



October 2010

World Cup experiences

Language in practice – remuneration



Quality control

ITD book launch

The South African Translators' Institute and its Council



Chairperson/Voorsitter

Anne-Marie Beukes
Tel: 011 559 2694
Fax: 086 667 6100
chair@translators.org.za



Vice-chair/Ondervoorsitter

Johan Blaauw
Tel: 018 299 4890
Fax: 018 299 4462
johan@translators.org.za



Council member/Raadslid

Beverley Boland
Tel: 011 783 7594
secretary@translators.org.za



Council member/Raadslid

Manzo Khulu
Tel: 011 693 7237
manzo@translators.org.za



Council member/Raadslid

Michelle Rabie
Tel: 012 347 0057
michelle@translators.org.za



Executive director/Uitvoerende direkteur

Marion Boers
Tel: 011 803 2681
Fax: 0866 199 133
office@translators.org.za

SATI Committees

Ethics Committee

Wilna Liebenberg (chair)
Annette Combrink
Irene Dippenaar
Manzo Khulu

Accreditation Committee

Wannie Carstens
Eleanor Cornelius
Sonwabile Cotiyana
Linda Hodgkinson
Vuyelwa Miya
Leonard Moloi
Marietjie Nelson
Thomas Ntuli
Michelle Viljoen
Johan Blaauw (SATI Council member)
Marion Boers (SATI Executive Director)
Beverley Boland (SATI Accreditation Officer) (chair)

Muratho Editorial Board

Marion Boers (chair)
Ilze Brüggemann
Yvonne Malindi
Sibulelo Msomi
Grit Naidoo-Goedecke
Adri Theron
Lungile Zungu

The South African Translators' Institute

Virtual Office

c/o Marion Boers
Tel: 011 803 2681
Fax: 0866 199 133
office@translators.org.za

Registrar

Tel: 079 492 9359
Fax: 086 511 4971
registrar@translators.org.za

PO Box 1710
2128 Rivonia

Chapter Chairpersons/Afdelingsvoorsitters

Boland

Wilna Liebenberg
Tel: 082 824 8910
Fax: 086 502 2074
wilna@lieben.co.za

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>
(South African Translators' Institute)

FIT Web-site:

<http://www.fit-ift.org>
(International Federation of Translators)



**Journal of the South
African Translators'
Institute**

**Jenale ya Institute ya
Bafetoledi ya
Afrika-Borwa**

**IPhephandaba
LeNhlango
YabaHumushi
BaseNingizimu Afrika**

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

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

'Muratho' yigama lesiVenda elisho ukuthi 'ibhuloho', elikhombisa indlela yokuxhumisana, okungumsebenzi wezisebenzi zolimi

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

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

Published by the South African Translators' Institute
PO Box 1710
Rivonia
2128
South Africa
office@translators.org.za
http://www.translators.org.za

Editor: Marion Boers
Tel: 011 803 2681
E-mail:
publications@translators.org.za

This publication is subject to copyright and no material may be reproduced without the prior permission of the publisher

Views expressed are those of the authors and are not necessarily supported by the editor or publisher

Subscriptions: Contact the editor

ISSN: 1680-1938

Layout: Marion Boers



Volume 10 Number 2 October 2010

CONTENTS

LANGUAGE IN USE / ONS GEBRUIK ONS TAAL

- 3** The language elements of the World Cup in SA
- 21** Plain language pointers

IN PRACTICE / IN DIE PRAKTYK

- 6** For love or money?
- 9** Development of isiZulu to bridge the translation gap
- 20** Thoughts on the interpreter's world

THE INSTITUTE / DIE INSTITUUT

- 10** Quality in the language profession
- 16** Terminology stars on ITD
- 18** SAVI – sigbaar teenwoordig by vyfde Kaapstadse boekeskou
- 19** SATI – Visible presence at the fifth Cape Town Book Fair
- 20** SATI at Jozi Book Fair too!

GENERAL / ALGEMEEN

- 2** Editor's notes
- 8** In lighter vein
- 21** In lighter vein

Cover photo: Dusk on the River Niger, by Reinoud Boers

Other photos in this issue: Marianne Peacock, Alta van Rensburg, Beverley Boland, Marion Boers



Editor's Notes

I have just returned from another trip to Mali, where we once again visited Timbuktu. I still always feel slightly astounded when there that this is a real town and not the mythical place I thought it was as a child!

Timbuktu is of course also synonymous with ancient manuscripts. It is a real privilege to be able to view work that is close to 1 000 years old in some cases, and to see the amount of care that went into embellishing each manuscript to create something that was beautiful as well as useful and educational. It is certainly rare to see anything like that produced today.

We were fortunate to be given a tour through the new Ahmet Baba library building – a gift from South Africa to Mali – in which some of the preserved manuscripts are to be housed. The transfer of the manuscripts was to begin the day after we were there, but the researchers were already installed and hard at work.

In addition to the research, a lot of restoration work is done, with women sitting painstakingly attaching small pieces of parchment to manuscripts to prevent further deterioration. Seeing this type of work being done brings home the value of the written word and what we as translators and interpreters do by making knowledge available to others.



Until next time

Marion

The power of the book – this photo taken by Marianne Peacock at the Cape Town Book Fair speaks volumes!



The language elements of the World Cup in SA

Experiencing the World Cup as a volunteer

When the FIFA 2010 World Cup was over, my thoughts, like those of many people in South Africa, turned to what the event meant for the country and for me personally. I would like to share with you my experience as a volunteer at the FIFA 2010 World Cup and hope this may encourage others to consider volunteering at events like this in the future.

When I first heard the advertisement on Talk Radio 702 for volunteers to work at the FIFA 2010 World Cup, I thought it sounded like fun. Although I love the game of football, this was about so much more than the game. So I filled in an application form, sent it off, and soon heard that I had been accepted as a 'language support' volunteer and allocated to Soccer City.

There were about 2 500 volunteers in total for Ellis Park, Soccer City and Host City Johannesburg in many different categories, from drivers right through to media assistance, accreditation and language support. We all came together for a three-day introductory course before the World Cup started. Although I didn't quite master the Diski dance, I did learn many general things about volunteering, the World Cup, South Africa and Johannesburg.

Right from the start, I met new people and made new friends. There were people from all walks of life and backgrounds. Although most of the volunteers were South Africans, there were also international volunteers from Italy, Cameroon, Germany and the South American countries. We ranged in age from about 20 to 74. In fact, the 74-year-old man who was the oldest of the lot has now volunteered at eight soccer World Cup events! Many of the international volunteers seemed to volunteer quite regularly at international sporting events. I soon joined forces with Beatrice, who was originally from Switzerland but, like me, had lived in South Africa for most of her adult life and, like me, was in the 'over-50' bracket. We have become firm friends through our experiences as volunteers.

The 2010 World Cup has come and gone. SATI worked hard to raise awareness of the language requirements and the impact they might have. The event went off smoothly and here some of our members share their experience of the World Cup.

A few days before kick-off, those of us assigned to Soccer City were given a tour of the stadium and then we collected our uniforms and it was all systems go. As the 'language support' volunteers we were told that we could be required to assist with anything and everything that might happen in the stadium precinct that required an interpreter. This required getting to know systems like accreditation and ticketing and most importantly the layout of the stadium.

Before the opening game, I was assigned to work in the accreditation centre, where we assisted people from the media to obtain their access cards. There was a lot of excitement amongst the photographers, TV crews and journalists, many of whom were coming to Africa for the first time. This gave us an opportunity to promote South Africa wherever we could.

