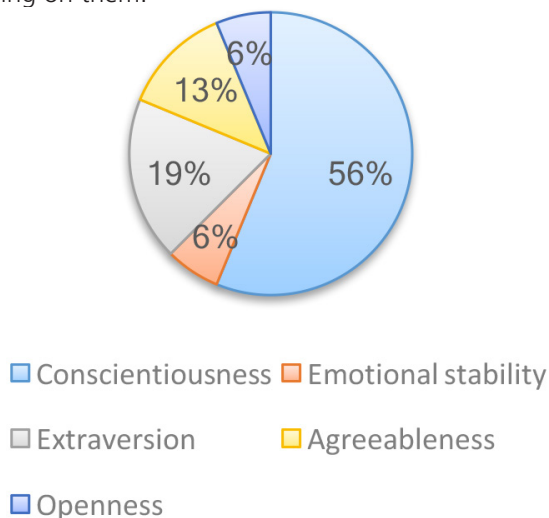
translated a literary text. A creative text was used with markers to assess the quality of the translated text. Those that are more inclined towards intuition gain insight by focusing more on patterns and their imagination and those more inclined to sensing gain their insight by focusing more on concrete facts and knowledge that is immediately available. She found that those who scored higher on the sensing subscale did not translate literary texts as well as those who scored higher on the intuitive subscale. This is because the participants who scored higher in intuition could see the symbolic meaning more easily than the sensors. Hubscher-Davidson's study focused on personality profiles, but her translation component focused more on the translation product than the translation process.

Methodology

For my study I created a subjective questionnaire to enable participants to assess themselves according to given statements, to create a personality profile for translators. I analysed each translation according to Baker's typology on word level to determine which translation strategy was used the most. The questionnaire that followed after the translation was used to gain insight into what problems occurred during the translation and what each translator's translation process entailed. The choice of a recording was to give observatory insight into the translation process, but the main focus was the personality profile and the translations. For the scope of my study I only used English and Afrikaans texts which were of a creative nature.

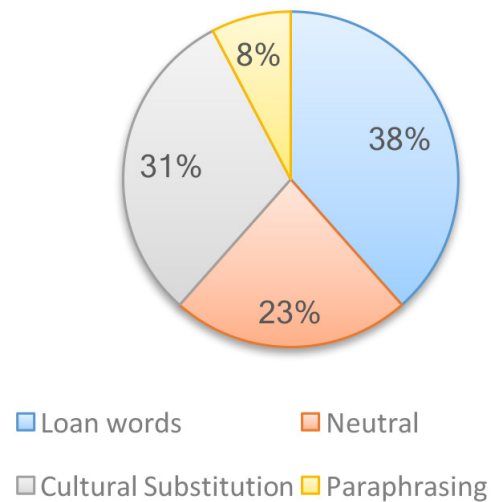
Results

It was revealed that most of the participants were high in conscientiousness. This means translators can be diligent and self-disciplined. The second highest score was extraversion, which means translators may have a larger number of relationships and enjoy spending time building on them.



The results from the translation strategies showed that most of the participants used loan words, which means they tried to keep as close to the source text as possible, so as not to have the meaning of the source text distorted.

The second most used translation strategy is cultural substitution, which means that the target text has been adapted to fit into the cultural context of the reader, in this case an Afrikaans audience.



Conclusion

This explorative study was done to start the process of looking into the personality profile of translators, and to make a contribution to the emerging research on translation behaviour and the field of translation process research. This study would make it possible for a translator to find a text genre that would best fit his/her translation process and style and assist translator training as it can help the amateur translator to find his/her niche and expand it.

Acknowledgements

I asked members of SATI for their help with my study because I wanted them to form part of my journey in discovering what role personality can play in translation process research. I needed their expertise to ensure that I got the best possible data and I also needed their help to ensure that I could finish my honours and continue to look into the possibility of personality and how it could help to enhance the field of translation studies. I am currently busy with my Master's and I am continuing my enquiry into how personality and translation process research can be explored.

I would like to thank everyone who participated in my study. I am very grateful that you took the time to help me make a success of my honours project; without your help it would not have been possible. You were all so kind, helpful and encouraging. It was a wonderful experience to interact with each of you and gain an insight into the individuals behind the translation. You are wonderful people and I wish you all the best.

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Sarita Antunes completed her BA at the NWU Potchefstroom before embarking on her BA Hons (Language Practice), which she obtained cum laude, at the NWU Vanderbijlpark. Currently she is a freelance translator and is busy with her MA (Language Practice).

A busy year for SATI

It seems that even though not all plans came to fruition SATI has had a busy year. In large part this is due to new chapters being established and thus more activities being organised at local level. This is how an organisation like SATI should operate, and we are very grateful to those who have taken the initiative to make this possible. Secondly, SATI has started implementing certain of the ideas that emerged from the strategic planning exercise at the end of 2015, and this too has seen changes and action.

One of the most important outcomes of the strategic planning was the realisation that additional assistance in the SATI office was essential. As a result, we welcomed Jansie Matthee to the position of office assistant at the beginning of May. By now you will be aware that she has settled into the job and you will be used to receiving e-mails from her. Jansie is a freelance language practitioner working in Afrikaans and English as a translator, commissioning editor and proofreader. She holds a degree in business communications and an honours degree in linguistics, and has experience in the financial and publishing industries.



Jansie Matthee

Another new face in the Institute is that of Erica du Preez, who has taken over as SATI's accreditation officer following Beverley Boland's resignation after she had looked after this portfolio for eight years. Erica is an accredited translator who has been freelancing for nine years. She has both legal and language practice qualifications and has held several management positions during her career. She is looking forward to putting something back into the profession through this new position.



Erica du Preez

It was sad to say farewell to Beverley Boland, which the Council did at a meeting on 1 June, presenting her with a gift as a token of appreciation for her long involvement with the Institute. She began that



Farewell and thank you, Beverley!

involvement in 2007 assisting Marion Boers in the SATI office, which she continued doing until 2014, taking over the accreditation portfolio in 2009. She also served on the SATI Council between June 2007 and June 2012. We will all miss her dedication, her attention to detail and her thoughtful approach to her work, and wish her well with her growing practice and family.

In March executive director Marion Boers travelled to Bloemfontein for a presentation on SATI accreditation hosted by the Department of Linguistics and Language Practice at the University of the Free State. As a result of that visit, Theresa Bender took the initiative to start a SATI chapter in the province and SATI Free State was born on 19 May. A chapter committee was elected at the founding meeting and consists of the following persons: Chairperson – Gertruida du Buisson, Secretary – Annemie Grobler, Treasurer – Xany Jansen van Vuuren, additional members – Cindy Schoeman, Maoele Seisa and Theresa Bender, and co-opted member – Brenton Fredericks. We wish the chapter great success. A brainstorm session was held at the meeting to identify the chapter objectives and suggestions for events to be organised by the chapter, and a number of good ideas were put forward.



Attendees at the founding meeting of the SATI Free State Chapter: Front row: Cindy Schoeman, Gertruida du Buisson (chairperson) and Maoele Seisa; Back row: Dr Brenton Fredericks (HOD of the Department of Communication Sciences, CUT), Theresa Bender, Dr Elias Maletle (HOD of the Department of African Languages, UFS)

One of the proposals at the meeting was for workshops on editing and proofreading to enhance members' professional development. The chapter committee wasted no time and the first chapter event was held on 16 September: an editing workshop with Prof. Wannie Carstens addressing Afrikaans issues of text editing

and Ms Marina Pearson focusing on English editing and general editing challenges.

SATI North West has held two events this year. The first was held towards the end of May and was an introduction to the SATI accreditation system, similar to that held in Bloemfontein in March. It was well supported and participants left feeling they knew a lot more than when they had arrived. The second event was an informal networking event on 6 September, which gave those attending an opportunity to network and interact with like-minded individuals.

SATI Western Cape has been busy since the AGM in May too. A workshop on transcription was held on 24 June. A month later at a research workshop with the title 'Let me Google that for you' Marguerite Lombard shared practical tips on doing online research, accessing online resources and building digital libraries. The workshop focused on the needs of freelance language practitioners and the importance of specialisation.

In August SATI Western Cape celebrated the 100th anniversary of the *Afrikaanse woordelys en -spelreëls* in a joint event with the Professional Editors' Guild, looking at the newly published 11th edition of this iconic resource (a review of which appears on page 20). This was followed at the end of September by the chapter's celebration of International Translation Day, which focused on translation and diversity in the African context. Prof. Ilse Feinauer of the University of Stellenbosch spoke about research in translation studies in Africa and Ms Lelanie de Roubaix introduced the Association for Translation Studies in Africa (ATSA).

