



April 2010

Marketing workshop

New chapter on the way



Promoting literary translation

London Book Fair

# The South African Translators' Institute and its Council



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Members who wish to re-establish the Gauteng, Kwa-Zulu-Natal or Interpreters Chapters should contact the SATI office. The same applies to anyone wishing to start a new chapter

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.



### **SATI Web-site:**

<http://www.translators.org.za>  
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**Journal of the South  
African Translators'  
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**IPhephandaba loMbutu  
waBaguquli-lwimi  
boMzantsi Afrika**

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

Igama elithi "Muratho" ligama lesiVenda elithetha ibhulorho, yona kuzekeliswa ngayo umsebenzi wqhagamshelaniso owenziwa ngabasebenzi ngeelwimi.

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 plus two other official languages on a rotational basis (in this issue Xhosa and Afrikaans).

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

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*Marketing workshop*

*London Book Fair*



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# Editor's Notes

**A**s we move towards International Translation Day, one may begin to think about how we can use this day both to celebrate and to raise awareness of our profession.

It is possibly a question that we do not ask ourselves regularly enough. We accept that translation, interpreting and the related professions are important and we get irritated and frustrated when clients and potential clients have to be convinced that what we do is worth their paying money for and spending time organising. But do we often enough see things from their point of view and consider the reasons for them to spend money on language services, especially at times of economic belt-tightening as we have had for the past couple of years?

With the Council recently having been faced with preparing pamphlets to promote SATI at the London Book Fair and Cape Town Book Fair, we had to consider these issues. Even closer to home, in considering our internal language policy, we had to grapple with what we would like and know to be fair (i.e. translation into all official languages, and possibly even some non-official languages) as opposed to what we can manage in practical terms of human and financial resources. This brought up some interesting philosophical questions: Should one make the effort to translate into a particular language group when the speakers of the language in question show little support of those efforts by welcoming the translations and committing themselves to helping produce them? And where one rotates among the languages in a group, must the rotation take place strictly per piece or should more translations be undertaken into the more commonly used languages than those used less often?

These are issues to which speakers of well-established European languages pay little heed, yet they are issues faced even in Europe. In the European Union there is legislation giving all 23 languages used equal rights, but is it in practice necessary – and feasible – for every communication within the structures of the EU to be produced in every language? Where do you even find a minimum of translators to deal with certain unusual language pairs?

So what do we tell those clients of ours who baulk at the cost of providing language services? We need to convince them that we are adding value to their product. Whether it is opening up new markets through making information available in different languages, or providing a better education through mother-tongue teaching, or attracting more participants to a conference because they can understand what is going on, we also need to make sure that we fulfil our side of the contract by providing top-quality services, so that client can never say, 'Well, that was a waste of money!' Just one poor translation or unsuccessful interpreting assignment can cause untold damage to the profession. Do bear that in mind and don't take chances!

Until next time

*Marion*



# The London Book Fair – SATI's non-presence

**Sunday, 18 April 2010 @ 17h15 GMT**

## **Day 1: Build-up (the show will go on!)**

It's been quite a time, the past few days, and quite eerie being in London without a single buzz of an aircraft or even a solitary vapour trail criss-crossing the blue spring skies ... But have just noticed the first evidence of the natural disaster that's thrown many lives askilter: ash on the skylight of our loft apartment.

However, we've just returned from Earls Court Exhibition Centre, where the place is absolutely abuzz with activity – many stands still have many hours' work to be done on them, but will no doubt be ready in time (as they always are). It's an amazing experience walking into two exhibition halls jam-packed with exhibition stands – easily four times the size of the CTIBF – many bearing names I've certainly never heard of. We are part of the SA Market Focus pavilion in EC2, the smaller of the two venues. The buzzword here this year is clearly DIGITAL – it's omnipresent in this publishing cocoon.

The downside of the volcanic eruption on Iceland is that about 200 South Africans due to attend the LBF in various guises will not be here, because, despite attempts to put a charter flight in the air, UK airspace is still a no-flight zone, ironically because we're experiencing balmy summer's weather – not a zephyr to be sensed, nor a raindrop in sight! Even more ironically, the Iceland stand is directly opposite ours. The question is: Will its empty shell be filled?

As a result, PEG's Sukaina Walji is unable to leave Cape Town and, sad to say for SATI, Wilna Liebenberg is still stranded in Johannesburg, as the ash cloud has spread to Europe too – with a pile of about 20 kg of marketing leaflets to boot. We'll have to make do with the document she emails through to us and our making a scheduled presentation in the Networking Area on SATI's behalf. Received an sms from Wilna: "Terug by die huis. Sulking." *Innige simpatie*, Wilna.

'Making do' has become a mantra for many here, as we all try – in true South African style – to help one another out in our collective

*SATI was supposed to feature as part of the South African Market Focus at the London Book Fair in April this year. Unfortunately, the volcanic ash that covered so much of Europe at that time prevented our representative, Wilna Liebenberg, from participating. Part of the PEG team had left in time to avoid the ash and so they represented SATI as well. Here we reproduce PEG chair John Linnegar's reports from the Fair in lieu of our own first-hand account.*



hour of need. So some stands on the SAMF pavilion will simply be empty; others decorated and stocked with books, but without a human presence. Others will have a single representative holding the fort. The Unisa University Press chaps, for instance, will be doing duty for the HSRC Press, Wits University Press, UCT Press and UKZN Press; André Brink managed to get across the channel from France to appear on the SAMF stand, to promote SA literature, and also to discuss literary translation on another stand, I noticed today. But Fatima Dada, CEO of MML/Pearson, is stuck in Belgium, queuing among thousands of hopefuls for a seat on a ferry to cross the channel. The PASA team are all here (lending a hand wherever they can), but Joanne Simpson, Design Director at MML/Pearson, will be the sole representative of their organization on their large stand. I was very happy to meet and greet the team from the Jozi Book Fair, and also Maire Fisher, who's here to promote her authors. ...

*Earls Court, London, the venue for the London Book Fair and our 'home' for three days*

We're off now ... to prepare ourselves for Day 1 of the Fair, which we think is going to be a great experience for all concerned, despite the cloud that literally hangs over the show for anyone coming from afar who left their departure for the UK till Thursday or Friday.

**Monday 19 April 2010 @ 18h30 GMT**

**Day 2: First eventful day (yes, the show does go on!)**

The lack of buzz in the skies above London was more than made up for within the halls of Earls Court 1 and 2 as we arrived for the opening of day one of the London Book Fair. Buzz, yes, but not the jostling throng of past years, regulars reported: officially, the numbers were down by about one-third. But it was not the numbers of stands or exhibitors that took one's breath away as the fair got underway: it was the spectacle of everything having come together since yesterday's 'organised chaos'. The scale of the exhibition, especially in EC 1, is breathtaking, as is the vastness and complexity of some of the major stands – Wiley, Longman, Cambridge, the Scottish group of publishers, and the French collaborative stand are spectacular.



*The SA High Commissioner to London opened the SA Market Focus Pavilion at the London Book Fair on behalf of the Minister of Arts and Culture, who was prevented from travelling to London by the volcanic ash from Iceland. On the right is Brian Wafawarowa, the Executive Director of PASA.*

At the SA Market Focus pavilion, visible in the distance as one makes one's way down the runway that is the centre aisle of EC1, the focus is on the Networking area, where drinks and snacks are available non-stop and there's a full programme of presentations. We're met first by camera-at-the-ready author Henrietta Rose-Innes – so good to see a familiar face on our arrival – and PASA's Samantha Faure and Marion Boltman, both admitting to being much more upbeat than at the weekend. Apparently the atmosphere at the reception at South Africa House on Sunday evening had been something of a turning point, buoying up at least some of the dispirited guests.

We quickly noticed that the semi-dressed

Iceland stand opposite us was staffed – by one of the UK-based consular staff until the one and only Icelandic publisher to reach the British Isles could arrive. The stand seemed to be a hive of activity from time to time during the day.