'Language support' formed part of 'spectator services' and at pre-match meetings there was a lot of scrambling to get the coveted 'vomitories' badge. 'Vomitories' sounded strange when we first heard the word, but it actually comes from Roman times and originally meant the entrances leading to the tiers of seats in the amphitheatre, so at Soccer City it meant you worked inside the stadium. Beatrice and I were lucky – we were allocated to work inside the stadium at every game. I'm not sure if that was pure luck, or if our age helped! Our base was just underneath the VIP section, which meant that we were part of the whole match vibe. I did think that the noise of the vuvuzelas would be a problem when interpreting, but they soon faded into the background and communication was no problem at all. It also meant that we could do some rubbernecking to spot the celebs.

Stadium volunteers were there to assist people with their seating and finding the toilets or the

"Many of the international volunteers seemed to volunteer quite regularly at international sporting events."

“Volunteerism is still a new concept for South Africans but it is a very good way to have new experiences completely unconnected to one’s normal working life or even lifestyle.”

wheelchair access facilities, as well as keeping the passages clear during the game, as those are the escape routes should there be an ‘incident’. One of the Korean volunteers even had to run onto the field to tell the flag bearers that her country’s flag was the wrong way round!

We also dealt with forged tickets, most of which seemed to come from overseas. I felt quite sorry for some of the spectators when they were removed from the stadium – I sometimes wondered if they knew their tickets were forged when they left their home countries.

We were well looked after by the Local Organising Committee and FIFA. The volunteer centre and our parking area were right next to the stadium. We had two meals at SAFA House every day that we worked and there was plenty of free Coca Cola and water. Our volunteer centre also had TV screens, foosball tables and an Internet café in the event of boredom.

Working in the stadium, you also get to meet all sorts of other people working there, like the people on the lookout for ‘ambush marketing’, the people who assess the performance of the referees and linesmen and the Interpol police officers (who spoke six languages apiece).

All too soon, the night of the final game arrived. Dutch and Spanish fans started streaming into the stadium early, so that most people were seated when the closing ceremony started. We did get to see most of what was a spectacular show.

It was actually quite sad to say goodbye to Soccer City at the volunteers ‘thank you party’ that was held after the tournament ended, where the volunteers were given a chance to play a soccer game on the Soccer City pitch. The stadium and its surroundings had become home to us and will always hold memories, some quite emotional.

I thoroughly enjoyed my experience as a volunteer for the FIFA 2010 World Cup and I would definitely recommend that other people consider volunteering for sporting or international events in the future. And if I’m not too long in the tooth by then, I’ll definitely consider volunteering for the next World Cup in Brazil or maybe the 2020 Olympics if South Africa wins the bid!

Volunteerism is still a new concept for South Africans but it is a very good way to have new experiences completely unconnected to one’s normal working life or even lifestyle. I think it is certainly something young people should consider doing at least once in their lives. It gives you insight into what it takes to organize

Looking after tourists

My involvement in the World Cup was through a tour operator. I am an accredited tour guide for the Western Cape and was hired by a local tour operator that focuses mainly on the Spanish-speaking market. A team of seven of us went to Durban and Gauteng to coordinate large groups of Spaniards who came to the country to see two Spanish games at a time, in charter planes organised by two of the largest tour operators/travel agencies in Spain. So we were hosting and coordinating the activities of 300 Spaniards at a time, receiving one charter flight every five days or so, every time Spain actually played. On match days we had about 600 people to coordinate (buses to and from stadiums to hotels and airport, etc.). It worked as follows:

- Match 1 on 16 June: Charter 1 comes in the morning (pick up, transfer to stadium and then hotel)
- 17 to 20 June: Excursions and leisure time for visitors from Charter 1
- Match 2 on 21 June: Charter 2 comes in the morning (we have Charter 1 and 2 for that day) and Charter 1 leaves straight after the match
- 22 to 24 June: Excursions for visitors from Charter 2
- Match 3 on 25 June: Charter 3 comes in the morning to stay for the next 4-5 days, and Charter 2 leaves straight after that day’s match and so on...

I was based mainly at a hospitality desk for the visitors at the hotels, giving them orientation about the city, selling excursions and helping out with problems at the hotel and any language-related issues.

Looong hours and much stress, but exciting on match days, as we got free entrance to most matches!

Clara Tilve

Sue Rowe works in German, English and Afrikaans.

Clara Tilve works in Spanish and English.

these enormous international events, an opportunity to get to know people from other parts of the world, especially in today's world where we are quick to evaluate things in terms of rands and cents. The FIFA 2010 World Cup gave South Africans an opportunity to show the world what they can do and left us with huge national pride. This is even more true for the volunteers who contributed in their way to making the event a success and were part of it all.

Sue Rowe

Transportation volunteer

I applied for a position as a FIFA World Cup South Africa volunteer in the host city of Bloemfontein and my application was successful. I was assigned a position in the transportation functional area (last year at the FIFA Confederation Cup I was assigned to the Hotels Welcome Desk). The main function in this area was to transport FIFA-accredited VIPs and media persons from the airport to hotels and stadiums.

The following countries were hosted in Bloemfontein:

- Japan
- Cameroon
- Greece
- Nigeria
- Slovenia
- Paraguay
- France
- South Africa

England and Germany also played their last-16 game in Bloemfontein.

Corporate care

As part of my work related to the activities around the World Cup, I worked for a large petroleum company, helping them to look after their guests. This involved –

- interpreting at a special closing function at Wits;
- translating a website for another client;
- taking a visitor for interviews with the client in order to do business.

All in all, these activities kept me quite busy.

Cecilia Saenz

During our induction transportation volunteers were equipped with basic communication skills related to the countries that were to be hosted. We were, however, warned about body language (use of fingers in particular), as in some languages and cultures certain signs and gestures might convey unintended messages.

The basic phrases we were taught included how to greet people and respond to greetings when addressed in those languages. This did not replace the work of the accredited interpreters, but served to show courtesy. Some of the languages of these countries were difficult, but French and German were manageable.

This exercise was much appreciated by the speakers of these languages. Fortunately, most guests and fans from the countries mentioned above had basic communications skills in English, so an interpreter was not always necessary, save for Sign Language.

Mike Mahase

Working to prepare the police

The French National Police collaborated with the South African Police Services in preparation for the 2010 World Cup. This entailed several months of training, many meetings and, finally, some riot simulation exercises.

The French government sent two high-ranked officers to South Africa in April 2010 to supervise the final 'real-life' simulation exercises at the different stadiums. The French officer in charge of the Nelson Mandela Bay Stadium operation needed an interpreter to assist him during the preparation meetings and debriefings as well as full-time assistance on the day of the riot simulation exercise itself.

I was contacted by the Alliance Française in Port Elizabeth to do the consecutive interpreting that was needed during the four days that this officer visited Port Elizabeth and worked with the SAPS. I accompanied the French police to several meetings with the SAPS, to the Nelson Mandela Bay Stadium, to the debriefing on the day after the riot simulation exercise as well as to a press conference held at the Nelson Mandela Bay Stadium during the riot simulation exercise. I did consecutive interpretation from French to English/Afrikaans and from English/Afrikaans back to French.

Lizé-Marie Marais

"During our induction volunteers were equipped with basic communication skills related to the countries that were to be hosted. We were, however, warned about body language ..."

Mike Mahase works in Sesotho and English.

Cecilia Saenz works in Spanish and English.

Lizé-Marie Marais works in French, English and Afrikaans.

For love or money?