On the national front, interesting events were presented in Gauteng in July and August: a workshop in Pretoria on formatting Microsoft Word documents and a workshop in Johannesburg titled Challenges of translating between English and isiZulu. The latter in particular was

complimented by the participants and it is hoped it may lead to the establishment of a chapter for Zulu or Nguni-language translators. Our thanks go to SATI Council member Manzo Khulu for taking the initiative with this interactive workshop, which allowed participants to debate how to overcome the challenges and what methods work best.

Another national initiative was SATI's participation in the South African Book Fair early in September – see the report on page 9. The October event was a plain language workshop conducted by Dr Eleanor Cornelius at the University of Johannesburg. We hope to arrange another Zulu workshop before the end of the year.

The SATI Council works hard behind the scenes to make sure that the Institute functions well and we thank them for their enthusiasm and dedication. Below is a photo of those in attendance at the expanded Council meeting on 1 June, which included the accreditation officer and some of the chapter heads.



At the SATI Council meeting on 1 June 2017: Front row: Gretha Aalbers (SATI WC chair), Beverley Boland (retiring accreditation officer), Lolie Makhubu (SATI KZN coordinator); Back row: Ananda van der Walt (Council member), Marion Boers (executive director), Johan Blaauw (chairman), Manzo Khulu (Council member), Herculene Kotzé (SATI NW representative), Linda Botha (Council member). Absent: Eleanor Cornelius (vice-chair)

Cape Town welcomes SATI for 2017 AGM

On 6 May members had the opportunity to attend SATI's 61st Annual General Meeting in Cape Town. The lovely Welgemeend conference venue in Gardens added to the stature of this gathering.

After welcoming refreshments, the **SATI Western Cape AGM**, which preceded the national AGM, was chaired by Gretha Aalbers. Gretha welcomed all present and especially the SATI Council, who were also in attendance. She presented the chapter's annual report for 2016/17, outlining the interesting range of activities undertaken

over the previous 12 months and pointing out that organising events was one of the main functions of chapters, as they promote contact and networking in addition to educating and edifying members. The chapter accounts were made available and showed a healthy balance. The chapter was working with the



Members at the 2017 AGM

other SATI chapters in developing a common logo. Gretha made a plea for members to help in recruiting new members for the chapter and called on members to support the accreditation system. A discussion on means of recruitment raised a number of good ideas that will be followed up both at chapter level and nationally. Among the important points made were that the prestige of being a SATI member should be promoted – membership should differentiate the good/professional practitioners from the non-professionals and chancers – as should the fact that SATI's accreditation should be accepted by the SA Language Practitioners' Council when it comes into being, which will give accredited members an advantage.

The chapter AGM was followed by the **SATI National AGM**, chaired by Johan Blaauw. Among those attending was SATI's honorary president, Jan Picard, who reflected on the good work that the Institute is doing. The chairman of the Professional Editors' Guild, Corné Janse van Rensburg, was also present, and members had travelled from as far as Gauteng to attend the AGM. New Council member Ananda van der Walt was introduced, as was



SATI honorary president Jan Picard and his wife Julie



Members present at the AGM who were recognised for their volunteer translations for SATI: Gretha Aalbers, Manzo Khulu, Antoinette van Rooyen, Wilna Liebenberg, Ettienne van Zyl

SATI's newly-appointed office assistant, Jansie Matthee. Besides reflecting on the Institute's activities in 2016 (details can be found in the minutes), the agenda included the results of the vote on the fees for 2018 and the small constitutional change proposed by the Council (all proposals were accepted). The ATKV was recognised for the R12 000 sponsorship it had made available for CPD activities and certificates of recognition were presented to members who had assisted with translation of Institute documentation over the previous year.

No nominations had been received for the 2017 SATI Student Prize, but the very worthy winner of the 2017 SATI Prize for Outstanding Service Translation was announced: the Nedbank Editorial and Language Services (NELS), which won the prize for their translations into Afrikaans, Sesotho, isiXhosa and isiZulu of plain-language explanatory statements that accompany various legal agreements. Hanna Scheepers was on hand to receive the award on behalf of NELS. The citation read as follows:

The panel viewed the entry by Nedbank Editorial and Language Services (NELS) in the Service Translation category as meritorious for a number of reasons.

The panel acknowledges that legal agreements and bank documents are notoriously difficult to understand, owing to the highly complex nature of the law and peculiarities related to legal language. Lay readers therefore struggle with legal texts and often abandon the reading process as a result of the difficulties they experience with comprehension. In order to protect and empower vulnerable consumers it is vitally important to communicate with them in the languages they understand best. This entry achieves this by using four languages in addition to English, thereby promoting multilingualism and contributing to the development of the indigenous languages in a domain mostly reserved for the use of English and, to a lesser extent, Afrikaans. In this way,

this entry demonstrates that languages other than English can be used for higher functions. This entire project also demonstrates high regard for the (plain) language provisions in the National Credit Act and the Consumer Protection Act, and reflects a commitment to honour an agreement with the National Credit Regulator. Without conformance, these Acts and the agreement with the NCA do not fulfill their objectives.

As mentioned, legal language employs particular linguistic features on lexical, syntactical and pragmatic levels, all of which pose substantial challenges for translation. An analysis of the English source text revealed that care has been taken to ensure that it is as accessible as possible – the overall quality of the source text clearly facilitated the translation process. It is widely accepted that a good source text is much easier to translate and the resultant translated products are of higher quality. It is common cause that there is a need for standardisation of terminology in particular domains in the indigenous languages. The legal (banking) domain is no exception. The larger project contributes substantially to the development of legal terminology in particularly Southern Sotho, Xhosa and Zulu.

Although this is an award for Service Translation, the panel recognises that this entry forms part of a larger project with the aim of making bank documents available in plain language. The use of plain language, as a form of alternative textualisation, challenges traditional ways of legal drafting, and this often meets with resistance

from the legal fraternity. It is clear that NELS managed to overcome the tensions between those who believe legal documents can be made available in more accessible ways, and those who believe legal language is complex, and can be no different, because of the nature and function of the law. This project demonstrates that language and legal practitioners – employed in language offices in big corporations – can work together in a team to achieve a common objective for the greater good of society. This is no small feat.

The panel wishes to congratulate NELS on this achievement and hopes it will continue the high level of quality work done.



Hanna Scheepers (left) received the 2017 SATI Prize for Outstanding Service Translation from Eleanor Cornelius on behalf of the Nedbank Editing and Language Services

Superheroes at the SA Book Fair

The South African Book Fair took on a new format this year and SATI was there to share the excitement.

Superheroes ... that is how translators, editors, copywriters, journalists and indexers were portrayed at the South African Book Fair this year! Because we are, aren't we? We take ideas and draft texts and mould them into an article or a book and then sometimes transform that into the equivalent in a different language so that it can be enjoyed by a multitude of people – you certainly need superhero powers to do that.

Ownership of the South African Book Fair (SABF) was this year handed over to the SA Book Development Council and the Fair has found a new and appropriate home as part of National Book Week, which is held at the beginning of September each year.





The SA Book Fair was centred at Museum Africa in Newtown this year

The theme selected for this year's Fair, held at Museum Africa in the Newtown Precinct in Johannesburg from 8 to 10 September, was #Our Stories, aimed at promoting cultural diversity and the fact that we all have stories to tell. Indigenous publishing was highlighted at the Fair, with 65 SMME publishers sponsored to exhibit and participate in a number of training events.

SATI has participated in the SABF virtually every time it was staged since its inception in 2006. This year our participation as an exhibitor was under the umbrella of LAMP, the Alliance of Language and Media Practitioners, of which we are a founding member. The LAMP members wanted to make the stand more enticing than previously and so selected as the stand theme 'The Story of the Book'. The intention was to show how a book is developed, from the first idea to the final printing and marketing, and to indicate how the members of the

LAMP organisations are involved in the various production steps. In addition, certain members gave practical demonstrations of the work on the stand, sitting and editing or writing or translating in real time, with the product displayed on a large monitor. When no one was actively working, videos on aspects of the professions were run, attracting passers-by to learn more.

The Fair was opened by the Deputy Minister of Arts and Culture, with Zakes Mda also a speaker at the opening, and Deputy President Cyril Ramaphosa also visited on the first morning. While we were engaging with visitors on the stand, a huge literary programme was being offered at a range of venues in Museum Africa itself and other venues in the Newtown Precinct. This included speakers of the stature of Zakes Mda, Hugh Masekela, Imraan Coovadia, Deon Meyer, Ivan Vladislavić, Ferial Haffajee, Lebo Mashile and Jay Naidoo.