First up at the SA Market Focus pavilion this morning was the official opening of the pavilion, not by the stranded Minister of Arts and Culture but by her stand-in, our High Commissioner to London, His Excellency Mr Zulu Skweyiye. It was well attended, drawing a generous amount of interest not repeated until the last function of the day: the reception hosted by the academic presses of South Africa. Guest speaker Professor David Attwell (uncle of Electric Book Works's Arthur Attwell) spoke of the different challenges, systems, needs and content of academic publications in South Africa compared to their more staid and established UK counterparts. In particular, he commended the publications emanating from SA academic publishers for being more vibrant, more relevant and more strikingly designed.

Other functions on the stand included book presentations/readings and a discussion on the state of publishing in South Africa.

Notable among the guests at the opening ceremony was the number of literary agents ... and at least one small publisher ended the day satisfied with the contacts they had made with overseas principals and agents.

In the Thames meeting room the day's proceedings were largely devoted to presentations about the publishing scenario in South Africa. First, the overall picture was painted to give the audience a sense of the nature and scope of the industry plus insights into the opportunities it presented. Then, in subsequent sessions, several sectors were focused on: academic publishing and trade publications being two of them. Of great interest was the data produced by Nielson Bookscan, which indicated the good state of health of sales in South Africa during the past three years in comparison to other major markets. Whereas others have been either static or in decline during this period, in South Africa modest growth has been the order of the day, particularly in the adult non-fiction and adult fiction categories. (*The Bookseller Daily*, in 'SA Book Market Beats Slump': over the first quarter to 3 April, SA book sales increased 0,2% in value compared to the same period in 2009, with a 2,7% increase in volume – in contrast to the UK, where book spend in the first quarter was at its lowest point since 2006.) It was also stated that more research needs to be done to establish why the grow-



ing black middle class are not adopters of books as reading matter so that we can understand better how to cater for this market segment. Another area of opportunity for publishers is seen to be self-help titles for the growing number of better-educated South Africans.

Generally, too, the pricing of South African books is still seen as problematic in that it is seen to be too high – largely as a result of small print runs and better quality paper.

A humorous touch was provided by one of the morning panellists, who arrived in the middle of a session because she'd had to hitch a lift back to London with a rather charming and handsome young man, having been stranded in Belgium. The experience, she said, had made her feel a frisson of excitement and years younger!

Back in the SA Market Focus pavilion, the PEG/SATI/MLA stand (promoting editing, training and translating services) drew a steady stream of interested visitors and enquiries – from questions about translating English texts into our indigenous languages to assistance being required with editing completed manuscripts through to seeking opportunities to have staff trained.



Two interesting spaces to follow (other than anything 'digital') at the fair are the Author Lounge and the Literary Translation Centre, where topics such as *The Challenges of Poetry in Translation*, *Translating India* and *Translator in Conversation* were discussed by panels. Tomorrow sees a book launch of *Translation in Practice*, which should be worth attending.

**Tuesday, 20 April @ 20h30 GMT**

**Day 3: In a word, 'subdued'**

The second day of the Fair was really subdued, *The Bookseller Daily* announcing that many appointments had been cancelled and the absence of both exhibitors and visitors

starkly in evidence. Most of India and China's contingents are conspicuously absent, sadly.

However, there's still a reasonable buzz, and a manageability about being at a less crowded Fair, we think, here on the SAMF pavilion, and spirits are still quite buoyed. Three venues in particular have been exceptionally well patronized: the Author's Lounge, the Literary Translation Centre and the British PEN stand, which has hosted the Author of the Day presentations. Today it was Andre Brink's turn, and as I walked past, I heard him tirading passionately about the excesses of the new ruling elite (which he termed 'unimaginable') and, in answer to a question from the audience, talking equally passionately about the contribution women made during the struggle years and how, to an extent, the strength of women has not been suppressed despite the best efforts of the ruling elite to sideline them. Needless to say, Andre held his large audience rapt!

The SA Market Focus events continued upstairs in the Thames seminar room, fairly well attended, but lacking the passion and interest of the interviews at the PEN stand, quite frankly. And the panel on the SA Reader: who they are and how to cater to them, quite frankly, lost the plot – for which the panel chair must, of course, take responsibility. It turned into a nostalgia trip rather than a serious attempt to tackle the problems around the topic head on. Until, that is, struggle veteran Dennis Goldberg stood up at question time and told them like it is. That really got things livened up – and the speakers back on track, better late than never.

Instead of quantity, quality is the order of the day, it would seem – both events and business contacts made. The panel on translations in the EU and the problems translators and publishers are experiencing, at the Literary Translation Centre, was particularly lively and informative, and it was certainly interesting to hear the problems commonly experienced across Europe in getting literary works translated, funding translations, etc. At the same venue, at the end of the day, there was a book launch of a very useful book on how to go about translating – copies of which will be returning to SA.

Visitors to the PEG/SATI/MLA stand (V495) today included Matthew Seal to receive a certificate confirming his recently bestowed Honorary Member of PEG status. The certificate was presented to him at a small function in the Networking area alongside our stand – the occasion being a presentation by SATI on 'Unlocking a Treasure Trove of Translating Talent in South Africa', in which we talked

*Left: Despite the abnormal circumstances surrounding the 2010 LBF, the PEG/SATI/MLA stand enjoyed some quality visitors and enquiries. Here Jill Fresen and Ken McGillivray field enquiries.*

Right: PEG Chairperson John Linnegar presenting a certificate to PEG 'Founding Father' Matthew Seal conferring Honorary Membership of PEG on him, with Wilna's presentation on the screen in the background

Below: The LBF featured a dedicated Literary Translation Centre, which hosted author presentations, book launches and panel discussions almost non-stop during the fair's three days. (Subjects unfortunately unidentified.)

(on behalf of SATI's Wilna Liebenberg, who was left stranded in SA) about the language offerings of SA translators and the advantages of using not only SA translators but, more specifically, SATI members.

It was great to see SA's Arja Salafranca buzzing around the Fair, too, and to be able to shake Deon's Meyer's hand as he rushed off to one of his many presentations at the fair; and to spy Leonie Hofmeyr, formerly of MML, now freelance ('taking a sabbatical, actually') helping out on the Pearson/Heinemann/MML stand opposite us. And, of course, to watch the Not the London Book Fair event being streamed from the Book Lounge in Cape Town – well done, chaps, very enterprising, and a real drawcard here.

The day ended with several receptions: at the MML/Pearson/Heinemann stand, at the Macmillan Publishing Services stand, and then, finally, the British Council reception (by invitation only) for all the SAMF exhibitors. Probably the largest event at the Fair so far!

Till then, take care, and au revoir from another blue sky day in London.



yes, there has been a positive side to the considerably reduced presence this year. And that's certainly been our experience.

On Stand V495 we've made a few solid contacts: a publisher from India (one of the few Indians to get to London) wanting both editorial services and possibly inhouse training; several from London interested in what South African editors and proofreaders can offer them as competitive advantages (price, time zones, standard British English); and several African visitors (from Nigeria, Ghana) interested in knowing which languages editors are capable of editing in (and being pleasantly surprised at the scope of our capabilities). Our translation services are likely to be explored too: one gentleman pointed out the great advantages of having translators produce translations of, for example, a sample of a Spanish text so that it could be run by literary agents and publishers in a variety of languages. Good thinking. Another (UK) publisher of mathematics titles is interested in the size of our market segments and is possibly looking to have English texts translated into Zulu as a start.

Gradually, we felt ourselves opening up a chink of light in the perception of Africa – and South Africa in particular – as 'darkest Africa', having little to offer in the way of editorial and translation services.