Grit Naidoo-Goedecke ponders the relationship between love of one's work and the right to earn fair compensation

On occasion I experience fellow practitioners telling me that their passion and desire to deliver high quality work takes precedence over payment for that work. Ironically, I have also come across this reasoning from clients as a prelude to price negotiations. I certainly love my job as a language practitioner and I can confidently say that most days are enjoyable whether I'm translating a text of complex specialised terms or interpreting at court, arbitrations and business meetings where all parties insist on speaking at once. However, so is being paid a fair rate for that work. And even though the accuracy and overall quality of a document delivered is of exceptional importance to me, the reality is that for me and the majority of practitioners the goal is ultimately to generate an income.



After opening my own freelance practice as a full-time language practitioner three years ago and experiencing the common ups and downs of a new enterprise, I decided that I had sufficiently laid the foundations to begin to develop a financially viable business. 2010 was to be the crunch year (the timing was coincidental and had very little to do with the World Cup, but the spirit of that event and the work from that venture certainly helped!). A significant amount of research regarding book-keeping, marketing and related areas followed, but at the end the most pressing questions were and remain: firstly, what rates do I charge to ensure the financial viability of

my business; and secondly, what do I consider to be the value of my work?

Value and viability

To answer these questions, I had to assess the following criteria: educational investment and experience; flowing from this, specialised knowledge; level of responsibility; and the availability of my language combination in the market.

What do language practitioners bring to the table? The obvious is multilingualism – something acquired through significant financial and time investment. However, the demand placed on a language practitioner is not just to have the ability simply to converse in a language, but to master that language, in which experience is an invaluable contributor. One cannot master a language hidden away in one's office. But the train does not stop here. Translation is not limited to the mechanical conversion of one language to the other; it is also about feeling the flow and the atmosphere of a text. I always believed that as a linguist one needs to be a very sensitive, emotionally intelligent person to be able to grasp the underlying intentions of the author of the text (verbal or written). It can therefore be said with confidence that it requires a certain type of personality to deliver translation/interpretation of the highest calibre.

Nonetheless, speaking at least two languages and having a good feel for the text still does not guarantee a high quality translation. One of the (unfortunately) unforgettable moments in my language career was on the occasion an agency requested my services at one of the bigger law firms in the country. Having spoken to the attorneys telephonically earlier, my understanding was that I would have to examine a file of documents and assist in indicating whether a document was a letter of demand or a motion (court application) and to assist with summarising certain content where necessary. Being an attorney, I arrived rather confidently, only to find myself confronted by a roomful of chaotic documentation in German, highly specialised and relating to the building of a cement mill. I was informed that the documentation needed to be clearly understood and categorised in preparation for a trial to be held in the following days. Sitting next to me were the

Article by Grit Naidoo-Goedecke. Grit is an accredited freelance translator and interpreter in German and English.

attorneys and the cement milling expert, who went through each document asking: "So, what does this sentence mean?" Even though my mother tongue is German, the highly specialised nature of the terms confounded me! I found myself lost as to the meaning of many terms which we as Germans do not use in the course of our everyday conversation. This proved a rather daunting task, which we got through after endless hours. Translation is more than simple conversion from one language to another; it involves endless hours of painful research as well!

This episode brought home to me the value of specialised knowledge. And that does not mean surface knowledge, but an in-depth familiarity coupled with practical experience – something which can only be acquired by throwing oneself into the deep end, so to say. Undoubtedly, this experience and knowledge acquired has added to my value as a practitioner, no different from any other profession!

And the responsibility carried by us as language practitioners? Package inserts, instruction manuals, court documents – an incorrect translation can have a huge impact and we as translators are answerable for the consequences. The responsibility and consequent stress factor carried by the translator is also not to be undermined.

Lastly, remuneration is always linked to supply and demand, i.e. the rarity of a language combination. The truth is that the fewer professionals available, the greater the worth of the work and consequently the rates charged. Looking at various Internet portals, the supply and demand question in the field of language practice at first glance seems in fact to indicate an oversupply. But when one zooms down to considering the specialisation and education required, in most cases there won't be too many suitable candidates for the job. From my experience, finding an experienced translator with a specialised qualification is rare. This belief was confirmed to me by many of my clients. The same applies to interpretation work. And how many people have the ability to listen and speak at the same time as simultaneous interpreters do? And how many people have the ability to create an environment of flowing communication and still distance themselves as consecutive interpreters do? All these are rare talents which, when combined with specialist knowledge and experience, should be given a fair value. Simply being able to converse in more than one language is not enough.

Keeping all these requirements for a good language practitioner in mind, I was surprised

to read on the SATI website that a survey amongst members revealed that rates charged in our profession have not changed over the last two years. The absence of even an inflation-related increase despite the prices for electricity, food and other articles of daily use increasing means that on average we earn less than two years ago. Equally horrifying was a proud announcement I found on one of the Internet portals for language professionals and their clients stating that minimum charges were being introduced – 0,04 EUR/100 words and 5 EUR/hour. Even my student jobs 15 years ago paid more!

Fair value

I cannot help but wonder why so many of us sell ourselves at less than fair value. Yes, there are always those moments of desperation – one has not had a job for a while and really needs the income, one has only just started out as a freelancer and still needs to build a reputation and find clients. But these should not be good enough reasons for lowering one's rates. From my experience, the market out there is becoming more aware of the rates for language practitioners. For once, a low rate is not a good marketing tool. One can easily 'under-quote' and therefore 'out-quote' oneself. Charging a low rate can raise doubts in the client about the quality of the work being delivered. In general clients are prepared to pay a fair price for good quality work. This has often been proved by the following experience that many of us share: Since it never rains but pours in the life of a freelancer, clients have a tendency to contact us when we are already overloaded with upcoming deadlines; since we do not want to say 'No' to the client but are also reluctant to take on another job in the circumstances, the easiest thing is to raise the rate, in the hope that we will quote ourselves out of the job – only to have the client happily accept five minutes later.

Another reason for many of us for being prepared to work for lower rates is that one believes it is only fair to charge less given that one is only 'starting out'. Admittedly, I started my career as a freelancer with this exact conviction until it hit me: The client is ultimately interested in the final product; he will not accept a lower quality product on the basis that a lower rate was charged. Regardless of the amount spent, in the end only the quality of the work counts and regardless of the level of experience the same product quality is expected. So why then should one charge a lower rate when starting out?



"I therefore really believe we have to stand our ground and stick to our rates even in difficult financial times and promote ourselves at a fair value. In the long run this will earn us the respect we deserve as language professionals and guarantee us remuneration commensurate with our highly specialised work."

A further thought in this regard is that one possibly affects and lowers the quality of work delivered when charging lower rates. This is simply because translation is ultimately a human product in its true sense and should therefore be subject to stricter quality control. We make mistakes. Our profession, as a solo translator, is not geared towards mass production. Therefore, working for lower rates ultimately leads one to take on too many jobs to meet financial targets, which in most cases decreases the time available for quality control. This could damage your reputation in the industry.

Reputation and recognition

And then there is the general argument regarding the reputation and recognition of our profession. For people, a service – or product for that matter – is only worth something when it comes at a price, and the higher the price the better the product is believed to be. If the translation profession is to attain any appreciation for its importance and speciality in South Africa, we as practitioners need to expect fair prices in accordance with our qualifications, experience, specialist knowledge and the time we spend on a translation. This is the case for any other profession.

Lastly, I feel there is the professional obligation to one's colleagues to charge fair rates and not to undermine the entire price structure. Commensurate prices will force the market to appreciate that translation is a professional service, with an expectation of professional fee rates. Does a patient bargain with a doctor, a lawyer etc? Why not?