The LAMP stand before the visitors started streaming in



Zakes Mda spoke at the opening of the Fair



The deputy president visited the Magic Tent and got down to the level of the young people there

The Magic Tent offered a wonderful programme for the young and young-at-heart and the demo library was well visited. MLA Publishers presented three workshops on editing in the indigenous languages and SATI participated in another they presented on translation in the indigenous languages. The workshops were unfortunately not well advertised and so the turn-out was poor, but overall the programme offered something for everyone.

Our thanks go to the members of the different organisations who gave up their time over the three days of the Fair to man the stand, answer questions and engage with the public who stopped by to find out more about what we do. We were visited by a number of aspirant writers who will be looking for editors and perhaps translators in the future, by prospective members, by persons interested to know what we do and by writers looking for publishers. In addition to information on the organisations and the services offered, we also shared information on how to self-publish and of course the background to our stand offered a colourful illustration of the entire book-production process. We also visited many of the other exhibitors to introduce ourselves and the services offered by our members. Thus the aim of good exposure at the Fair was achieved.

The Book Fair will remain a feature of National Book Week and for the moment will be based in Johannesburg. Make a note in your diary for September 2018 and come along and enjoy the programme.

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Folio Online doen dit weer!

Folio Online (www.folio-online.co.za) is onlangs deur Common Sense Advisory, 'n onafhanklike marknavorsingsmaatskappy wat op die vertaalbedryf fokus, as die tweede grootste taaldiensverskaffer in Afrika aangewys. Dit is die agtste keer wat hierdie eer Folio toekom. Ek het met **Johan Botha** (direkteur: Folio Online) en **Simon Hill** (senior bestuurder: Folio Translation Consultants) gesels oor hierdie uitsonderlike prestasie.

Wat is die vernaamste kriteria waarvolgens Folio beoordeel is? Was dit net op omset gegrond of is daar ander faktore wat ook 'n rol speel?

Johan: Die voltooiing van die opname neem letterlik 'n hele dag, waarin jy jou maatskappy tot in die fynste besonderhede moet ontleed: aantal mense in posisies, uiteensetting van pligte, industrieë waarin jy werk, diensverskaffers se persentasies, kliënte se persentasies, aantal dienste wat jy bied, presies hoe daardie dienste deel uitmaak van die geheel, ens. Die uiteindelijke hoof faktor is wél omset geneem oor 'n jaar, maar die breedvoerigheid van die opname is, myns insiens, die heel beste ontleding elke jaar van waar die industrie staan en die vooruitsigte vir die bedryf as 'n geheel: *Common Sense Advisory*.

Wat is die stand van die vertaalbedryf in Suid-Afrika en toon dit ook groei soos wat internasionaal die geval is?

Johan: In Suid-Afrika is die groei op die oog af goed weens al die amptelike tale, maar ongelukkig dring die publiek nie juis aan op materiaal in hul eie taal nie. Indien hulle sou (soos waarvoor in die Grondwet voorsiening gemaak word), sou die bedryf baie vinniger groei. Internasionaal is maatskappye en kliënte meer daarop ingestel dat 'n produk beter kan verkoop wanneer mense in hul eie taal bedien word.

Simon: Te oordeel aan die aantal vertaalmaatskappye wat in die afgelope dekade hul verskyning in Suid-Afrika gemaak het, blyk die plaaslike vertaalbedryf gesond te wees. Die grootste uitdaging bly egter steeds om Suid-Afrikaanse kliënte te oortuig om van professionele taaldienste gebruik te maak. Te veel maatskappye doen hul vertalings self (bv. deur ongekwalifiseerde werknemers te vra om 'n vertaling te doen bloot omdat hulle 'n taal kan praat).

Oor watter eienskappe beskik Folio wat die maatskappy van ander vertaalagentskappe onderskei?

Johan: Ek het 'n ruk gelede aan 'n prominente gesprek



deeltgeneem oor die voordeel daarvan om projekbestuurders in diens te hê wat ook persoonlik weet hoe om die werk te doen wat aangevra word. Ons weet wat gehalte is, waar ander projekbestuurders goed net inkry en weer uitstuur sonder om noodwendig eers deur die teks te gaan. Ons diversiteit van dienste, tale en industrieë waarin ons werk (bv. IT, medies, reklame), asook die feit dat ons tred hou met die nuutste tegnologie, is ander faktore wat ook tot ons voordeel strek.

Simon: Die belangrikste faktor is die feit dat Folio se projekbestuurders in die eerste plek vertalers is, en dán projekbestuurders. Ons het dus 'n begrip van en liefde vir die 'produk' waarmee ons werk, en verstaan as bemiddelaars beide die kliënt, asook vryskutvertalers se behoeftes.

Wat is Folio se siening oor masjienvertaling en die vooruitgang in vertaaltegnologie?

Johan: Vertaalsagteware is vandag die norm. Dit maak goeie vertalers vinniger en beter! Masjienvertaling is tans waarskynlik die nommer-een-gevaar vir mense wat dink vertaling sal in sy huidige stand voortleef. As 'n mens masjienvertaling van vyf jaar gelede teenoor nou vergelyk, is die resultate eintlik skokkend. Ek dink nie mense sal eensklaps deur masjiene vervang word nie, maar iemand wat net op sy louere rus en nie 'n plan het om sy dienste aan te pas nie, gaan vou. Maar as 'n mens in ag neem dat die hoeveelheid inligting in die wêreld wat vertaal word net 'n breukdeel is van die inligting wat daagliks geskep word, gaan vertalers (in die toekoms dalk redigeerders?) nog vir 'n rukkie baie hê om te doen.

Simon: Hoewel taal nie 'n absolute wetenskap is nie, kan ons bedryf nie bekostig om aan te hou



vasskop teen masjienvertaling nie. Die feit is dat masjienvertaling al hoe beter word en waarskynlik tot só 'n mate sal verbeter dat ons in die toekoms fasiliteerders (lees: redigeerders) eerder as vertalers gaan wees.

Wat behels Folio se gehalteversekeringsproses om vertalings wat persgereed is aan kliënte te lewer?

Johan: Ons verkies gegradueerdes met opleiding in die industrie of in die taal waarin hy/sy vertaal, wat 95% van die tyd die persoon se moedertaal moet wees. Iemand moet werklik uitmuntend wees voordat ons die persoon sal gebruik in 'n taal wat nie sy/haar moedertaal is nie.

Simon: Ons moedig kliënte altyd aan om die vertaler-plus-proefleser-opsie te gebruik. Ons vind twee stelle oë is altyd beter as een. Onthou, selfs die beste vertaler is ook maar net mens en kan 'n fout maak! Ons as projektebestuurders doen ook ons deel om vertalings na te gaan (selfs in tale wat ons nie praat nie!). Laastens bied ons as deel van ons vertaaldienst 'n finale proeflees ná die uitlegproses, wat noodsaaklik is vir byvoorbeeld advertensies.

Watter beoordelingsproses gebruik Folio om vertalers te evalueer voor hulle as diensverskaffers gebruik word?

Simon: Die evaluering begin reeds by die dekbrief en CV. As kandidate reeds in hul aansoek taalfoute begaan, is hulle waarskynlik in die verkeerde bedryf! Die minimumvereiste is dat al ons vertalers 'n universiteitsgraad voltooi het – dit hoef nie noodwendig in vertaling te wees nie, alhoewel dit natuurlik 'n groot voordeel is. Hierna vra ons die kandidaat om 'n toetsvertaling te doen, wat ons evalueer. Indien die gehalte goed is, sal ons

die vertaler op ons databasis plaas en, wanneer nodig, eers op iets kleins laat werk voordat iets groter aangepak word. In sekere tale is die poel van goeie vertalers egter so groot dat dit soms haas onmoontlik is vir 'n nuwe vertaler om 'deur te breek', soos byvoorbeeld Afrikaans.

Wat beskou Folio as 'n leemte in die algemene opleiding van vertalers?

Johan: 'n Groot leemte is die feit dat min vryskutvertalers werklik besef hoeveel administratiewe werk dit behels om 'n taaldienstverskaffer te wees. Jy kan die beste vryskutvertaler in die wêreld wees, maar as jy nie jouself bemark, jou e-posse blitsig en korrek beantwoord, tydsbeplanning doen, fakture betyds stuur en 'n dik vel ontwikkel nie, gaan jy dit nie maak nie. Projekbestuur as 'n klein module sal van onskatbare waarde vir 'n vertaler wees as deel van hul basiese opleiding.