At my presentation on PEG, the services its members offer and the advantages of using South African editors, I was delighted to reunite with Andrew Joseph of Macmillan Publishing Services, an expatriate now settled in London, and to make the acquaintance of Sumayya Lee, a South African author of two published titles (Kwela Books, *The Story of Maha: A spunky tale of Romance, Rotis and Unsuitable Boys*) and busy working on her third. Having experienced a happy working relationship with her editor, she pointed to the special challenges facing editors of fiction – primarily, in her view, that of tuning in to one's author, sounding them out, and developing a relationship with them in a way



**Wednesday 21 April 2010 @ 18h50**

## **Day 4: Winding down/Winding up**

As we approach the end of the third day of this Fair, perhaps the keynote of the three days has been 'quality rather than quantity'. Yes, we could all have done with many more feet through the exhibition halls, but I've heard many exhibitors say that they've valued having the time and space to have more meaningful, in-depth interactions with potential clients in comparison with the jostling and distractions of previous years. So,



editors of non-fiction would never contemplate. Also in the audience was a former Johannesburger, Edelweiss Arnold, who's now Marketing Manager at the Publishing Training Centre in London. PEG and the PTC will be exchanging website links as a result of our meeting, and we've been invited to post an article about PEG (based on today's presentation) on the PTC website.

only time will tell, if and when the contacts made turn into business for our members. But as a marketing/PR exercise, a means of raising the participants' profiles – whether among South African exhibitors or among the international community – there can be no doubt as to the value of participating on the SA Market Focus pavilion. It has been, after all, a once-in-a-lifetime opportunity to



*The Networking area on the SA Market Focus Pavilion at the LBF featured the names of many of South Africa's literary greats, only some of whom were able to make it to the fair to present their works.*

**SATI would like to thank John Linnegar and the other PEG members who represented us at the London Book Fair**

Surprise visitor of the Fair and our stand (if only because of her late arrival, symptomatic of the fallout from Iceland's now-notorious eruption) was Claudia Kaiser, interim MD of the Cape Town Book Fair on 'secondment' from the Frankfurt Book Fair – who made it only by trekking across Europe and waiting in a long queue to catch a train and a ferry to the UK! It was great to catch up with her, though when I exclaimed how vast and intimidating the LBF is, she just laughed: 'Wait till you see the Frankfurt Book Fair. It's ten times the size of this!'

have a strong presence amid the international publishing community that will also be a stepping-stone to future Cape Town Book Fairs.

Yours in editing  
John

**John Linnegar**  
**PEG Chairman**

'Eish! Do I really want to,' I thought. In the three days here, admittedly trying to fit in manning the stand, meeting and greeting as many publishers as possible, making presentations and attending events on the SA Market Focus programme (at the far end of the exhibition halls from our stand), I probably got to take in one-third of the area of the Fair. Everything from books, books, books to gadgets allied to reading and books (including an Australian invention called the 'Book Seat' (a cushion designed to support a book while you're lying in bed or on your tummy), to remainders, to digital publishing and printing, to distribution – they were all represented at what was – despite the Icelandic ash – a vibrant, slick, productive gathering of minds.

Was it a worthwhile enterprise? Of course,



# What can translators and their associations do to promote translation?

*In February 2009 Marion Boers was invited in her capacity as president of the International Federation of Translators and also as a representative of one of the few translators associations in Africa to participate in Session 461 of the Salzburg Global Seminar, on the theme Traduttore Traditore? Recognizing and Promoting the Critical Role of Translation in a Global Culture. The event took place over five very intense days in Salzburg, at which all aspects of literary translation were discussed and analysed from a variety of perspectives. Here we share in Marion's plenary address, on the subject of 'What Translators and their Associations can do to Promote (Literary) Translation'.*

Marion making her presentation



## Introduction

*“In my view, most of what associations or individual translators are able to do to promote translation relates to some form of awareness-raising”*

I feel a little out of place in this gathering in some ways, as I am not a literary translator, nor an academic, and became President of the International Federation of Translators very unexpectedly just six months ago and am still finding my feet there. So please excuse me if what I say to you today is based largely on personal experience and may appear rather basic. But it is sometimes useful to go back to basics ...

I would like also at the outset to acknowledge my colleagues in FIT and SATI for their guidance and some of the ideas in this presentation.

I think it is fair to say it is universally accepted that translation, of literature in particular, assists in opening up cultures, raising awareness of others and how they are different from and the same as ourselves, of how much bigger and more diverse the world is than our local sphere. That may seem a fairly obvious statement to all of us here, but is rather less so

to a child in a rural village in South Africa or Kenya or Mali, or a peasant farmer in China or Vietnam, or an aboriginal elder in Australia – to many millions the world is a tiny patch limited to the extent of a couple of days' travel. Literature is one means to expand their world view.

There are a variety of factors that influence a society's openness to accepting literature in translation, and these undoubtedly have an effect on the policies in place to encourage or support the translation of literature. In my view, most of what associations or individual translators are able to do to promote translation relates to some form of **awareness-raising**. They are not generally able to influence the inherent character of their society, i.e. whether they are accepting of translations or not; their role would be more to raise awareness about the process of translation and to make sure that there are competent translators to undertake this work.

## At the international level

An international association like the International Federation of Translators should be operating at the international level and not trying to duplicate or take on the work of local associations. Their job is therefore to **interact largely with other international organisations**, on behalf of their member associations, and to provide insight and input with an international flavour. Their value lies also in their ability to elicit information at a local level that can then be used for comparative purposes or to provide lessons at an international level.



In practice, though, many international organisations have severe **financial constraints**, which makes working on a global scale difficult. Admittedly, technological advances over the last decade or two have facilitated contact, but these types of constraints nonetheless affect the image of the profession when dealing with the big players.

Let's look at practicalities. What exactly can translation associations do to promote literary translation? As I said, it all boils down to awareness-raising. And the quickest and easiest way to catch people's imagination is to offer **prizes** – especially big prizes, with a large monetary reward, lots of media coverage and a great deal of prestige. So one of the things that translation associations could do would be to offer big prizes for this type of work. This would help to raise awareness about the need for translation, about the process of translation, about what a specialised field of endeavour it is – until translators are regarded with respect and acquire the status they deserve.

We are somewhat hamstrung by the financial constraints that I spoke about, though; an organisation like FIT simply cannot afford to offer prizes large enough to make an impression at a global level. That doesn't mean we have to dismiss the idea out of hand. One solution would be to partner with a more cash-flush **sponsor** that would be able to put up a substantial amount of prize money. This would attract more attention and possibly lead to more translations being done.

Working in tandem like this should be a win-win situation. FIT, or another international association, represents the experts in the field. They should be the ones able to ascertain the quality of the translation and their stamp of approval should hold value. If a large enough sponsorship could be obtained, there is no reason why the value of an award instituted by a translation association could not attain the status of a Booker Prize. With the right publicity, the world would be waiting breathlessly to hear the winner, there would be an additional incentive to produce translations and, of course, the sponsor would receive plenty of publicity for their generosity and far-sightedness in supporting translation in this way.

The other side of the issue is precisely that of **publicity**. FIT does currently award prizes for translation in a number of categories at its world congress every three years. However, it faces a dual problem. First, it simply does not receive as many entries for the awards as it

should. We all know there is a tremendous amount of translation being done, yet only a handful of nominations are made. Part of the reason may be that the nominees have to be nominated by a FIT member association and themselves have to be members of a FIT member association in order to qualify. However, it may equally be a matter of not enough awareness or publicity, among member associations and further afield. Are member associations made aware of the prizes well enough in advance to be able to prepare the nominations? Is there enough information on previous nominees and winners? And most of all, what steps are taken after the prizes have been awarded to publicise the awards and to acknowledge the recipients among a larger audience than merely those present at the congress where the awards are made?



*Concentrating on the speaker*

These are questions that have been debated recently within FIT, but we face the same dilemma as so many NGOs: we know what should be done, we simply don't have the resources to do it. As a start, it has been suggested that FIT should list on its Website not only the winners of its prizes, but all who were nominated, to help increase awareness of the kind of translation work that is being done. Perhaps these are questions that can be considered by the working groups over the next few days. I don't have any easy solutions – I simply put it to you that these are things that international associations can do to help promote translation, if we can find ways of implementing them.

Possibly one of the things that we can look at in more detail is **partnering** with sister and other organisations at an international level in order to achieve common objectives. A large amount of money does seem to be made available on a global scale in the form of grants for translators and their publishers. International translation associations could assist in disseminating this information, which

*“One of the things that translation associations could do would be to offer big prizes for this type of work. This would help to raise awareness about the need for translation – until translators are regarded with respect they deserve.”*



Panel members  
listen attentively to  
a presentation



is probably often not known beyond the country in question. They can also offer advice and expertise, and facilitate the making of cross-cultural contacts.