I therefore really believe we have to stand our ground and stick to our rates even in difficult financial times and promote ourselves at a fair value. In the long run this will earn us the respect we deserve as language professionals and guarantee us remuneration commensurate with our highly specialised work. We owe it to ourselves, our profession as well as our fellow translators. Let's not attempt to build the Tower of Babel, but a solid structure speaking one language!



In lighter vein

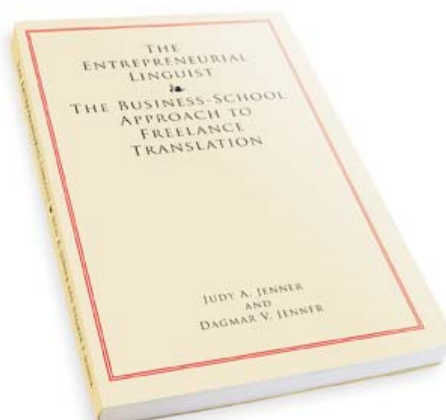
No matter how much you push the envelope, it'll still be stationery.

A grenade thrown into a kitchen in France would result in Linoleum Blownpart.

Two silk worms had a race. They ended up in a tie.

Atheism is a non-prophet organization.

Two hats were hanging on a hat rack in the hallway. One hat said to the other: 'You stay here; I'll go on a head.'



ARE **YOU** READY
TO BECOME AN
ENTREPRENEURIAL
LINGUIST?



BUY YOUR COPY TODAY.

www.entrepreneuriallinguist.com/book

Development of isiZulu to bridge the translation gap

Technical terminology

Valuable work has been done in terms of developing technical terminology in isiZulu in order to facilitate technical translations. The website of the Department of Arts and Culture contains multilingual technical dictionaries that feature African languages, including isiZulu. This is an achievement of paramount importance, which marks the growth of our African languages. Previously, technical terminology was translated by manipulating the English word to fit the grammatical structure of isiZulu. But now things are much easier, as new technical terminology has been coined.

The greatest challenge, however, is that ordinary people are not familiar with this new terminology, the reason being that many lay people either do not have access to the Internet or are computer illiterate. Even though others may have seen this terminology, they are preoccupied with the belief that African languages are of a lower status compared with English. For how long will we retain this inferiority complex? The government has played a pivotal role in developing African languages like isiZulu. It is enshrined in the constitution that all 11 official languages are equal. However, this will remain a theoretical ideal if it is not embraced by people who speak the language. It seems that we are colonising our own minds while we are being freed by the government.

General language

It is interesting to see how language practitioners roll up their sleeves to lend a hand in the development of isiZulu. We see them lifting the language flag in print media by identifying and correcting deviations in our language. In this way, they are throwing at us a challenge of furthering a struggle that will see all languages being equally utilized and respected in South Africa. IsiZulu has words that are being used in the wrong context, with even the media having been reprimanded for using them incorrectly. Let us take for example the word *Umbimbi*. This word refers to a group of people who conspire against someone. However, the word is often inappropriately used by the media to mean “alliance.” Both electronic and print media make the same mistake. The

appropriate words for alliance are *Umfelandawonye* and *amadlelandawonye*. It is also erroneous to translate ‘president’ as *umongameli* in isiZulu, though this is correct in isiXhosa. President is *umengameli* in isiZulu. Just take note of the underlined vowels, which may transfer the word into another language if used interchangeably.

New opportunities for language practitioners

New opportunities for language practitioners have presented themselves as the consumer laws dictating that public documentation like insurance policies must be written in plain language come into force next year. The Consumer Protection Act requires insurance companies to ensure that policies are written in plain language, in terms that are easily understandable. This is worth a celebration, as it puts Language Practitioners in the spotlight!

The Minister of Higher Education, Dr Blade Nzimande, recently announced at a discussion on African languages at Unisa (Pretoria) that no one should be leaving a university or college in the country without learning an African Language. This is another opportunity for language practitioners who have specialised in African languages.

The Minister stressed that the development of languages is necessary for human rights and dignity and for the preservation of culture. He then promised to work closely with the Department of Arts and Culture to come up with ways to attract more students to enrol in African language studies. Recommendations include offering more bursaries to students who show an interest in African language studies and incentives for teachers who upgrade their studies in this field.

Let us embrace these opportunities and make hay while the sun shines. It seems that the time has come for people to recognise the value of language practice, as it is not regarded as a profession by many people. It is also important for us to further our studies in our fields of specialisation, so that these opportunities will also embrace us as we embrace them.

“The government has played a pivotal role in developing African languages like isiZulu. It is enshrined in the constitution that all 11 official languages are equal. However, this will remain a theoretical ideal if it is not embraced by people who speak the language.”

Article by
Sibulelo Msomi.
Sibulelo was a
SATI bursary
recipient and is
now a lecturer at
Mnambithi FET
College.



Quality in the language profession

SATI Boland celebrated their 20th anniversary in conjunction with International Translation Day in 2010. The occasion was marked with a short seminar and a festive lunch in Cape Town on 18 September. It was an opportunity for friends and colleagues old and new to reminisce, to renew their acquaintance and to plan for the future.

The theme for the day was Translation quality for a variety of voices: How is quality dealt with in our profession? The seminar saw five participants share their views on quality in different aspects of the profession. Here we reproduce the speakers' Powerpoint presentations – except for one, these are not the full texts, but give an outline of the elements considered in relation to the topic at hand.

General introduction: The aim of quality control



Kwaliteitbeheer
Quality management

Anne-Marie Beukes
ambeukes@uj.ac.za

The presenters

Anne-Marie Beukes:
Translation lecturer and SATI chairperson

Johan Blaauw:
Lecturer, translator and interpreter

Alta van Rensburg: Head of the Stellenbosch University Language Centre

Sharon Tabraham:
Translation agency owner

Barbara Bohle:
Translation agency owner

ITD theme

Language practitioners

- Indispensable mediators
- Special responsibilities to help -
 - promote smooth interaction between peoples & cultures in modern world
 - preserve multilingualism & diversity
- Increased burden
 - Work must meet exacting standards of accuracy & quality

Translation Quality for a Variety of Voices

- ITD press release
- www.itd-theme.org

Indispensable mediators

The translator is there for -

- the accused in a trial,
- the injured in a disaster,
- people displaced in conflicts, and
- for peace-keeping troops.

At the economic level, the translator is -

- the one through whom economic, trade and political agreements are signed,
- the one without whom trade could not function,
- without whom products could not be sold.

ITD ITD press release 2005

Quality issues 1/2

- US Foreign Ministry insisted some Japanese media used "inaccurate" translation of remarks by President Barack Obama on US-China relations (Aug 2009)
- But, what did Obama say?
- Press Secretary in US Foreign Ministry denied he pointed out mistranslation out of concern Japanese might get impression Obama believes US-China ties are more important than Washington's relationship with Tokyo

"Some media in our country have reported that (the US president said) 'the US-China ties are more important than any other bilateral ties in the world'."

"The relationship between the United States and China will shape the 21st century, which makes it as important as any bilateral relationship in the world."

"It's not something like that at all," he said. "We have contacted the US Embassy in Tokyo, and hope that you media will understand correctly."

Quality issues 2/2

- Iran banned CNN from reporting in Iran for a translation error (2006)
- CNN apologised & fired the interpreter
- What did Iranian President Mahmoud Ahmadinejad say?
- CNN quoted him as saying:
- Company responsible for inaccurate translation of Iranian president apologised to CNN:

"Iran had the right to develop nuclear energy"

"the Islamic republic had the right to use nuclear weapons"

"Obviously, we're taking it very, very seriously. We will never use him again," said owner Lesley Howard, referring to the interpreter, who according to Howard has done good work in the past, including for CNN."