Simon: Plaaslike vertalers is oor die algemeen nog onwillig om vertaalsagteware aan te skaf en/of te gebruik. Oorsee is vertaalsagteware onontbeerlik en vertalers kan nie meer daarsonder kompeteer nie. Hierdie tendens is stadig maar seker besig om Suid-Afrika te bereik, en kort voor lank gaan dit vir plaaslike opleidingsinstansies noodsaaklik wees om vertaalsagteware verpligtend vir 'n vertaalkursus te maak.

Vir watter tale kry Folio die meeste versoeke en spesifiek vir watter sektor?

Johan: Swahili is nou reusagtig (met ongeveer 100 miljoen sprekers) en internasionale kliënte is gretig om hierdie reusemark te betree. Amharies het weer gegroei van versoeke een keer elke vyf maande na daaglik. Sektore soos die IT-bedryf, selfone en

Interview

medies bly die grootstes vir Afrika.

Simon: Plaaslik is die algemeenste versoeke tans vir Frans en Portugees (hoofsaaklik vir die Afrika-mark). Ons kry steeds baie Afrikaanse versoeke, met Xhosa, Zulu en Suid-Sotho 'n kortkop agter, asook versoeke vir vertaling in al die ander amptelike landstale. Die taalversoeke wat die afgelope paar jaar die meeste toegeneem het, is Arabies, Chinees en Russies.

Wat is die mees ongewone of vreemdste vertaalversoek wat Folio al ooit ontvang het?

Johan: Te veel om op te noem! Een van die versoeke waarvoor ek steeds lag, is toe ek gevra is om te kwoteer om die sekstoneel vir 'n flik se onderskrifte te vertaal. Die video is natuurlik saamgestuur as verwysing!

Simon: Ek is verbaas hoe ek ná 11 jaar as projekbestuurder by Folio steeds versoeke kry vir tale waarvan ek nog nooit gehoor het nie, soos byvoorbeeld Bomu – 'n taal wat deur sowat 160 000 mense in Burkina Faso en Mali gepraat word. Die ongewoonste versoek bly egter die keer toe 'n vrou vir my foto's van haar Persiese muurtapyt stuur en vra dat ons die Oud-Persiese

skrif op die tapyt probeer ontsyfer. Ons het die uitdaging aanvaar en dit het ons geïnspireer om 'n Facebook-storie daaroor te skryf!

Projekbestuur is 'n baie stresvolle werk. Wat doen julle as projekbestuurders in jul vrye tyd om te ontspan?

Johan: My beste stresontlaaier is om tyd saam met my vrou en jong seuntjie te spandeer. Lees bied ook vir my baie ontspanning, want dit is gewoonlik ver verwyder van die materiaal waarmee ek daaglikse werk. Die keramiekwiël is nog iets wat die stres teenwerk en ek sou sonder musiek ook nie kon oorleef nie.

Simon: Dit klink dalk vreemd, maar vandat ek elke dag met tekste werk, beskou ek boek lees nie meer as ontspanning nie – ek dink heeltyd in my agterkop ek moet proef lees! Ek probeer dus om soveel as moontlik tyd met my jong gesin deur te bring om behoorlik af te skakel.

Laetitia Sullivan is 'n beëdigde vertaler en vryskuttaalpraktisyn wat al meer as 'n dekade in die uitgewersbedryf werksaam is. Sy spesialiseer in narratiewe nie-fiksie, leefstyltitels en opvoedkundige boeke (www.laetitasullivan.weebly.com).

Laetitia Sullivan interviewed Johan Botha (Folio online) and his senior manager, Simon Hill, about the work they do. Folio Online was recently recognized by the Common Sense Advisory as the second largest language service provider in Africa (for the 8th time). These two professionals feel that machine translation (and/or the use of computers) is vital to the language profession and that it should form part of any translator's training. Translation requests are most often received for Swahili, French and Portuguese, followed by Xhosa, Zulu and Southern Sotho.

An investigation of the personality profile of translators and their use of translation strategies

Continued from page 5

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The value of language in business interaction

Is it perhaps a chicken and egg situation? A question of which is more important than the other in business interaction? In fact, which of the two enables the other? From which of the two does business derive benefit? Let's explore these.



The chicken and egg debate seeks to establish which of the two existed before the other and which begot the other. An argument can be made in favour of both but with no conclusive answer. Furthermore, the very phrase 'chicken and egg', may create the impression that the chicken existed before the egg and actually begot the egg and is therefore the essence of that particular life.

I have experienced a similar debate around communication and language. In fact, around communication practice and language practice. Which is more important than the other? Or better still, which enables the other, and ultimately from which of the two does business derive benefit? Cases are made in favour of the one or against the other but with no conclusive answer.

Let us for a moment agree that communication happens through language; be it spoken, written, verbal or non-verbal. Let us further agree that sound public relations are dependent on sound communication practice. If the thesis: communication happens through language is correct, then communication is dependent on language which is elsewhere described as a system of words or signs that people use to express thoughts and feelings to each other. What a daring statement to make. It is daring in that the very purpose of public relations and communication practice is to 'express thoughts and feelings' with the view of changing perception and/or behaviour. All this happens through language.

It is my observation that, both in the public and private sectors, language services are more often than not housed in either the communication department or human resources department. Language practice which includes the various forms of interpreting, translation and language editing is not seen as a discipline worth recognition as such. This is despite language practice in the form of translation studies and other subdisciplines being catered for in some of our universities.

This non-recognition is also exacerbated by the seeming inaction on the part of language professionals or practitioners,

if you may. There is no vigorous attempt at making the profession visible and noticeable.

Government should, however, be commended for enacting the SA Language Practitioner's Council Act, a piece of legislation which is intended to protect and promote language practice in the Republic. This exercise should go a long way towards elevating the status of language workers in our country and simultaneously inviting appreciation for the work they do. This should crystallise the value and significance of language in the process of imparting and sharing information, especially in business interaction.

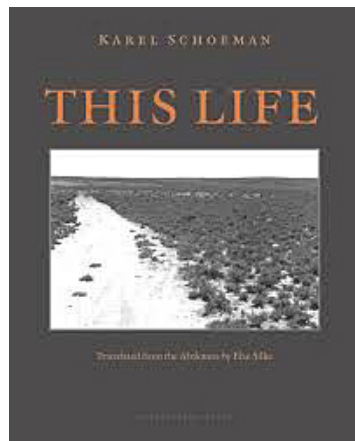
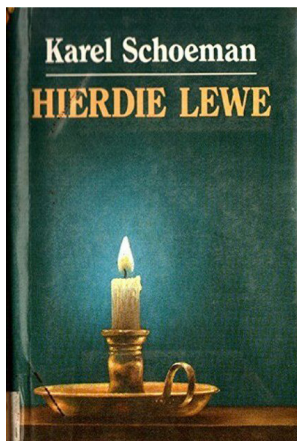
Shall we say that language happens through communication? I doubt that, but am certain that language enables communication. This then brings us to a point where we have to explore what precisely makes a communication event effective. To do so we have to see effective communication as an event characterised by the clear and successful delivery of a message; the communication process. Of course the message has to be understood by both the sender and the receiver. This understanding can only come about through language; oral, written or signed. If the language is not understood, then the communication becomes meaningless.

I, therefore, argue that communication and language, whether the one depends on the other or not should coexist and be regarded as equals in the process of imparting information. Customer retention, reaching out to new markets and obtaining endorsement or recognition as business are largely dependent on how a business articulates its brand essence through language in its communication process. That's the value of language in business interaction.

Zama Bekeweni is an accredited SATI member (English > isiXhosa). He is the executive director of Multilingualism SA, which he established in 2015, a business unit of Smartserve Enterprises (Pty) Ltd. His mandate was to establish a language service business whose primary role would be that of being a home for sourcing language related services such as translation, interpreting and editing.

Insights into literary translation

*Elsa Silke is an award-winning literary translator. She studied at the University of Stellenbosch where she majored in English and French. After completing a teacher's diploma, she spent a few years teaching English at high school. She later returned to the University of Stellenbosch for an honours degree in English and in 2004 was awarded the degree MPhil in Translation. Since then she has been working as a freelance editor and translator, mainly of literary texts. She was also a part-time lecturer in literary translation at the University of Stellenbosch and still presents a short course in literary translation there. She's translated 30 novels and has won numerous SATI prizes for outstanding translation. She recently translated Chanette Paul's *Offerlam* for the American market. Another translation, *The Crooked Path* (Irma Joubert's *Kronkelpad*) is in the pipeline for November. Anne Marais interviewed Elsa for *Muratho*.*



How did you get involved in literary translation?