The other major contribution that an international association should be able to make is promotion through **representation at international book fairs**. With members around the globe, it should be relatively easy to plan a presence in association with the local associations. Consistently being seen at events like this will over time raise the profile of the profession. FIT's Committee on Literary Translation worked very hard in 2006 and 2007 and very successfully represented the profession at the Frankfurt Book Fair in 2007. The committee put in an enormous amount of effort, which really paid off. My colleague Miriam Lee was involved in that endeavour and I am sure she will be able to offer some useful perspectives.



Participants in the  
seminar came from  
all corners of the  
globe

I was gratified to see from their Website that translation holds a place of importance at the Frankfurt Book Fair and since 2003 the Fair has incorporated a Translators Centre, which offers a platform for a range of topics related to translating and interpreting. Associations like FIT could usefully **work with the Fair organisers** in this regard and possibly help establish a presence for the profession at fairs where there is not yet one. This must in time have a positive effect on literary translation.

The other area where an international association can play a role is in **benchmarking and standard-setting**. I am not referring here to regulating how literary translators should do their work, but am thinking more of establishing codes of best practice to improve translators' working conditions and contracts. If international norms can be established, and translators realise they are not being extreme if they don't want to work for peanuts or without any rights, over time such norms will be more and more widely applied, which can only be to the benefit of the translators and their craft.

Finally, an international presence allows an association to **foster cross-pollination** of ideas. Thus having committees like the FIT Literary Translation Committee allows translators from different parts of the world to interact, to learn from what has been done in other countries and to generate new ideas. One of our Chinese member associations has a Committee on Literary and Arts Translation, which includes literary translators, publishers and university teachers of literary translation as well as translators of films, music products and dramas – perhaps FIT should consider opening participation in its committees beyond translators themselves or at least interacting more widely with publishers and other role-players. Alternatively, international bodies can support these local efforts, giving them greater authority, and expose them to other member associations, sparking off ideas for related activities.

### In South Africa

Literary translation has its own **challenges in South Africa**, none of which can easily be overcome by a translators' association on its own, but at the same time many of the strategies that we can use in promoting translation are the same as those at international level.

The first challenge in South Africa is the very **small book market**. When you have more manuscripts on offer than can be published, you are unlikely to publish many translations.

A large number of translations are in fact published in South Africa, but they are mostly in the schoolbook market, rather than the literary.

This small market is compounded by the **lack of a culture of reading** among a large segment of the population. There are historical reasons for this and a lot of work is being done to change people's perceptions, but it will be a long time before the required level of maturity is achieved among the South African reading public.

Furthermore, African people are **wonderful linguists**: it is not uncommon for an African person in South Africa to speak four or more languages, all of them reasonably well. This is a further stumbling block for translation: why translate if people can read in that language, even if it is not their mother tongue? There is a **political element** as well. It is thought to be important to be completely fluent in English to get ahead in the world and so many African people send their children to English-medium schools and use English at home rather than their mother tongues. This situation is exacerbated by the fact that politicians use English almost exclusively, further enhancing the idea that English is somehow better than the vernaculars. Finally, add to this the fact that some 24% of the adult population is still illiterate – six to eight million adults are not functionally literate – and you can see that translation could be regarded as rather unimportant in many quarters.

So here too, the work of the translators associations revolves around **awareness-raising**: promoting the idea that professional translation is necessary even where people may have a grasp of other languages and that producing a good translation requires skill and training.

This is the dull reality of our daily task in the South African Translators' Institute. However, we did realise some time ago that the way to capture people's imagination is through a big gesture, and so we did introduce a **prize for outstanding translation**. In fact, around International Translation Day this year we will be making the fourth award.

There was a dual purpose behind the award. It aims not only at promoting translation (and I must add that it is awarded not only for literary translation, although this was the case in the first year) but also at helping develop and promote the indigenous African languages. These languages have official status in South Africa, but have not yet been standardised or developed to a par with languages like Afrikaans and English. As you

are no doubt aware, one of the mechanisms for developing a language is forcing its usage in new domains, and so encouraging publishers to produce translations in the African languages means that these languages would be developed in the process.

We first awarded our prize in 2000 and in that year it was made for fiction only. Our intention had been to select a different category each time the award was made – which is every three years – but we subsequently decided it was a better idea to have a number of categories for each award and to select a category winner in each, from which an overall winner was selected. In our second year of award, the grand prize also went to a literary work, the translation of a collection of poems.

Our first award was probably the most successful in terms of promoting translation. We managed to acquire a generous sponsorship, so that we were able to offer the prize winners a substantial monetary reward (in South African terms at any rate!). This was the first award to be made for translation in South Africa, although we have a number of high-profile literary awards. So it caught the imagination and we were able to garner a reasonable amount of publicity.



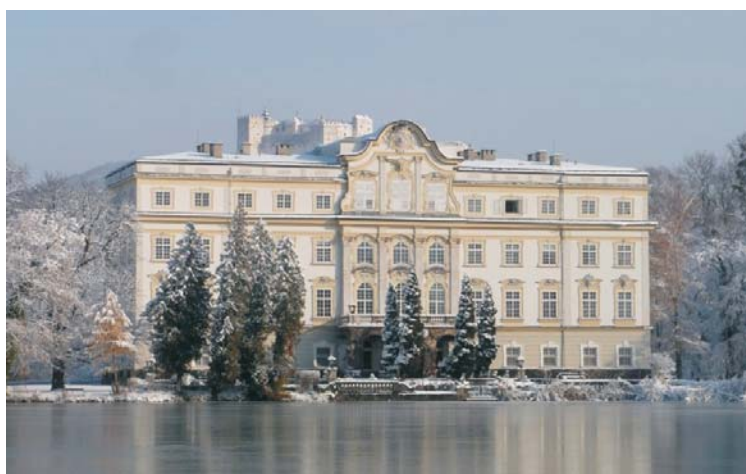
*Mulling over questions of support for literary translation*

The award continues to be well received, but also **shows up the stumbling blocks** in the translation field in South Africa. For one thing, translations into one of the official languages (Afrikaans) dominate, despite the rules stipulating that translations can be into or out of any of the 11 official languages. This reflects the Afrikaners' pride in their language and their determination to keep it in use. If we could foster that same enthusiasm among the African-language speakers, we would be well on the road to success. The other stumbling block that has been highlighted is the fact that the level of translation produced in the country at times leaves something to be desired. We had entries in our last com-



petition that were very positive in terms of the fact that translation was taking place into multiple languages, but where the level of translation proved to be unacceptable.

Another of the challenges on the literary translation scene in South Africa is that translations of big-name novels are often done by other (well-known) writers rather than by professional translators. I think this may have something to do with the size of the market – the idea that another big name is needed to sell the translation. So there is definitely work for a professional association in this regard: to interact with publishers in order to show them that there are **able translators**, and to help make sure that the translators are as competent as they claim to be.



Schloss  
Leopoldskron – the  
lovely setting for  
the seminar

*“A demand for translated works could be created, especially if we were able to work with publishers in identifying suitable translators once they had established the types of works the public wanted to see translated.”*

South Africa’s **first book fair** was organised only three years ago, so this was a completely new avenue for us in the promotion of translation. Our presence at the Cape Town Book Fair has been restricted to sharing a small stand with two sister organisations, but we feel it has been worthwhile. Some of the members who helped to man the stand benefited directly through translation commissions and we received many visitors who went away with a far better idea about translation and all that it involves than when they arrived, in addition to now being aware of our existence as an institute and where to go if they need to find a translator. More important, though, was the visibility we attained among the publishers and other exhibitors. The fact that we have participated for three years sends out a message about commitment and being a strong player in the field, and hopefully means that publishers will start remembering that we are around.