Cost of poor quality

- Time & money
- Professional status
 - Lack of recognition
- Special responsibilities to help -
 - promote smooth interaction between peoples & cultures in modern world
 - preserve multilingualism & diversity

Cost of poor quality

Financial ramifications

- Measure & track cost of poor quality
- Recover cost
- Audits via task evaluations, outputs
- Corrective & preventative action where required
- Engage language practitioners
 - Training workshops
 - Newsletters

Culture of professionalism

- Enhancing a culture of professionalism
- Maintaining high standards
- Underscoring the importance of language services
- The real measure of management of quality in translation is the extent to which it facilitates effective & efficient service delivery

• A-M Beukes - Boland 20

• 5

Critical factors in service delivery 1/2

- Greater accountability & transparency
 - heightened role of the media & social activism has combined to create greater demand for accountability & transparency
- Customer awareness
 - Citizens have become more accustomed to capable private sector organisations providing high levels of customisation & other benefits
 - Citizens have heightened awareness about customer rights and, consequently, customer service
 - Citizens expect a positive customer experience & better returns on the money they pay

• A-M Beukes - Boland 20

• 9

Critical factors in service delivery 2/2

- Budgetary constraints
 - Tightening budgets & the need for value for money
 - quality of service – satisfactory customer experiences, and
 - cost of service, leading to "value for money"
- Drive for competitiveness
 - Cost of doing business becomes an important measure of organisational efficiency
 - Ensuring reduced costs calls for a balanced approach which is aligned both to the needs of the customer & to realising greater efficiencies in service delivery

• A-M Beukes - Boland 20

• 10

Quality control in the interpreting profession

Johan Blaauw

Professionalisation

Quality

Systems

Ethics

SATI and professionalisation

- What is a profession?
- Examples of other professions: doctors, pharmacists, accountants, lawyers, etc.
- What other professions do: regulation in form of training programmes, internships, admission exams
- What SATI has done:
 - 1980s – attempts to obtain charter
 - 1990s – cooperation with PanSALB towards a professional council
 - 2000s – cooperation with SAQA on qualifications
 - Currently – waiting for DAC (for prof. council)

Systems, and SATI's system

- Systems in e.g. medical research translation: FT, BT, review, etc.
- Systems elsewhere: e.g. QC of interpreting at NWU Educational Interpreting Services
 - ST and TT recorded on stereo channels, available to stakeholders, used for in-service training
 - Action research for quality improvement
 - ISO 9000: quality checking vs quality control – product vs production system

Systems, and SATI's system (cont.)

ISO 9000 family of standards for quality management systems, ISO 9001 relevant to SATI:

- Procedures covering key processes in the business
- monitoring of processes ensuring their effectiveness
- keeping adequate records
- checking output for defects (and relevant corrective steps)
- regularly reviewing individual processes and system itself
- facilitating continual improvement
- ISO 9001 certification does not guarantee quality of end products and services; rather, it certifies that business processes are applied

"SATI's quality control system – accreditation is certification of the producer, not the product, i.e. it is checking, not control"

"Remember – quality begins at home!"

Systems, and SATI's system(cont.)

- SATI's quality control system – accreditation is certification of the producer, not the product, i.e. it is checking, not control
- Should be extended by bringing in a variety of levels
- SATI (or council) should investigate a system of continued professional development

SATI and ethics

- Other professions and ethics
- SATI's current code of ethics
- Proposed revised professional code, rules i.t.o. code, disciplinary procedure
- Rationale behind revised code
- NB: Role of C of E – shift of onus

Conclusion

- SATI-FIT conference CSIR late 1990s:
- Own account covered attempts at external regulation
- Other participant's criticism – focus should not be external but internal
- SATI then already accreditation and Code of Ethics
- Different practical ways of QC in language practice: Agencies (ISO system, monitoring during assignments, FT and BT systems, pairs of individuals cooperating, client feedback)
- In the end: proactive and internal, so...

REMEMBER – QUALITY BEGINS AT HOME!

Quality control in translation



Kwaliteitbeheer: Babelse verwarring

- geen algemene raamwerk vir alle vertaalsituasies nie
- terminologie nie gestandaardiseer nie
 - kwaliteitbeheer
 - gehaltekontrolle (*quality control / revision*): tweede lees, tweede vertaler, voor kliënt dit ontvang
 - gehalte-assessering (*quality assessment*): punttoekenning ná kliënt dit ontvang het (prestasie)
 - gehalteversekering (*quality assurance*): oorkoepelende stelsel

Wie baat by gehalte-assessering?

- kliënt
 - Kan ek die vertaler vertrou?
 - Kan ek seker wees dat ek 'n produk van hoë gehalte sal ontvang?
- professionele vertaler
 - Hoe bewys ek dat my kliënt 'n vertaling van hoë gehalte kan verwag?
 - Hoe bewys ek dat my kliënt waarde vir geld sal ontvang? (tariewe)

(Hönig, 1997)

'n Moontlike benadering

- Ek as vertaler sien en evalueer my vertaling as
 - diens: kliënttevredenheid
 - proses: hoë gehalte die gevolg van 'n gestandaardiseerde proses
 - produk: assesser die eindproduk
- Ideaal: fokus op al drie
- Werklikheid: hang af van spesifieke vertaalsituasie

(Chesterman & Wagner, 2002)

Vertaling as diens

- sperdatum – so gou moontlik
- tarief – so laag moontlik
- uitleg – "iets lyk nie reg nie"
- formaat – pdf, LaTeX
- raad oor moontlike verbetering van die bronteks
- akkurate vertaling en korrekte taalgebruik dikwels as vanselfsprekend aanvaar

"[A]s our customers constantly remind us, an imperfect translation delivered on time is far better than a perfect one delivered late."

- Emma Wagner, vertaalbestuurder: Europese Kommissie, Luxemburg

Vertaling as proses: oorsese standaarde

- Vereistes: keuse van vertaler; kontrak; prosesse soos gehaltekontrolle
- ISO 9000-reeks; DIN 2345; EN 15038
 - stel hoë vereistes aan kliënt, bv. "The client must explain the function of the target text to the translator and identify the target group."
 - aanvanklike doel: assessering van vertaalproduk (17 lande)
 - erkende hoëronderrigswy-graad + twee jaar professionele vertaalervaring of minstens vyf jaar professionele vertaalervaring

Vertaling as produk

- Oorsese standaard: "SAE J2450 quality metric"
 - motorbedryf
 - kategorieë vir foute (bv. verkeerde term, spelfout, weglating)
 - ken waardes toe vir assessering (verkeerde term: ernstig = 5; minder ernstig = 2)
 - subjektief: evalueerder besluit self wat is ernstig en wat nie

Sommige faktore wat gehalte van vertaalproduk beïnvloed

- vertaler: nie net twee tale magtig nie, maar kwalifikasie en ervaring
- vertaler: gepaste vakkennis; verkieslik 1ste taal
- funksie van vertaling: vir publikasie of gebruik deur een persoon (hoe lank?)
- gehalte van bronteks
- tyddruk

'n Ideaal: gehalteversekering

- Kry 'n gedetailleerde vertaalopdrag by die kliënt
 - funksie van vertaling
 - teikenleser (bv. kultuur, ouderdom, geleterheidsvlak)
- Vestig 'n vennootskap met die kliënt
 - kry bv. termlyns; gee raad oor teks
- Evalueer jou dienslewering en proses wat jy gevolg het (self en m.b.v. kliëntetereugvoer)
 - "no news is not good news"
- Laat gehaltekontrole doen voor lewering aan kliënt (medevertaler)

"A translator is severely criticized if he makes a mistake, but only faintly praised when he succeeds."