After many years of teaching, I enrolled for an MPhil degree in Translation at Stellenbosch University. For my thesis I translated and annotated part of **Karel Schoeman's** *Hierdie lewe*, under the guidance of Professors **Ilse Feinauer** and **Marlene van Niekerk**. When Human & Rousseau published my translation in 2005, it was the beginning of my new career as a literary translator and editor.

Why did you specialise in literary translation?

I have always loved literature, rather than the more technical kind of translation. I'm an avid reader of most genres and enjoy getting to grips with the texts that come my way.

What are the challenges with regard to literary translation?

It's an honour and great responsibility when an author and publishing company put their trust in you. You have to do justice to the work in another language, find the right rhythm, find and reproduce the author's voice and signature style, and give the reader a similar, if not identical, experience. It can be a daunting task.

How do you decide which texts to translate?

The decision has never really been mine. Assignments come to me mostly from publishers and occasionally from authors themselves.

You translated *Offerlam* (Sacrifice) into English. What challenges did this specific text have?

There's the usual consideration of how much local content to retain, or whether to aim for a more generic translation that makes for an easier reading experience. In this case, however, local flavour abounds, as the events take place in various parts of the world. The original text contains words and concepts from French and Belgian, as well as African languages, like Swahili and Lingala. The retention of a number of Afrikaans terms was almost a foregone conclusion. The addition of a glossary simplified matters for the reader.

The author wanted a specific style and tone – in her own words: direct, tongue-in-cheek, snappy. I worked closely with her and tried to accept and incorporate her suggestions as far as possible. The final product was a collaborative effort between translator and author.



Elsa after having received the SATI Prize for Outstanding Translation of Children's Literature in 2012

How do you feel about the view that translators should translate only into their mother tongue?

I don't agree. My mother tongue is Afrikaans, yet the majority of the work I have done has been into English. If you are proficient in both languages, why limit yourself to translating into a single language?

In your opinion, what are the qualities that a successful literary translator should have?

Literary translation is a creative process, so you need to be able to think innovatively and write creatively. It's a long process, it takes many hours of writing and rewriting and finding solutions to problems. You need patience and persistence. And enthusiasm, of course! As well as a love for the task at hand.

What challenges are there in general regarding literary translation?

To a degree the idea still exists that 'it's better to read the original'. Publishers are often cautious about publishing translations, though I think locally the situation has improved. For a literary translator who is trying to establish a name for him/herself, it's often hard to get a foot in the door. Because it's a costly exercise, publishers tend to go with people they know.

You are the presenter of a short course in literary translation. Do you think it is necessary to attend such a course in order to be a successful literary translator?

No, I don't think so. Translation is a skill that requires a natural talent. I try to make the course market-related and I think most attendees have found it useful and enjoyable. It's always valuable to acquire some theoretical knowledge and get an opportunity to gain practical experience and have your capabilities assessed. In that sense any qualification – be it a degree, postgraduate diploma, short course or workshop – is a good idea. It affords one the opportunity to meet and engage with like-minded people, exchange ideas and learn from each other.

Who do you regard as your mentors?

Initially my mentors were my lecturers at Stellenbosch University. I still call on them and they have always been willing to assist. Because I need to do research on such a wide variety of subjects as I translate, I have picked the brains of a large number of experts and have yet to find someone unwilling to help me when called upon. All

these people have been my teachers and I am grateful to all of them.

What tips do you have for aspiring literary translators?

Network and make use of people you meet along the way to introduce or recommend you to authors and publishers. Persevere. All you need is a chance to do that first translation and make a success of it.

What tips do you have for freelancers?

Be professional and deliver on time. Deadlines are not usually negotiable, so make sure you allow yourself enough time to complete the work and deliver a quality product. Remember that life doesn't consist of work alone, so make sure you also allow for unexpected events and mishaps.

You've won numerous prizes with your translations.

How do you feel about prizes for literary translations?

I always feel honoured to be nominated for a prize, and winning it is a wonderful bonus. It's a good feeling to have one's work recognised and I'm very thankful that there are organisations that make these prizes available.

Are there any literary translators whose work you admire?

There are many local translators whose work I admire but I'll mention only two, who are authors as well as translators, and whose works I have translated. **Michiel Heyns** tackles truly 'difficult' texts and translates them with great success. I had the privilege of translating his book *The Children's Day* into Afrikaans (*Verkeerderespruit*). I also had the pleasure of working with **Linda Rode** when I translated her compilation of children's folk tales *In die Nimmer-Immer Bos* into English (*In the Never-Ever Wood*). We worked closely together and I learned a great deal from her about the translation of children's literature.

Are there any specific books that you would like to translate?

I don't have a wish-list of books I would like to translate. I just hope to keep on with what I'm doing for as long as I can, and that the next project will continue to turn up.

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.

English funnies

Venison for dinner again? Oh deer!
How does Moses make tea? Hebrews it.
England has no kidney bank, but it does have a Liverpool.
I tried to catch some fog, but I mist.
They told me I had type-A blood, but it was a Typo.
I changed my iPod's name to Titanic. It's syncing now.
Jokes about German sausage are the wurst.

I know a guy who's addicted to brake fluid, but he says he can stop any time.
I stayed up all night to see where the sun went, and then it dawned on me.
This girl said she recognised me from the vegetarian club, but I'd never met herbivore.
When chemists die, they barium.

Disruption and diversification in all manner of things

Disruption and Diversification was the theme of the XXIst FIT Congress, held in Brisbane, Australia, from 3 to 5 August 2017. And, boy, did it deliver!

The open congress of the International Federation of Translators (FIT) was preceded by a statutory congress, which manifested its own disruption and diversification: disruption in the form of certain dissatisfied elements creating unnecessary tensions and the 2020 congress being awarded for the first time to Latin America, and diversification with the work done by the outgoing council over the past three years and the range of MoUs signed or approved.

I attended the previous three open congresses as FIT president, which meant that I actually did not get to attend any presentations and simply enjoy the congress atmosphere. So it was with anticipation that I registered this year as an ordinary delegate, free to choose where to be when and with whom. The congress did not disappoint: there were some 800 delegates and up to 10 parallel sessions, which sometimes made deciding which to attend tricky!

The opening ceremony was a wonderful celebration of diversity and delegates were exposed to the Australian Aboriginal culture through a performance of song and dance, complete with didgeridoo, that culminated in the production of fire on stage through the rubbing of a stick. This was followed by an eye-opening introduction to the Aboriginal Interpreters Service, revealing the difficulties of interpreting in a culture where one is related to virtually a whole community in various ways and it is difficult to meet some of the ethical obligations we in the West take for granted. I imagine similar issues would arise in the San community in South Africa. Despite the difficulties, the Service has developed tremendously and provides an invaluable service.

The most disruptive element of the congress for me – and an absolute highlight – was the presentation of one of the keynote speeches entirely in International Sign Language. The presentation was about disruption in sign language and the Deaf community, so this was entirely appropriate, but where have you ever seen a keynote presentation at a major conference signed and then interpreted for the hearing audience?

The organisers had clearly tried to arrange the presentations along themes, but at times it none the less happened that one wanted to attend presentations in different streams within a single slot, and then one might be faced with rushing to the other end of the 10 venues and missing the

start of the talk. Putting together a programme with so many streams is no easy task!

Despite this, I managed to attend a variety of presentations covering a number of areas of interest for me, many of them related to my job as SATI executive director. Chris Durban was as dynamic as always in giving advice on organising specialist translation events: quality speakers and venues enable you to charge a quality fee, but don't waste money on photocopies when delegates today prefer to have documents downloaded on their laptops or tablets. I attended presentations that looked at developing professional associations and also at creating successful professional development programmes for members. The latter requires members to have a solid base of education and training, on which one builds competence, contextual knowledge, skills related to the role of the T/I and adherence to a code of ethics, all of which brings about a well-rounded professional. Accreditation or certification is a great help in proving professionalism, and Australia has one of the oldest programmes around; it is currently being revised and it was interesting to learn what this has entailed. Standards are always an issue and we in South Africa have not been exposed much to the international standards as they relate to translation and interpreting. I therefore attended presentations related to the standards issued by two internationally recognised bodies, ISO and ASTM, both of which offer assistance for individuals as well as agencies. Technology obviously featured at the conference and I also learnt about an app for telephone interpreting and how AI is used in the classroom.

Despite all of the above and the very interesting keynote speeches, I was able to attend only a fraction of what was on offer. No volume of proceedings was available, so it was unfortunately not even possible to read up on some of the fascinating topics I was forced to miss. However, I came away with a head buzzing with ideas, more enthusiastic about our profession than ever and with admiration for the generous sharing of knowledge that goes on at events like this. I would without hesitation recommend attending an international conference as often as you can – it is worth every cent!

Further photos from the congress can be seen on page 24 and the inside back cover and also on the FIT website.