There is undoubtedly far more we could do if we had better resources. If we were able to **raise the profile of translation** enough – and this should be attainable in South Africa, as we have a very liberal language policy and there is a great awareness of language in the

country – a demand for translated works could be created, especially if we were able to work with publishers in identifying suitable translators once they had established the types of works the public wanted to see translated. However, living in a country where there are so many other challenges and things to be achieved, I think it will be some time before we can hope to reach the level of support for translation seen in some other parts of the world.

## Conclusion

I am unfortunately not able to offer any quick and easy solutions to promoting translation. I suspect that for the most part we will continue slogging away at the same basic things we have for the past decades. As literary translation (in most cases at least) does not offer huge injections of cash into economies, it will remain low on the scale of national, and international, priorities and it will be up to translators and their associations to continue their work of convincing people of its importance and highlighting its benefits.

## Acknowledgements

*I would like to thank my colleagues on the FIT Council – Sheryl Hinkkanen, Youyi Huang, Miriam Lee, Silvana Marchetti, Elisabet Middelthon and Jiri Stejskal – and my SATI colleague Anne-Marie Beukes for their input and ideas.*

The Salzburg Global Seminar is an organisation dedicated to increasing knowledge and understanding around the world. They do this by organising week-long seminars on a variety of topical issues, to which they invite both experts in the field and up-and-coming professionals. A concentrated programme of presentations and discussion sessions allows a broad exchange of ideas, and since participants are all accommodated at the Schloss the debates and exchanges continue well beyond the session times.

Each seminar ends with a tangible product. In the case of the seminar on translation, participants were divided into groups, each of which drew up proposals for promoting translation in its particular focus area: the academic world, funders, governments and the publishing world.

For more information, go to [www.salzburgglobal.org](http://www.salzburgglobal.org).



# Translators and consumer protection

*At the SATI post-AGM seminar in February this year, one of the subjects dealt with was the new Consumer Protection Act. Do we as translators have obligations or run the risk of being prosecuted under this Act? It is important for us to be aware that we are suppliers to consumers and so have responsibilities. Marc de Bruyn considered this question. Here is what he told us.*

## Introduction

I have been asked to discuss how the newly promulgated Consumer Protection Act, Act 68 of 2008 (hereafter referred to as 'the Act'), will affect translators.

Firstly, we should consider the legal duties and liabilities a translator currently has (before the Act comes into operation later this year). Thereafter, we will consider the legal duties and liabilities the Act will impose on translators and what effect it will have on translations.

The Act as a whole can be confusing and difficult to understand in applying it in daily translations, and for that reason I have focussed on the parts and descriptions that are, or may be, applicable to translators, rather than the broader consumer/supplier trade.

With that view of the Act in mind, I have defined 'translation services' as follows:

*'to provide an intellectual service by an expert whereby information contained in a source text is processed rather than merely transmitted unaltered to the end-consumer'.*

## Legal duties and liabilities of translators (pre-Consumer Protection Act)

Currently, the civil liability of a translator is no different from that of an auditor who supplies information to a third party.

The translator owes a certain legal duty to third parties to act reasonably in supplying services to such third parties. If the translator fails to comply with this legal duty, he or she may be held liable for damages caused to the third party who accepted the information conveyed by the translator as being correct and acted in accordance with it, when it was in fact incorrect, causing the third party to sustain damages.

A court will only make an award if the third party can successfully prove (a) negligence by the translator, (b) prejudice to the third party and (c) actual damages.

## Legal duties and liabilities of translators under the new Act

The Act imposes further legal duties on the translator as a 'service-provider' when dealing with third parties who are also 'consumers'. These legal duties can be found under the Consumer Rights section of this paper.

Remember, every legal right has a corresponding legal duty and *vice versa*. In practice, this means that every right of the consumer translates into a corresponding duty for the service-provider.

This furthermore means that a service-provider owes a legal duty to every consumer to whom services are supplied, even though the service-provider has never had any direct dealings with the consumer.

Let us look at further duties imposed on translators under the Act.

- **In terms of section 8**, the supplier of services has a duty not to unfairly exclude any person or category of persons from accessing any services offered by the supplier. A service-provider who breaches the above legal duty may be found guilty of




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*“The consumer has a right to demand quality service. If the supplier fails to comply with the above standard, the consumer may ask the supplier to remedy any defect in the quality of the services performed; or to refund to the consumer a reasonable portion of the price paid for the services performed.”*

unfair discrimination as contemplated in the Constitution.

- **In terms of section 11**, the consumer’s right to privacy entitles him or her to refuse to accept or to pre-emptively block any approach by a supplier, if the approach is for the purpose of direct marketing.
- **In terms of section 13**, the consumer’s right to choice entitles him or her to freely purchase goods or services from any supplier in the marketplace. A supplier has a duty not to limit the consumer’s right in any way. For instance, a supplier may not agree to supply services to a consumer subject to the condition that the consumer must exclusively purchase other services from that same supplier. However, the supplier may be able to justify such a limitation if it can show some form of advantage to the consumer.
- **In terms of section 14**, a consumer has a right to cancel any fixed-term agreement upon the expiry of the fixed term, without penalty or charge. A consumer has a further right to cancel any fixed-term agreement at any other time, by giving the supplier 20 business days’ notice in writing. The supplier has a legal duty to inform the consumer of the imminent expiry of any fixed-term agreement. If parties agree to renew any fixed-term agreement, the supplier has a further duty to inform the consumer of any material changes to the said agreement.
- **In terms of section 16**, a consumer has a right to cancel any consumer agreement resulting from any direct marketing without reason or penalty, by informing the supplier in writing within five business days after the agreement was concluded.
- **In terms of section 17**, a consumer has a right to cancel an order for any services to be supplied at a later date. The supplier may impose a cancellation fee in some instances.
- **In terms of section 19**, if a supplier fails to perform services at the agreed time, place and date, a consumer has a right to either accept or cancel the agreement without penalty.
- **In terms of section 21**, if a supplier supplies any ‘unsolicited’ services to a consumer, the supplier may not demand payment from the consumer. The consumer has a further right to recover any amount paid for such ‘unsolicited’ services, with interest from the supplier.
- **In terms of section 22**, all notices, documents or visual representations required to be made available to consumers in terms of the Consumer Protection Act or any other law must, in the absence of any prescribed guidelines, be produced in plain and understandable language.
- **In terms of section 26**, a supplier has a duty to provide a written record to every consumer with whom a consumer agreement is entered into for the supply of services. (See section 26 for further details in respect of this written record.)
- **In terms of section 27**, an intermediary has a duty to disclose prescribed information to any persons whom the intermediary agrees to represent with respect to the sale of any services. The intermediary has a further duty to keep prescribed records of all relationships and transactions contemplated in this section. Do read the definition of ‘intermediary’ again to determine whether this part of the Consumer Protection Act applies to you.
- **In terms of section 48**, a supplier has a duty to supply its services at fair prices, on reasonable terms and in a fair manner to all consumers.
- **In terms of section 49**, a supplier has a duty to draw the consumer’s attention to any provision in a consumer agreement that is likely to limit any duty owed by the supplier to the consumer or any provision that transfers a risk or liability to the consumer.
- **In terms of section 50**, a supplier has a duty to provide the consumer with a free copy of the terms and conditions of any written consumer agreement, which must be in plain and understandable language (as required by section 22).
- **In terms of section 51**, a supplier has a duty not to enter any agreement subject to any term or condition if its general aim is to waive the above-mentioned consumer rights. Any agreement, provision or term will be void to the extent that it contravenes this section.
- **In terms of section 54**, the consumer has a right to demand quality service. If the supplier fails to comply with the above standard, the consumer may ask the supplier to remedy any defect in the quality of the services performed; or to refund to the consumer a reasonable portion of the price paid for the services performed.
- **In terms of section 61**, the consumer has a right to sue anybody within the supply chain (producer, distributor, importer, etc.) for any harm (including economic loss) occasioned by the supply of unsafe goods, product failure, defect or hazard or a failure to give sufficient instructions regarding any potential hazard. See a full discussion of section 61 below.

### Strict liability of the supplier under the new Act

I will now consider a controversial aspect of the new Act, which concerns the increased civil liability of suppliers for damages caused by goods to 'consumers'.