- Nida (1964)

Bronne

- Chesterman, A. & Wagner, E. 2002. *Can theory help translators? A dialogue between the Ivory Tower and the Wordface*. Manchester: St Jerome.
- Hönig, H. 1997. Positions, power and practice: Functional approaches and translation quality assessment. *Current Issues in Language & Society*, 4(1):6-34.
- Nida, E. 1964. *Toward a science of translating*. Leiden: Brill.
- Thelen, M. 2008. Translation quality assessment or quality management and quality control of translation? In Lewandowska-Tomaszczyk, B. & Thelen, M. (reds). *Translation and meaning*, deel 8. 411-424.

Quality control from an agency perspective: Translation

Sharon Tabraham

THE LINGUIST

A good CV covering all the basics you would expect a qualified linguist to have –

- ✓ QUALIFICATIONS
 - BA in Linguistics, majoring in their mother-tongue language;
 - MA; Honours Degree; HED, etc.
- ✓ EXPERIENCE
 - Preferably in the translation industry, language department, education, training, etc.
- ✓ REFERENCES
- ✓ CAPABILITIES

PREPARATION

In order to deliver the BEST QUALITY translation, we have to understand what the client wants – STC Briefing document;

- Target Language
- Target Age
- Target Sex
- Target Population Group
- Target Class
- Educational Level
- Geographical Region
- Translation style
- Intended use
- Aim /Message

PROJECT MANAGEMENT

- Selection of the appropriate linguist/s;
- Preparation of the documents or files;
- Client instructions;
- STC instructions;
- Receipt and acceptance of the project and deadlines;
- Assisting all linguists throughout the project;
- Ensuring deadlines are kept;
- QA of the project from start to end;
- Delivery;
- Ensuring a happy satisfied customer.

THE COMPLETED PROJECT

- It is the linguist's responsibility to ensure that their workmanship is 100% correct!
- Don't deliver a project that you have any doubts about.
- Don't deliver a project that you haven't proofread.
- Remember that your work is going to be read by speakers of your native language.
- It is then the PM's responsibility to check the obvious!

IN-HOUSE CHECKS

- File Names
- Formatting
 - Capitalisation, Bold, Underlining
 - Font, Italics
 - Headers & Footers
- Untranslated/localised text
- Bullet Points
- Numbering
- Source vs Target
 - Word count
 - Number of pages

FILE NAMES

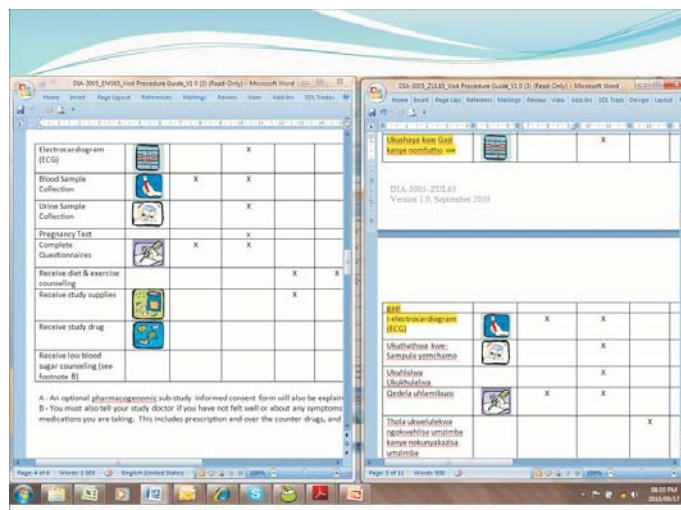
We send out:-
BO22227 Informed Consent ver 2 dated 21 July 2009_PharmaEthics
BO22227_Patient_Card_Version_1_090130 versioned copy
Final BO22227 Informed Consent ver 2 29 June09 of SA version 2 17July09
APPROVED by UFS EC

We get back:-
Bo22227 - Sharon doc 1
Sharon's work - 17 October
BO22227_Patient_Card_Version_1_090130 versioned copy
What should happen
BO22227_Patient_Card_Version_1_090130 versioned copy_AFR_TR
BO22227_Patient_Card_Version_1_090130 versioned copy_XH_PR
BO22227_Patient_Card_Version_1_090130 versioned copy_ZU_BT
BO22227_Patient_Card_Version_1_090130 versioned copy_TSWANA_FINAL

"It is the linguist's responsibility to ensure that their workmanship is 100% correct!"

Don't deliver a project that you haven't proofread.

Remember that your work is going to be read by speakers of your native language."



UNTRANSLATED TEXT

Wena ube ngomunye wabakhethiwe ukubamba iqhaza kwi-2010 **Huntsman Compliance and Ethics Survey**. Njengalokhu uBeth Roberts, onguMphathi we-Ethics and Corporate Compliance, eseke washo phambilini, lolu cwaningo olwenziwa ngokuzithandela lwenzelwe ukuhlola isiko lokulandelwa kwezindlela ezifanele ekwenziweni komsebenzi kwinhlangano yonkana nje. **UMkhandlu i-Compliance and Ethics Leadership Council**

UNTRANSLATED TEXT

Uyazi na?

Ukuba kufuneka usebenzise ikhondom ungayeki kwaye uyisebenzise ngokuchanekileyo ngalo lonke ixesha usabelana ngesondo.

Ukuba ngokusebenzisa ikhondom rhoqo nangendlela echanekileyo ngalo lonke ixesha usabelana ngesondo, ungathintela isiqu sakho ekosulelweni ngeNtsholongwane kaGawulayo nangezinye izifo ezosulela ngokwabelana ngesondoiSTI ezininzi?

Iikhondom ziyafumaneka simahla kuzo zonke iiklinikhi?

That if you have an STI, your risk of getting infected with the HIV is higher; therefore it is important that you get treated immediately?

TARGET vs SOURCE

لمزيد من المعلومات يرجى الاتصال ب:
الاتحاد الدولي لمنتجي التبغ مندوب أفريقيا. 2772 878 2633 أو
الاتحاد الدولي لمنتجي التبغ: 901325272351

For further information please contact:

xxxxxxxTel. +2772 878 2633 or

xxxxxxxTel. + 351 272 325 901

CONCLUSION

- Quality is the name of our game.
- Quality ensures that the correct message is given to the target audience.
- Quality is adding value to your business, our business and the client's business.
- Quality means a happy customer and repeat business.
- There is no business without quality!

Quality control from an agency perspective: Interpreting

Barbara Bohle

I am not sure if there is anything more I can add, as the last speaker today and especially since we are all talking about language professionals: translators and interpreters.

Three little stories:

- During the Capitals of Wines one of the interpreters mingled with the delegates

during tea and gave her personal opinion.

- At the inauguration of the Pan African Parliament in 2004, we had an Arabic interpreter who translated Pan African Parliament as Frying Pan African Parliament.
- During the SANGOCO Poverty Hearings in 1997 an isiZulu interpreter called HIV/Aids the dirty disease – from the booth.

Mistakes happen and can't always be avoided – all three mistakes happened to me as an agent and are my responsibility, despite any contracts I may sign with clients and interpreters.

What makes an interpreter? What makes an agent?

I do still believe, after 16 years in the industry, that simultaneous interpreting is a gift. You can either do it or you can't – no five-year degree at any university is going to teach it to you unless you have got what it takes: a feel for languages, an interest in everything and nothing, curiosity and a high concentration span.