Marion Boers is the executive director of SATI and served on the FIT Council from 2005 to 2014, six years of this as president. She is also a SATI-accredited translator and editor.

Special cause to celebrate International Translation Day 2017

Below is a copy of a media release issued by SATI for International Translation Day 2017.

There was a lot to celebrate this year!

As they have been doing for 26 years, on 30 September translators, interpreters and terminologists around the world will celebrate International Translation Day (ITD). However, this year there is even greater cause for celebration than normal, with the General Assembly of the United Nations in May 2017 having unanimously adopted a resolution recognising the role of professional translation in connecting nations and fostering peace, understanding and development and declaring 30 September to be UN International Translation Day, celebrated across the entire UN network.

What is International Translation Day? It is a day instituted by the International Federation of Translators (FIT: www.fit-ift.org) in 1991 to celebrate and raise awareness across the world of the importance of the work of translators, interpreters and terminologists and their contribution to a diverse society. The date of 30 September was selected as it is the feast day of the great Bible translator St Jerome, the patron saint of translators, and it was initially known as St Jerome's Day. It was later recognised by Unesco.

Each year FIT selects a theme for ITD. The theme for #ITD2017 is very appropriately Translation and Diversity. ITD offers an opportunity to access and appreciate the influence and impact translators, interpreters and terminologists have on the views of the world and the management of diversity.

Since the inception of ITD, it has been FIT's long-standing mission to obtain official recognition for this important day. This UN resolution is therefore a historical milestone for FIT and, as a result, for all professional translators, interpreters and terminologists (TTIs).

With the world becoming a smaller place, so to speak, multilingualism, sociolinguism and localisation become more and more important and modern language practitioners make a huge contribution in bridging the gaps in an extremely diverse world. The UN operates in this diverse world, engaging with citizens from 193 Member States through six official languages – and key to their success are professional translators, interpreters and terminologists. This new resolution is not the first time that the UN has recognised the importance of TTIs. It co-exists with and complements the 1976 Nairobi Recommendation on the Legal Protection of Translators and Translations.

A further cause for celebration is that ITD is very close to the International Week of the Deaf (IWD), which was celebrated between 18 and 24 September this year. IWD

is an initiative of the World Federation of the Deaf (WFD), a global movement to raise awareness about the human rights of deaf people. This year, IWD united under the theme Full Inclusion with Sign Language!, which underpins the diversity theme of ITD 2017.

IWD strives to promote the rights of deaf people and highlights specific human rights topics that merit attention. South Africa, specifically, is in the process of having South African Sign Language (SASL) recognised as the country's 12th official language. Parliament's constitutional review committee is recommending the amendment of section 6(1) and 6(5)(a) to include SASL as an official language and Parliament is expected to endorse the proposal. This is indeed a positive development, not only for the deaf community, but for the entire country, particularly those who wish to study sign language.

Following the successful inaugural combined observation and celebration of IWD and ITD in 2016, it is hoped that the celebration of ITD across the UN network will also highlight the important role played by the national and regional sign languages, especially in the implementation of the Sustainable Development Goals (SDGs).

We call on everyone to unite and celebrate our diversity on 30 September, when International Translation Day is celebrated around the world, for the first time as a UN international day!

Sources for further information:

The South African Translators' Institute www.translators.org.za

The International Federation of Translators www.fit-ift.org

World Federation of the Deaf <https://wfdeaf.org/>

World Association of Sign Language Interpreters <http://wasli.org/>

International Translation Day

- http://translators.org.za/sati_cms/index.php?frontend_action=display_text_content&content_id=2014

- <http://www.fit-ift.org/international-translation-day/>

- <http://www.fit-ift.org/international-translation-day-2017/>

- http://www.fit-ift.org/translation-and-diversity_itd_2017/

UN Resolution on International Translation Day

- <http://www.fit-ift.org/itd-adopted/>

- <https://www.un.org/press/en/2017/ga11914.doc.htm>

International Week of the Deaf

- <https://wfdeaf.org/about-us/international-week-of-the-deaf/>

- <https://wfdeaf.org/get-involved/wfd-events/international-week-deaf/>

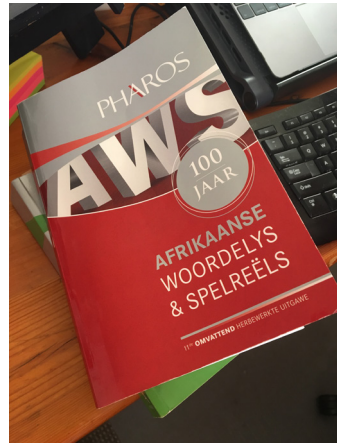
- http://wasli.org/cat_news/international-week-deaf-2017

The Nairobi Recommendation on the legal protection of translators and translations and the practical means to improve the status of translators <http://www.fit-ift.org/nairobi-recommendation/>

'n Kykie na die nuwe AWS

This, the 11th edition of the Afrikaanse woordelys en -spelreëls, appears a century after the first edition. It is the authoritative source of Afrikaans standardisation and Deirdré Roos was privileged to review it for Muratho.

Die nuwe AWS bevat 20 hoofstukke met 457 taalreëls in totaal – amper 100 daarvan verskyn vir die eerste keer in hoofstuk 13 (Leestekens) en 16 (Trappe van vergelyking). Die funksie van die AWS is 'om oor spelling leiding te gee' (bl. xviii), en dit is, soos die vorige AWS, gemik op 'die gemiddelde ingeligte gebruiker' en 'die taalkundige' (bl. xi), maar ek



wonder tog oor hoe haalbaar dit is om 457 taalreëls vir die deursnee Afrikaanssprekende te gee in die hoop dat Afrikaanse spelling gaan verbeter.

Byvoegings

In hierdie uitgawe is daar interessante geskiedenis oor die AWS in die voorwoord. Buiten die twee nuwe hoofstukke (49 bladsye oor leestekens en vyf bladsye oor trappe van vergelyking), is daar ook vier nuwe bylaes ('n lys landname met hulle geldeenheid en ISO-kodes, 'n lys geografiese eiename in die Ooste, 'n lys elemente in die periodieke tabel en gebruiksriglyne vir die SI-stelsel).

Dit is handig dat die Engelse weergawes van landname (bylaag C), elemente (bylaag F), SI-eenhede (bylaag G) asook Engelse transliterasie van die Cyrilliese alfabet (bylaag D) ook gegee word, maar dit word ongelukkig nie ook vir buitelandse geografiese name (bylaag B) en geografiese eiename in die Ooste (bylaag E) gegee nie.

Veranderings

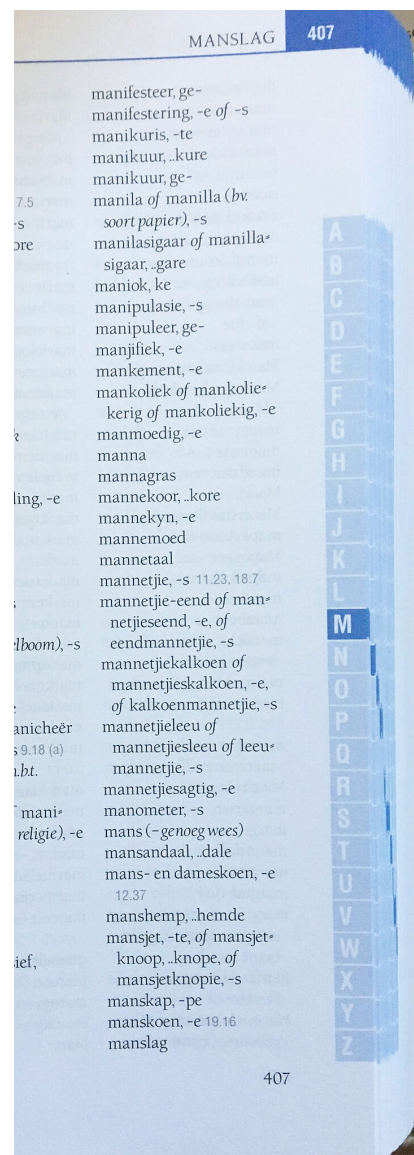
Die voorwoord waarsku dat sekere reëls, soortgelyk aan vorige uitgawes, verfyn en geherformuleer is en dat daar in enkele gevalle 'n reël geskrap of nuut bygevoeg is.