In terms of section 61, all suppliers will be strictly liable for damages caused by the supplying of unsafe goods, product failure or inadequate instructions or warnings to the consumer.

'Strict liability' means that the recipient of the goods will no longer be required to prove negligence on the part of the supplier. The supplier and any other party in the supply chain will be liable, regardless of what steps they took to prevent the occurrence.

The consumer's claim for damages caused by the goods will also increase under the Act. In terms of section 61, the consumer will be able to claim for actual damages as well as remote damages that could not have been foreseen by the supplier at the time of delivering the goods (i.e. unforeseen damages such as loss of income).

It is my submission that a translator should be very careful when instructed by a supplier of goods to translate technical manuals that will be packaged with the goods. If the translator delivers an inadequate operating or safety manual to the consumer, the principal supplier of the goods may seek to hold the translator liable for all damages suffered by the consumer.

### Strict liability of the employer under the new Act

As a general principle of law, employers are deemed to be vicariously liable for the actions of their employees. However, a third party would only succeed with a claim against an employer for damages caused by his employee, by proving fault on the part of the employer (i.e. the employer failed to train the employee properly).

However, under the new Act (section 113) the employer has become 'strictly' liable for the dealings of his employees with consumers. This means that the employer will be strictly liable, regardless of any fault on their part, for the actions of their employees.

### Commencement of the new Act

From when will a translator as a 'service-provider' need to comply with the new Act?

The following sections will commence on 29 April 2010:

- Chapter 1 (interpretation, purpose and application)
- Chapter 5 (national consumer protection institutions)
- Section 120 (regulations that the Minister may publish in the *Government Gazette*)

The remainder of the Act will commence on 29 October 2010.

The Act will generally *not* apply where the following took place *before* 29 October 2010:

- the marketing of any services to consumers;
- the conclusion of any consumer agreements; or
- the supply of any services to consumers.

However, please see the section below for instances where the Act may apply to services and agreements that started before 29 October 2010.

### Pre-29 October 2010 exceptions

Please note, if you concluded a consumer agreement before 29 October 2010 for a *fixed term until a date on or after 29 October 2012*, and it does not fall within the post-29 October 2009 exceptions, then the agreement must comply with the following sections:

- Section 14 applies with respect to the expiry and possible renewal of the agreement on or after 29 October 2010.
- Sections 18, 19, 20, 21 (rights to choose, delivery and return) apply only with respect to services supplied to the consumer in terms of the agreement on or after 29 October 2010.
- Section 22 (simple information) applies only to a notice, document or visual representation required to be produced, provided or displayed to the consumer on or after 29 October 2010.
- Section 26 (sales records) applies only with respect to any agreement on or after 29 October 2010.
- Section 31 (negative-option marketing) applies only to any purported amendment to the agreement made on or after 29 October 2010.
- Section 54 (right to quality) applies only with respect to any services supplied to the consumer in terms of the agreement on or after 29 October 2010.
- Section 61 (liability for damage caused by goods) will apply to any goods that were

*"However, under the new Act (section 113) the employer has become 'strictly' liable for the dealings of his employees with consumers. This means that the employer will be strictly liable, regardless of any fault on their part, for the actions of their employees."*



first supplied to a consumer on or after 29 April 2010.

### Application of the new Act

Will the new Act apply to the translator as a 'service-provider'?

Yes, a translator can be classified as a *service-provider* to mean a natural person or a business that promotes or supplies a specific service to a consumer.

The definition of a 'consumer' includes not only the person to whom services are supplied directly (i.e. client), but also recipients of the same services (i.e. the person for whose benefit the service was supplied).

In practice, this means that any recipient of services may hold the supplier of services liable for damages, even though the recipient has never had any direct dealings with the supplier.

The lawmaker also included small businesses as 'persons' that are entitled to consumer protection under the Consumer Protection Act. However, only small businesses with limited assets or turnover will qualify as consumers under the Act. We foresee that this limit, to be announced by the Minister, will be the same as the limit under the National Credit Act, namely R1 000 000,00.

In terms of section 5, the Act only applies to consumer agreements that are concluded within the Republic of South Africa for the supplying of any services.

There are, however, certain consumer agreements expressly excluded from the Act, namely:

- Services supplied to the state
- Services supplied to a consumer that is a juristic person whose asset value or annual turnover equals or exceeds R1 000 000,00
- Services supplied under an employment contract
- Where the agreement is a credit agreement under the National Credit Act (however, the services that are supplied in terms of the credit agreement are included under this Act)

### Protection of consumer rights under the new Act

Chapter 3 of the Act places a duty on all suppliers not to penalise consumers for exercising any of the fundamental consumer rights contained in Chapter 2 of the Act.

### Business names

In terms of section 79, any 'person' has a duty not to supply any services under any name except the person's full name or business name. The Act (section 80) further prescribes how a person must register their business name(s) with the Registrar as well as the formal requirements to be complied with.

**Please note**, with regard to section 79, the Commission may not take any action against a person for the use of a business name, if that person –

- had registered that business name before 29 October 2010 in terms of any public regulation; or
- was actively conducting business under that business name for a period of at least one year before the date on which section 79 took effect (possibly at least before 29 October 2009).

*Note:* Any business name registered in terms of repealed law must be regarded as having been registered in terms of the new Act, with effect from 29 October 2010.

### Conclusion

I will be writing more about various aspects of the Consumer Protection Act in due course. Please do not hesitate to contact me if you have any further questions.

Marc has kindly provided an extract of the sections of the Consumer Protection Act mentioned in this article. You can access them on the SATI website at [www.translators.org.za/members/CPA\\_2008.pdf](http://www.translators.org.za/members/CPA_2008.pdf).

### In lighter vein

Q. Define the **first person**. A. Adam.

**Punctuate** means to make a hole in the tyre of a bicycle.

**Metaphor**: a thing you shout through.

**Simile**: a picturesque way of saying what you really mean, such as calling your mother an old trout.

The **feminine** of Bull: Mrs Bull.

The **parts of speech**: lungs and air.

**Verb**: something to eat.

**Adverb**: The horses run fastly. This is an adverb.

**Abstract noun**: something you can't see when you are looking at it.

**Abstract noun**: the name of something which has no existence, as goodness.

*"The definition of a 'consumer' includes not only the person to whom services are supplied directly (i.e. client), but also recipients of the same services (i.e. the person for whose benefit the service was supplied). In practice, this means that any recipient of services may hold the supplier of services liable for damages, even though the recipient has never had any direct dealings with the supplier."*

# Lede leer saam

*Waarvoor is SAVI daar? Een van sy rolle is om lede die geleentheid te bied om ander lede te ontmoet, te netwerk en hulle beroepslewe te verryk. Hier gee ons indrukke van twee sulke onlangse byeenkomste.*

## Bemarking 101

’n Wyse vertaler het my vertel dat mens elke kans moet vat om jou kollegas te sien, te raadpleeg en sommer om saam te kuier. Al is dit net om tee te drink. Met hierdie raad in my agterkop sit ek toe op 21 April af Tshwanetoria toe vir wat SAVI belooft om ‘an afternoon of caring, sharing and light shop talk’ te wees. Op pad na die nie-so-verre Noorde onthou ek dat ek juis by SAVI se algemene jaarvergadering gevra het vir meer geleent- hede soos dié waar ek ander taalpraktisyns kan ontmoet en dalk per ongeluk iets kan leer. Ek onthou ook die jaarvergadering se nuwighede soos die lokaal, netwerktafel en uitdeelstukke en raak heel nuuskierig oor watter hasie SAVI met hierdie werkswinkel uit hul hoedjie gaan pluk.



Die werkswinkel word aangebied deur Michelle Rabie, ’n SAVI- Raadslid en eienaar van Dilicom Language and Communication.