Universities can only equip you with rules and methods to provide a continuous high quality of interpretation services, to provide you with the practice in different fields of terminology, breathing techniques and preparation techniques.

But in the end it is the general knowledge and the curiosity of the interpreter in any given subject that makes him/her perform well.

The CV of an interpreter or language practitioner is only a small measure for deciding on his or her quality of interpretation – particularly for newcomers. There is more to it than a well-written CV.

If we only give interpreters with excellent references and an international track record the chance to work at conferences, we will cut out any newcomers. And let me tell you, we do need young and upcoming interpreters in the industry, otherwise our industry will become extinct.

It is certainly beneficial if an interpreter belongs to SATI, AIIC or some other organisation, but one has to be aware that these organisations are voluntary organisations and they do have their shortcomings. Their membership is also regulated by friendships and connections.

There are easier and more difficult conferences and there is no rule that says that we can't give newcomers a chance in one of the conferences using plain language and more general terminology.

“Universities can only equip you with rules and methods to provide a continuous high quality of interpretation services, to provide you with the practice in different fields of terminology, breathing techniques and preparation techniques.”

An interview with the interpreter on the telephone or face-to-face will give an experienced agent a good idea if the chance can be taken and he or she can be sent off to a booth. In an interview one can already assess –

- consistency of sense with the original message
- logical cohesion of utterances
- correct grammatical usage
- listening skills
- fluency of language
- native accent
- pleasant voice
- ethics

Interpreting is about comprehension of language and managing different accents in the heard language. We have the advantage in South Africa that most interpreting is done from English into one of the other official languages and into foreign languages. However, if I get the feeling that a potential interpreter does not understand or comprehend what I am saying, I get a little nervous and will let somebody else communicate with him or her.

Now that a decision has been taken to send the new person into the booth, the interpreter and the agent have to ensure that everything possible is done to guarantee quality:

The agent has to ensure that the interpreter can and WILL prepare. We can provide the professionals with documents; if we don't get the necessary documents from our clients, we need to check the Internet and our own databases for 'old' glossaries and advise the language practitioners accordingly. This must be done in good time.

Newcomers and those interpreters who are known not to prepare well also have to provide me with their glossaries prior to and after the conference.

The agent has to educate the client and instruct the speakers: one language needs to be spoken, two interpreters per language combination is the absolute minimum, relay takes additional time, etc.

Don't expect any interpreter to do his or her work without the necessary equipment in good working condition and ongoing technical support or under unsatisfying conditions: at least two interpreters per booth, enough light, bottled water, etc.

Newcomers need to go into a booth with one of the 'old' interpreters and need to be made aware of yet another means of quality control.

The questions to ask are:

- Comprehension/understanding of the

topic?

- Preparation work done?
- Can the other booths take the relay?

Many newcomers are suggested by the oldies and all our oldies are happy to report back on the quality of their work. Yet again, it is not the only measure, but it is a measure and personal relationships have to be taken into consideration as well.

As an agent: listen to the interpreters. How many *ahs* and *ohs* are in his/her sentences? How long are the silences? Does he or she speak in complete sentences? How long after the floor language delegates do the delegates with headphones laugh?

Give feedback after the conference. Speak to the client and pass on comments, compliments and criticism.

Pay at the agreed time. It is not the interpreter's responsibility to get the money from the client or to be paid only when you get the money from the client.

Above all, maintain a professional relationship with the language practitioners!

"Interpreting is about comprehension of language and managing different accents in the heard language."



Above: The presenters: Sharon Tabraham, Anne-Marie Beukes, Barbara Bohle, Alta van Rensburg and Johan Blaauw

Below: Boland chairperson Wilna Liebenberg (right) and Elizabeth du Preez enjoy a moment together during the festivities



Terminology stars on ITD

International Translation Day 2010 was also celebrated with the launch of Veeltalige Vertaalterminologie/Multilingual Translation Terminology, compiled by SATI chairperson Anne-Marie Beukes and SATI member Marné Pienaar and published by Van Schaik Publishers. Anne-Marie and Marné talked about the challenges involved in producing the book and FIT president Marion Boers explained the genesis of International Translation Day. The book is the 19th language version of an original four-language compilation of concepts used in the teaching of translation.

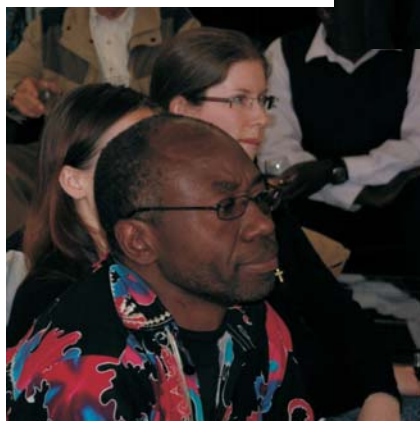
On these pages are some pictures from the launch event, enjoyed by 50 or so guests.

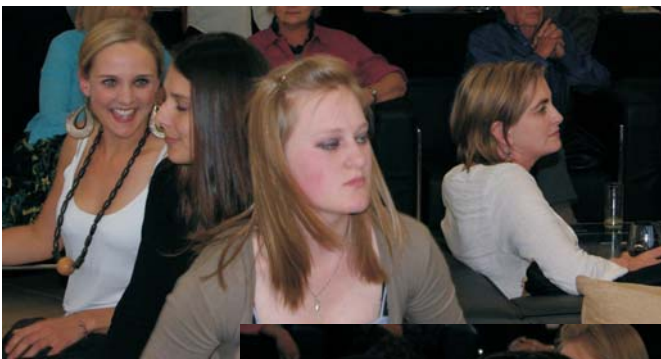


Prof. Derek van der Merwe, Pro Vice-Chancellor of the University of Johannesburg, was one of the early supporters of the project



Authors Marné Pienaar (left) and Anne-Marie Beukes flank Barbara Janari of Van Schaik Publishers





Veeltalige Vertaal-terminologie/
Multilingual Translation Terminology can be purchased online at www.kalahari.net. Price: R239,95.

SAVI – sigbaar teenwoordig by vyfde Kaapstadse boekeskou

SAVI het vanjaar weer, soos die afgelope paar jaar, by die Boekeskou in Kaapstad 'n stalletjie gedeel met PEG (Professional Editors' Group) en McGillivray Linnegar Associates, maar vanjaar was ons teenwoordigheid meer opsigtelik, aangesien dit op 'n hoek van die groot uitstallokaal was waarin 273 uitgewers, boekhandelaars, biblioteke en ander organisasies van oral in Afrika verteenwoordig is. Die logo en naam van ons organisasie kon nie maklik misgekyk word op die oranje agtergrond nie.

Dertien lede van SAVI het deur die loop van die vier dae van die Boekeskou in skofte by die stalletjie diens gedoen om die Instituut as professionele organisasie bekend te stel en te bevorder en aan belangstellendes inligting te verskaf. Daar was ook SAVI-geskenkpakkies om aan mense te gee wat duidelik getoon het dat hulle die dienste van vertalers, taalversorgers of teksredigeerders benodig, of 'n ander positiewe bydrae kan lewer ter bevordering van die beroep.

“sy so baie van boeke hou en graag daarmee wil werk”. (Sy het ook sterk gevoel oor watter aanbieders in inbelprogramme onaanvaarbaar was, al dan nie!) Ander het gekla oor onaanvaarbaar swak vertalings wat teengekom is, menende dat hulle self moontlik beter werk sou kon doen. Daar moes ook dikwels wanopvattinge oor die werk van redigeerders besweer word. Dit moes onder andere beklemtoon word dat hierdie werk baie dikwels meer behels as blote taalversorging of die proeflees van tekste vir moontlike foute, en dat opleiding daarvoor noodsaaklik is.