Die opvallendste wysiging is afleidings van en samestellings met multiwoordeiname (bv. Nuwe Testamentiese en Nuwe Testamentboek). Dit word verduidelik by reël 15.7, waar daar onder andere die voorbeelde DeGroote, DuBuisson, LeRoux en LeRoux-erflating – só sonder spasies – gegee word. 'n Ander vreemdheid is dat my van se meervoud nou by reël 14.20 as 'Rose' aangedui word sonder enige verduideliking – in die vorige AWS (reël 13.20) was die van 'Roos' se meervoud 'Roose'. Ek sal

maar liever 'Roos-gesin'. Jy't seker al die definisie van 'n sinoniem gehoor? 'n Woord wat jy gebruik in die plek van die een wat jy nie weet hoe om te spel nie.

Dieselfde gebly

Die bespreking van afkortings het dieselfde gebly as in AWS10, steeds met reël 3.7 tot 3.15 onder die opskrif 'Die afkorting van woordgroepe en name', hoewel dit inhoudelik verwys na die gebruik van punte, koppelttekens en die ampersand by afkortings van, buiten woordgroepe en name, ook simbole (bv. cm), voorletters en titels (dr. P.J. Mostert/dr PJ Mostert) en samestellings (B.A.-student/BA-student).



Inkonsekwentheid

As daar by die bespreking van die aandagstreep as parentese spesifiek genoem word hoe 'n mens dit nie moet gebruik nie (reël 13.1), sou 'n mens verwag dat daar by die reëls oor die los- of vasskryf van samestellings met eiename (soos reël 15.6 – dat jy Bloemfontein-museum, Bloemfontein-Museum, Bloemfontein-museum en Bloemfontein Museum kan skryf) ook aangedui sal word dat jy liefste een van die opsies moet kies en dan daarby hou in een dokument.

Afrikaans, tegnologie en publikasies

Die bespreking van 'e-pos' in drie afsonderlike reëls gee 'n aanduiding van die toenemende invloed van tegnologie:

Reël 3.21 *e is die afkorting van elektroniese in internetverband*

Reël 11.29 *epos, eposse, epossie (verhalende gedig) teenoor e-pos, e-posse, e-possie (elektroniese pos)*

Reël 12.9 *ge-e-pos*



Maar die regstelling van sekerlik die grootste irritasie van hedendaagse on-taalversorgde Afrikaanse publikasies word net ligweg (as't ware) gefluister: 'Let op die korrekte vorm van die afkappingsteken, naamlik 'of', en nie 'nie' (bl. 7). Nee! Waar is die lys alt-sleutels met alt+0146 heel bo-aan? Of vir Mac-gebruikers Option/Alt+Shift+J? Hoe gaan ons van die alewig verkeerdheid 'n ontslae raak met so 'n ligte teregwyding?!

Groter font en navigasie

Die font is groter en lees makliker. Die navigasie-aanduidings bo-aan die bladsye is duidelik en ek hou ook van die volledige alfabet by die woordelys se indeling op die bladsyrand. As 'n mens by die M-woorde is, is jy nie net bloot by M nie, jy kan ook sien waar jy is in verhouding met die res van die alfabet.

Stawingsydigheid: Hoe ék geneig is om die AWS te gebruik

Die nuwe AWS lê links van my rekenaar, reg vir gebruik. Maar ek's bevrees daar is nie 'n merkwaardige verbetering in my spelling nie, want:

1. Ek is dikwels nie eens bewus daarvan dat ek 'n fout begaan nie – 'n mens weet nie wat jy nie weet nie. Ek

pas toe wat in my ingedril is of wat ek onthou (omdat ek immers deur die nuwe AWS geblaai het, al het ek nie alles in detail gelees nie), maar andersins is daar geen rede om 'n reël op te soek nie.

2. Ek's gewoonlik haastig en weet nie waar om vinnig te gaan soek vir dit wat ek wil weet nie.
3. As ek wel kry wat ek soek, is ek steeds haastig en sonder die nodige geduld om reëls met lang verduidelikings en uitsonderings te probeer verstaan. Daarom soek ek in die voorbeelde iets wat 'soort van' bevestig hoe ek dit reeds gespel het en sus so my gewete.

Ontwerp vir gebruikers

Ek is bevrees dat wanneer ek vinnig 'n antwoord soek, die AWS soms dieselfde emosie by my ontloot as my Wiskunde-handboek in matriek (wat dikwels deur die lug geslinger is en die kamerdeur hard getref het). Ek gee hier 'n voorbeeld van die woordrykheid van verduidelikings (en hierdie een is nie eens tegnies nie):

Reël 15.9: Die vryheid wat toegelaat word met betrekking tot die los skryfwyse van samestellings wat 'n eienaamelement bevat, geld nie die skryfwyse van amptelike Suid-Afrikaanse geografiese name nie.

Sewe-en-twintig woorde wanneer jy net vinnig wil hoor: 'Gebruik die amptelike SA geografiese name, bv. Nelspruit.' Dis soos in stories waar die heldin die rooi of blou draad moet knip om te keer dat die bom ontplof en haar helper gee eers 'n lang verduideliking oor watter land die drade van kom en dat dit eintlik 'n skakeling van elektriese karmosynrooi is en die blou meer neig na Atlantiese see as denimblou.

Gebruikersvriendelike bron?

Interessant genoeg is die paragrafie met die opskrif 'Die AWS as gebruikersvriendelike bron' (bl. xi) in AWS10 nie in die nuwe AWS ingesluit nie. Dit mag 'n volledige lys wees van Afrikaanse spelreëls – en daar is moeite gedoen om aspekte waarmee mense sukkel, uit te brei. Reël 9.4 en 9.5 oor die hoof- en kleinlettergebruik van aanhef- en aanspreekvorme het byvoorbeeld meer gebruiksvoorbeelde, wat natuurlik vir iemand soos ek wat nie geneig is om die reëls te lees nie, maar net na die voorbeelde kyk, baie help.

Maar, as ek wel die 'ingeligte gebruiker' is wat die AWS teiken, kan ek nie help om te wonder of daar nie 'n beter manier is om die reëls toegankliker te maak nie. Is daar nie meer oningeligte taalgebruiker as ingeligtes nie?

Deirdré Roos werk al meer as twee dekades as taalpraktisyn. Sy het dit sover gelukkig getref om altyd saam met mense te werk wat besonders goed kon spel.

Call for reviewers

Would you like to write a review for a future issue of Muratho? If anyone is interested in reviewing a book that would be of interest to SATI readers, please contact ilze@translators.org.za

Ek tik my beiteljie, en hy klink!

Maestro deur Marié Heese
462 bladsye
Human & Rousseau
ISBN: 9780798173919

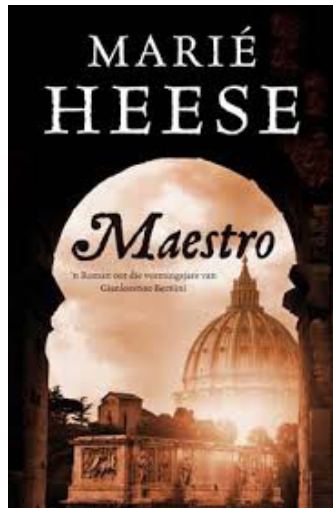
Anne Marais het in haar resensie van *Koukonap* (ons vorige uitgawe) opgemerk dat: "Daar word van taalpraktisyns verwag om behendig met taal om te gaan. Een manier om dit te bewerkstellig is om soveel moontlik te lees." Sy noem verder dat veral diegene wat in literêre vertaling spesialiseer hierby baat sal vind. Die feit is, enige taalpraktisyn moet lees en lees en lees. Toe ek aanvanklik sien *Maestro* beslaan meer as 460 bladsye, kon ek my oë nie glo nie! Namate die boek egter gevorder het, het ek besef daar is heelwat wat 'n vertaler by Gianlorenzo kan leer. **Marié Heese** is bowendien 'n ervare skrywer met boeke soos *Die uurwerk kantel* (1976), *The Double Crown* (2009), *The Colour of Power* (2011), *A Triple-headed Serpent* (2012) en *Vuurklip* (2014) agter die blad.