SAVI se plan is om meer sigbaar, nuttig en ‘besiger’ te raak en die Jaarvergadering het my reeds beïndruk met hul benadering tot sake. Die werkswinkel word in die Blue Crane Restaurant gehou en my eerste ontdekking is dat koffie op die tweede verdieping, terwyl ons lekker gesels, die beste manier is om ’n werkswinkel te begin. Die tweede ontdekking? Ons is almal mense. En nogal heel vriendelik daarby. Selfs die heel slimste en bekendste taalpraktisyns wat voorheen my broek laat bewoet het, glimlag, klets dat die stof so staan, en gereeld klink ’n lekker uit-die-maag lag iewers op.

*Michelle deel haar kennis met lede by die werkswinkel*

*John Marshall muses about the ‘discoveries’ that he made at SATI’s first marketing-workshop-cum-networking-event in April this year:*

- *Getting to know your colleagues over coffee is a good way to start a workshop*
- *Translators are an open and friendly bunch of people*
- *Handouts are a valuable side benefit of attending a workshop*
- *Workshops are a valuable learning experience, and can even be valuable for preparing oneself for entry into the workplace*
- *Networking opportunities are very valuable*

*He concludes that SATI’s new initiative of organising events like this for members is welcome and worthy of support.*

Artikel deur John Marshall. John is ’n SAVI-lid en ’n vryskutvertaler in die Gauteng.



Die hoogtepunt van die werkswinkel, buiten die bekende gesigte en kuier, is die uitstekende uitdeelstukke wat aan die begin van die werkswinkel gegee is. Daarin kan mens onder andere raad soek vir die beste benadering tot kliëntewerwing en besigheidskaartjies en vinnig kyk waar mens jouself verniet elektronies kan bemark. As 'n redelike jong taalpraktisyn is sulke inligting vir my goud werd. Ek dink werklik SAVI kan by universiteite en ander soortgelyke instellings gaan tent opslaan en hierdie werkswinkel daar aanbied. Ek weet ek sou beslis beter gevaar het in my eerste vryskutpoging as ek vooraf hierdie gedrukte bondeltjie kennis gehad het. Mens vergeet partykeer dat studente pas uit die universiteit of kollege dikwels sukkel om die mark te betree en SAVI het dalk hier 'n goue geleentheid ontdek.



Ek moet erken dat ek so verdiep geraak het in die uitdeelstuk dat Michelle se stem partykeer in die agtergrond verdwyn het, maar as ek weer opkom vir asem is sy nog besig met voorbeelde en verduidelikings. Oplaas word die werkswinkel met 'n lekker uitgerekte gesels en snoepergoed afgesluit. Selde is die woord 'snacks' so 'n onderbeklemtoning gewees, met ribbetjies, vleis, ditjies en datjies wat my bord byna heeltemal versteek het. Ek het my alweer ooreet. Dit raak nou al byna 'n gewoonte by SAVI-funksies. Nie dat ek kla nie, intendeel, ek sou eerder kruise by die werksinkels voorstel om my by die kar te kry as wat ek kla oor te veel lekker kos!



Die jaarvergadering het 'n besliste indruk op my gemaak, 'n indruk wat SAVI by dié werkswinkel versterk het. Terug op die N14 met 'n sitplekgordel wat ongemaklik op my vol maag druk, dink ek dit mag dalk net 'n werksinkeltjie gewees het, maar ek dink ons het dalk iets hier beet – 'n interaktiewe, "besige" SAVI wat nuwe lede lok op grond van die kennis en ervaring van sy bestaande lede en hoe graag daardie lede dit met mekaar deel. Ek sal nie verbaas wees as SAVI eendag 'n olifant uit daai hoedjie trek nie.



## Support for African-language chapter

On 14 May 2010 a meeting was held at the University of Johannesburg to explore the idea of establishing an Nguni Chapter, which was very well received by the 12 persons who attended. 'Nguni' is perhaps a bit of a misnomer, as the intention is in fact to look at the problems faced by the indigenous African languages in general, many of which are common to various language groups. However, since the initiator of this move is a Zulu-speaker, it was decided to focus primarily on the Nguni languages, although speakers of other languages are equally welcome to join the group. Perhaps a name that better reflects the purpose of the chapter can be found in time.

The thrust of the initial meeting was:

- Although nominally official post-1994, indigenous languages continue to be marginalised – for a complex set of reasons – and the situation is aggravating.
- Language practitioners working in these languages experience a wide range of challenges – in terms of standardized diction and market behaviour.
- SATI language chapters, among other interventions, would be an appropriate mechanism for dealing with this challenging scenario in the quest to foster true multilingualism over time.
- As a point of departure, establishment of a Gauteng-based SATI Nguni Chapter is proposed.





- Why **SATI**? The institute is committed to real multilingualism and has actually made its voice heard in recent pertinent instances.
- Why **Gauteng**? The province provides the most dynamic environment for almost all 'business' endeavours in SA and, presumably, presents the densest population of prospective members of the proposed chapter.
- Why **Nguni**? Ideally, every challenged language should have an appropriate similar forum – **Nguni** is merely an exploratory clustering start to include as many languages that allow for maximum inter-intelligibility as possible. The 'best' structural permutation (whether 'language cluster' or 'single language') will become

clearer along the way. SATI does not favour any particular language over another.

The 12 persons present at the meeting resolved to go ahead and push for the proposed establishment of a chapter as soon as possible. Although the constitution requires 15 voting members for a chapter, the Council fully supports informal structures to start the process and would be happy to recognize this chapter. The fact that the need for it is felt by the members on the ground will hopefully generate the involvement and enthusiasm required for the chapter to offer tangible support to members in their professional lives.



The next meeting is scheduled for the end of August/early September at the University of Johannesburg. Anyone interested in attending or becoming involved in the chapter should contact Manzo Khulu on 011 693 7237, 073 676 5353 or [manzo@translators.org.za](mailto:manzo@translators.org.za).

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Article by Manzo Khulu. Manzo is an accredited Zulu translator with a passion for seeing his language develop.

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## Our 2010 bursary-holders – the future of the profession

*SATI this year once again awarded bursaries to five language practice students. Part of the bursaries are funded by the contributions made by YOU, our members, and we thank you for this generosity in putting something back into the profession that sustains you. Here the bursary recipients introduce themselves to members.*

### Monnapula Abel Molefe

I was born in December 1984 in one of the 'platteland' towns in the Free State called Fauresmith but spent most of my life in

Bloemfontein and Thaba Nchu. In these areas different languages are spoken; therefore as a child I was introduced to a number of them. In Fauresmith I learnt to



Monnapula Molefe



Christina Mashobane

speak Afrikaans, Sotho and a bit of Xhosa. When I moved to Thaba Nchu, I picked up the Barolong Tswana dialect and then moved to Bloemfontein, where a mixture of both Tswana and Sotho is spoken.

My home language is Setswana and I have accordingly acquired basic education in it. This is the language I know best and I was very disappointed that it was not available at UFS's main campus. I believe that a person never stops learning in order to improve one's fluency in a language, as well as understanding the culture and linguistics better.

At university level I was introduced to a language which I found fascinating, i.e. 'South African Sign Language', and decided that it was one of the languages I needed to acquire. I am doing my third year in both Sign Language and Afrikaans; and it is important to note that I am also busy with the culture and linguistics thereof.

I am currently a final-year BA Language Practice student at the University of the Free State and would like to further my knowledge by doing a Postgraduate Degree in Language Practice. The main reason which sums up all the others as far as studying towards a career in both interpreting and translation is my love for languages. I believe translators and interpreters are mediators because they improve the communication channel between two or more people who use different languages.

### Christina Mashobane

Christina Mashobane is a second-year Linguistics student at the University of Johannesburg. She was born in a remote area on the outskirts of Pretoria, called Hammanskraal. Her primary schooling started at Selang Primary School and it is here that she discovered a flair for languages. Christina's grandmother also encouraged her granddaughter to learn other languages, as she was also multilingual. As a primary school pupil she used to travel with her grandmother around the township when Afrikaans missionaries came to teach the residents about the Bible. The young girl's grandmother would translate from Afrikaans to Setswana, which is their mother tongue. Christina continued to study languages through high school, where she studied Setswana as first language and English and Afrikaans as second languages. She did so well in languages that she was awarded the excellence and merit award for English and Afrikaans by Makgetse High School. Her flair for languages helped her to secure a job at an Afri-

kaans-only retirement village. She qualified as an auxiliary nurse and worked there for three years before the writing bug really bit her.