Maestro begin waar die lewe van **Gianlorenzo Bernini** begin en volg hom tot kort na sy 40^{ste} verjaarsdag. Mens ontdek dat Gianlorenzo, wat later **Cavaliere de Cristo** word, baie baie hard studeer het voordat hy met sy beeldhouwerk begin. Hy begin in die Vatikaan en skets en teken so te sê alles wat hy sien . . . "dit kom sit in sy siel" (bl. 63). So moet 'n taal ook by 'n taalpraktisyn kom sit: in jou siel. Jou ambag (wat dit dan ook mag wees) moet geslyp word totdat jou wese vanself die marmer vorm, en die taal opnuut oordra. Gianni, soos hy soms ook genoem word, kan dankbaar wees dat hy so 'n liefdevolle, geduldige ma gehad het, tesame met sy perfeksionis pa. Sonder laasgenoemde sou hy nooit 'n belangrike les geleer het nie: " 'n Kunstenaar moet sy lewe lank strewende om beter en anders te wees, in kompetisie nie alleen met ander kunstenaars nie, maar deurentyd ook met homself," sê Pietro. "Maar volmaak sal sy werk

nooit wees nie. Ten beste bly dit maar 'n flou afskaduwing van die Here se skeppingsdrang. As jy dit ooit betwyfel, kyk van naby na 'n vlinder. Dan sal jy dit weet." Vervang "kunstenaar" met "vertaler" en daar verskyn die woorde van my eie dosent toe ek nog student was: Bly nederig, andersins sal jy nooit iets nuuts leer nie.

In sy resensie van die boek, maak **Reinhardt Fourie** melding van die feit dat Heese "grondige navorsing doen wanneer sy 'n historiese roman aanpak" (<http://www.litnet.co.za/boekresensie-maestro-deur-marie-heese/>). Sy verweef egter die feite so haarfyn met fiksie, dat mens glad nie kan agterkom waar die nate sit nie. Heese dink en beskryf ook sekere dinge wat die verbeelding ten diepste aangryp, bv. die afwesigheid van deoderant in 1638 wat daartoe lei dat bosse en bosse blomme tydens dinees oral geplaas word (sodat jou neus nie so bewus raak van die mensereuk nie). Sulke besonderhede maak die boek en sy karakters ég, net soos die feit dat die hoofkarakter g'n engel is nie. Hy gaan verskeie verhoudings aan (hy hou veral van 'n sekere weduwee) en al is die meeste van sy werk iets "allerpragtigs", is daar ook pyn. Mens sien dit byvoorbeeld in die 38 cm-lange *Anima Dannata* (gesig van 'n verlore siel), wat hy eers (n.a.v. Heese) voor 'n spieël geskets het terwyl hy sy been teen 'n kers hou om heeltemal seker te maak hy kan die uitdrukking van pyn laat lewe. Buiten hartstog, het Gianni ook sy lewe lank met skeelhoofpyne gesukkel. Ek ly self aan sulke hoofpyne en het my verwonder aan die raak beskrywing van die toestand, weereens vanuit die perspektief van iemand wat in die 17^e eeu geleef het (met 'n emmer om die braaksel op te vang en g'n pil vir die pyn nie). Hierbenewens moet ek met Fourie se mening saamstem:

"Lesers wat nie . . . deur die ensiklopediese beskrywings



Anne Marais' review of *Koukonap* mentioned the fact that all language practitioners need to read in order to sharpen their language skills. Brüggemann supports this assertion. *Maestro* is a story about the life of Gianlorenzo Bernini, a sculptor who lived in the 17th century. His devotion to creating the 'perfect' sculpture is something all translators could also aspire to. Heese comes up with several apt descriptions of what life was like in those days, drawing the reader in. The reviewer however feels that the book is unnecessarily long and unless you have an interest in detailed aspects of the sculptor and his life, it might bore you.

van sy kunswerke en tydgenote gesteur sal word nie, en wat besonder belangstel in die lewe van Bernini, mag Maestro dalk geniet," want die boek is onnodig lank en al trek die drama van talle gebeure 'n mens in die verhaal in, kan mens later amper voorspel wat gaan gebeur. Sedert ek hiedie boek gelees het, kyk ek met ander oë na beeldhouwerk. Dit het skielik 'n bekoring waarvan ek voorheen nie bewus was nie.

Gaan na <http://nb.bookslive.co.za/blog/2016/09/13/lees-n-boeiende-uittreksel-uit-maestro-mari%C3%A9-heese-se-jongste-historiese-roman/> indien jy 'n uittreksel wil lees.

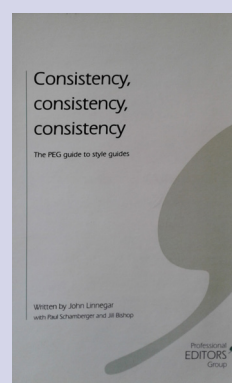
Ilze Brüggemann het aan die Universiteit van Natal (PMB) 'n BA Hons (Afrikaans) behaal, waarna sy by 'n paar uitgewersmaatskappye gewerk het voordat sy besluit het om vryskut-vertaler te word.

Get your copy of the Professional Editors' Guild's guides for practitioners

Consistency, consistency, consistency. The PEG guide to style guides (2009)

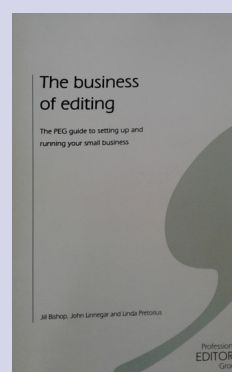
Written by John Linnegar with assistance by Paul Schamberger and Jill Bishop.

This 24-page guide sets out to answer the questions Why a style guide?, What is house style? and Why the need for a style guide and a style sheet? The answer lies in the title of the booklet: consistency. Consistency should be the hallmark of professional copy-editing and proofreading; it's the veneer an editor applies to a manuscript to make the printed book at least appear perfectly written and edited. When consistency is wanting, not only does the book appear shoddy but the veracity and reliability of its contents can be undermined. For the uninitiated, examples are given of style sheets, and checklists of the core elements of a good style guide are provided. And the role and contribution of a well-composed style sheet in the production life of a book are explained.



The business of editing (2011)

This highly practical 68-page guide gives guidance to freelance practitioners on setting up and maintaining a micro-enterprise. Written by practitioners who've been through the 'freelance mill' themselves, the booklet covers aspects of working from a home office such as deciding whether you're cut out to do it in the first place; the furniture, stationery and equipment you'll need to get you going; quoting for projects and invoicing clients; keeping on the right side of SARS, and how best to market yourself.



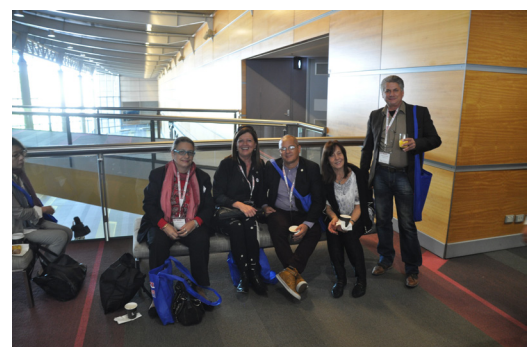
Marketing your freelance services: The PEG guide for practitioners (2015)

Authors: John Linnegar with Jenny de Wet and Lia Marus

The third guide published by PEG introduces the topic by answering the question 'Why should a text editor or proofreader be concerned about marketing?' The 68-page guide then goes on to discuss evaluating one's strengths and weaknesses, setting objectives, analysing clients, understanding the main components of marketing, devising a marketing plan, building relationships with clients, and using digital media to market oneself.

Go to <http://www.editors.org.za/GenericPage.aspx?code=18> for details.

FIT Congress 2017

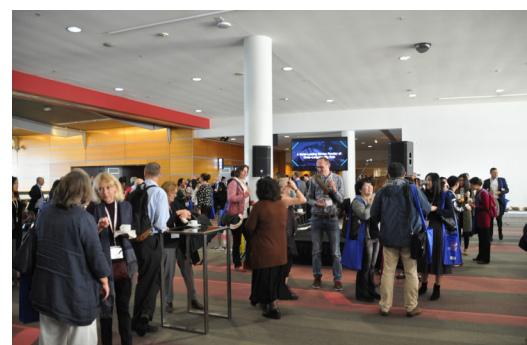
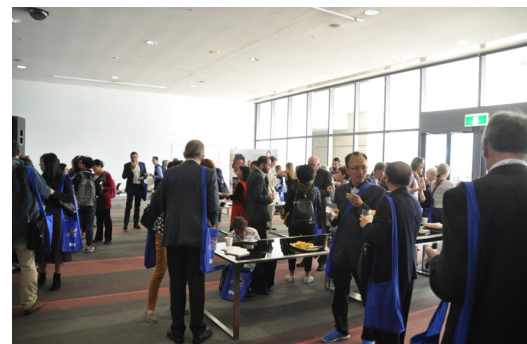


FIT2017 DISRUPTION AND DIVERSIFICATION



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Translation

Maungārongo

Traduction

and

et

intutukoko

Diversity

diversité

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International Translation Day
30 September 2017

Journée mondiale de la traduction
30 septembre 2017

Recognised by UN General Assembly Resolution A/RES/71/288
Reconnue dans la résolution de l'Assemblée générale de l'ONU A/RES/71/288