She then entered a countrywide search to find people who were multilingual and had a love of writing, hosted by Caxton Media House. Christina was chosen as one of 13 people to be trained as a journalist by Caxton Media House. She represented Pretoria in an intensive one-year basic journalism and photography programme at a private college in Honeydew. The training included theoretical training and working practically in a newsroom environment. During this time, she worked as a trainee journalist for the biggest community newspaper in Pretoria, where she wrote in both English and Afrikaans. The training went well and not only did she qualify as journalist and photographer but she also finished in the top three of her class. Since writing for a newspaper is limited to certain areas, and she really wanted to study language scientifically instead of just writing the language, she applied for a BA (Language Practitioners) degree at the University of Johannesburg. This is where she found out about SATI and applied for a bursary.

With a degree in hand, which will be partly paid for by SATI, Christina will be able to realise her lifelong dream of teaching people about the wonders of language, the power it holds and the doors that it can open. The bursary will go a long way in helping her realise her dream of learning about translating and interpreting and how to apply it to everyday scenarios. The world is shrinking every day and we need to understand different languages and their dynamics if we are to effectively communicate in a global village. Studying Language Practice will not only enhance her language skills but also help her to interact with different cultures. Ultimately the long-term goal is to encourage a culture of reading and love for languages in indigenous communities by translating life-altering books into their mother tongue.

### Sindiswa Sibiya

My name is Sindiswa Sibiya. I am 39 years old. I'm married, with three children, viz. a six-year-old boy, Musa, a three-year-old girl, Sisipho, and a 16-month-old baby girl, Onika.

I am currently doing a Postgraduate Diploma in Translation at Stellenbosch University. When I finish it, I hope to work as a translator



Sindiswa Sibiya

and interpreter, but would also love to further my studies in translation, as I find it so fascinating.

My interest in languages has been awakened through this course. I have acquired such knowledge within this short space of time, which ignites my curiosity about languages, especially in this field of translation and interpreting.

I come from a teaching background, where I specialised in English and Economics, but unfortunately or fortunately taught English for most of my teaching career. I was an educator for 13 years at high school, mostly teaching senior phase, from grade 10 to 12.

I initially thought I was one of those 'called' teachers because of the love I had for this profession, especially during my first eight years of teaching. Lately, this thinking has changed, owing to a total lack of respect, determination and enthusiasm from our students. I taught in Delft, Cape Town, where the community is mixed race. This area is governed by violence and crime as a result of poverty; most of the parents are not working.

Now in such an environment, the prevailing attitude is the one of 'don't care' and the children feel no obligation at all. Teaching in such conditions is a real frustration and, owing to crime and violence, it became unsafe as well. I felt really unsafe and unprotected by my employer. I knew I had to look for something elsewhere for my own safety. I heard about this diploma while on maternity leave last year and because it dealt with languages, it caught my attention. By the way, I'm a Xhosa-speaker married to a Zulu, so at home we basically speak three languages, i.e. Zulu, Xhosa and English. Here is diversity in unity, don't you think?

### **Nhlakanipho Vezi**

First and foremost I would like to express my infinite gratitude to SATI for strengthening my financial backbone over the past few years. I am a postgraduate student of language practice at the Durban University of Technology, and as a member, SATI assists me in my job hunting quest, as they e-mail me postings every now and then. For that I am grateful too. I firmly believe that it is only a matter of time before I get a job. I advise all students and language practitioners/translators to join SATI in view of a fact that it is in their best interest to join this organisation.

I can say that it has been quite a long and exhausting academic journey for me. However, I am not willing to give up. Graduation

in April was such an honour, and I was humbled when I received the Dean's Merit Award of Academic Excellence for the best Cum Laude student in the Department of Media, Language and Communication.

I would also like encourage writers (especially Nguni languages) to keep up their good work in order to fill up those empty library shelves. If we acknowledge our languages, we honour our culture.

There are loads of things that I have learnt over the past years pertaining language, I have learnt that translation is an intellectual study that (in its own right) should be acknowledged, proving wrong the misconception that a bilingual person is automatically a translator, I also have noticed the importance of language and the study of translation as a whole, i.e. if it wasn't for translators the Bible would still only be available in Hebrew. I also take this opportunity and utilise it as a platform to encourage companies to support linguistic learning by providing more bursaries for our courses. I think they are the ones who can assist to fly our flag high.

Thank you once again to SATI and all my fellow members.

### **Phakamani Mbatha**

I am a South African Zulu-speaker. I am proud of my language, one of the Bantu languages of southern Africa and an official language in South Africa. Zulu has developed over time, and the Zulu we speak today is simpler and less bombastic than in the past.

Another language that interests me is Sign Language and I am pleased to see this language receiving attention to make it available, accessible and affordable.

As far as translators and interpreters are concerned, this is a field where one has the opportunity to work in a number of different sectors: court, parliament, for private agencies or even as a freelancer.

I chose this field of study because I am good at languages. I want to be helpful to other people and I like to do practical things to keep society organised and running smoothly. Justice is important to me and I like to work with a focus on helping others. Some people are not exposed to other languages and this can bring about miscommunication and have negative outcomes. If people like me are available, this can be overcome. I would like varied work, in different sectors and with the opportunity to travel to other countries. 🌱



*Nhlakanipho Vezi*



*Phakamani Mbatha*



## Help for sworn translators



A manual on sworn translation is available from the SA Translators' Institute

This comprehensive manual on sworn translation arose as a result of a lack of clear guidelines on exactly how sworn translators should be going about their business. Many conventions and requirements have arisen over the years, but they were not put together in a single

source. Newcomers to the profession had difficulty finding out what they were supposed to be doing.

The manual should obviate these problems. It covers all aspects of sworn translation, from the requirements to qualify as a sworn translator to details of the various conventions, in addition to containing samples of documentation commonly used in South Africa.

### Contents

1. What are sworn translators and sworn translation?
2. Legislation relating to sworn translation
3. What this means in practice
4. Your stamp and certification
5. Guidelines and conventions relating to sworn translation
6. Charging for sworn translations
7. Duties of a commissioner of oaths
8. Getting yourself known
9. Sworn/court interpreters and interpreting
10. The SATI exam for purposes of becoming a sworn translator
11. Useful resources for sworn translators

Annexure 1: Text of the Hague Convention relating to apostilles

Annexure 2: Samples of certificates issued to sworn translators

Annexure 3: Samples of stamps used by sworn translators

Annexure 4: Samples of certification statements used by sworn translators

Annexure 5: Samples of covering sheet for multiple sworn translations

Annexure 6: Covering letter for file of translated photocopies of documents for use in a court case

Annexure 7: Copy of regulations appointing sworn translators as commissioners of oaths

Annexure 8: Pro forma documents to be submitted when being sworn in

Annexure 9: Samples of common documentation

The manual is in A4 format and soft-covered, with 100 pages. It costs R120 per copy for Institute members and R180 for non-members.

To purchase a copy of the manual, contact Marion Boers on 011 803 2681 or [publications@translators.org.za](mailto:publications@translators.org.za).

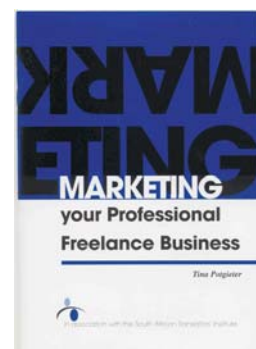
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- leverage themselves and build a successful business

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## Southern African Bibliography of Translation, Interpreting, Lexicography and Terminology

This bibliography was first published in 1992 together with the proceedings of a round table seminar on changes in translating domains in South Africa. A version published in 1996 was commissioned by SATI and launched at the Institute's 40<sup>th</sup> anniversary in August 1996. It was updated in 1999, 2003 and 2005 and contains details of more than 1 000 research articles, chapters in books, books, dissertations and theses on translation, interpreting, lexicography and terminology published in South Africa. The bibliography is provided in electronic format. Price: R75.