Besoekers aan die stalletjie wou soms inligting hê oor die beskikbaarheid van elektroniese vertaalinstrumente. Daar was bv. iemand wat binnekort op 'n sakebesoek Rusland toe vertrek en dringend 'n instrument soek wat teks perfek uit Engels in Russies kan vertaal.

Die SAVI-lede wat tydens die Boekeskou in die stalletjie gehelp het, het almal 'n positiewe bydrae gelewer om SAVI se beeld as 'n professionele organisasie, die enigste waardeur taalpraktisyns in SA akkreditasie kan verkry, uit te dra aan 'n publiek wat almal in boeke en ander literatuur (hetsy dan elektronies of op papier) belangstel. Die atmosfeer in die gedeelde stalletjie was opbeurend. Die skofte was glad nie vervelig nie en dit was 'n nuttige netwerkgeleentheid om met ander taalpraktisyns te gesels, idees uit te ruil en werkskontakte met moontlike kliënte te maak, wat in hierdie redelike “maer tyd” baie waardevol is. Lede wat gehelp het, het almal gratis toegang tot die Boekeskou ontvang; dus kon hulle heeldag oral rondkyk en ook gesprekke, voorlesings en ander aanbiedings van hul keuse bywoon.

Dit was interessant om te sien watter groot verskeidenheid mense die Boekeskou bygewoon het, omdat dit dikwels vir 'n mens lyk of ons besig is om in die rigting van 'n (vlakker?) luister-en-kyk-kultuur te beweeg. Ons hoor ook soms dat tydskrifjoernaliste sê dat diegene wat wel nog lees, korter tekste wil hê, met meer foto's en illustrasies. Die feit dat die stalletjie fluks besoek is en die Boekeskou, wat oor die vier dae deur 33 488 mense bygewoon is, 'n groot sukses was, is dus verblydend.



Artikel deur
Marianne
Peacock.
Marianne is 'n
geakkrediteerde
Engels-Afrikaanse
vertaler in
Kaapstad.

Sommige besoekers het navraag gedoen oor taalpraktisyns wat skaarser dienste lewer, soos vertaling in of uit Russies, Sweeds en ander Europese tale. Die mees algemene vraag wat besoekers gestel het, was egter wat hulle moet doen om 'n vertaler of redigeerder te word. Dit was interessant om te hoor wat hierdie persone te sê gehad het. Hul redes was uiteenlopend: 'n Spraaksame dame wat lank vertoef het, se vernaamste rede was dat

SATI – Visible presence at the fifth Cape Town Book Fair

At the Cape Town Book Fair SATI shared a stand with PEG (Professional Editors' Group) and McGillivray Linnegar Associates, as it has been doing for the past few years. This year our presence was more visible since we were on a corner of the large exhibition hall in which 273 publishers, book traders, libraries and other organisations from all over Africa were represented. The logo and name of our organisation could not easily be missed on the bright orange background.

Thirteen members of SATI were on duty in shifts in the course of the four days of the Book Fair to represent and promote the Institute as a professional organisation and provide interested individuals with information. SATI gift packs were also on hand to give to people who gave a clear indication that they required the services of translators, proofreaders or editors or could make some other positive contribution to the promotion of the profession.

Some visitors enquired about language practitioners that provide scarcer services, such as translating into or out of Russian, Swedish and other European languages. The most common question visitors posed was what they should do to become a translator or editor. It was interesting to hear what these people had to say. Their reasons were diverse: A talkative lady who stayed for some time said her main reason was because she liked books so much and would like to work with them. (She also felt strongly about which presenters were unacceptable for phone-ins and which weren't!) Others complained about how unacceptable bad translations were, suggesting that they themselves could possibly do a better job. Misconceptions about the work of editors also often had to be corrected. Amongst other things, it needed to be emphasised that this work often entailed much more than mere language editing or proofing text for possible mistakes, and that training was essential.

Visitors to the stand sometimes wanted information about the availability of electronic translation tools. There was, for example, someone going on a business trip to Russia quite soon who was urgently looking for a tool that would translate text perfectly from English into Russian.



The 'cheerful' SATI, PEG and MLA stand at the 2010 Cape Town Book Fair. The author of this article, Marianne Peacock, is seated on the right.

Those SATI members who lent a hand during the Book Fair all made a positive contribution in endorsing SATI's image to a public interested in books and other forms of literature (be it electronic or on paper) as a professional organisation, the only one through which accreditation may be obtained by language practitioners in SA. The atmosphere in the shared stand was cheerful. The shifts weren't boring at all and it was a useful networking opportunity to chat with other language practitioners, exchange ideas and make contact with potential clients, which is very valuable during this 'lean time'. Members who helped all obtained free entry to the Book Fair; thus they could look around all day long as well as attend discussions, readings and other presentations of their choice.

It was interesting to see what a diversity of people attended the Book Fair, because it often looks as if we are moving in the direction of a (superficial?) look-and-listen-culture. We sometimes hear magazine editors say that those individuals who do still read want shorter texts with more photos and illustrations. The fact that the stand was actively visited and that the Book Fair, which was attended by 33 488 people during the four days, was a great success is therefore heartening.

English translation by Ilze Brüggemann. Ilze is an accredited English<->Afrikaans translator in KwaZulu-Natal.



SATI at Jozi Book Fair too!

The Jozi Book Fair took place at Museum Afrika just a week after the Cape Town Book Fair and was a far more intimate affair, with only 60 exhibitors. Exhibitors were mostly small publishers, authors promoting their own books, booksellers, and humanitarian/socialist organisations promoting their publications.

SATI again joined forces with the Professional Editors' Group and was one of the exhibitors, aiming to educate participants and the public and raise awareness of the two organisations and what their members do.

SATI members who manned the stand reported that the Fair was relatively quiet, but that there was some interest in what the two organisations do.



Dit was 'n aangename oggend. Daar was nie 'n magdom mense nie, maar ons het deurlopend inligting kon verskaf aan mense ium die nut van (goeie) vertalings. Ek het byvoorbeeld twee mense verwys na SAVI se webblad wat spesifiek op soek was na 'n vertaler van Engels na Italiaans en Portugees na Engels.

Elma Potgieter

According to a lady I spoke to who, together with her husband, publishes virtually only in Tswana: 'Africans must reinvent themselves and publish their severely threatened culture before it disappears entirely – and that on home soil!'

Manzo Khulu

During my shift at the Joni Book Fair most of the visitors to our stand were interested in editing. Two people who had recently formed a company took a SATI brochure and a translator who visited the stand indicated she planned to join SATI.

Fernanda Jones

During my shift we had fewer than ten visitors to the stand. Many of the visitors were there to buy books and so did not stop to speak to us. A few were people who wanted to become editors. Our Xhosa and Sotho brochures did garner some interest and we were approached by publishers glad to learn about our accreditation system and where they can source translators.

Beverley Boland

Thoughts on the interpreter's world

In our globalised world where people constantly move from one continent or country to the next, one of the challenges facing such travellers is the different languages used around the world. This has given more prominence to the role of the interpreter.

Interpreters are also essential in the justice system, and it is here that I have had personal experience. All parties in court recognise the vital role played by the interpreters. Recently, during a murder case in the High Court, the presiding officer asked the interpreter at the time: "Do you know that the court depends on you?" This was a clear message for the interpreters to be efficient and responsible. This requires certain qualities: honesty, ethical conduct, not becoming emotionally involved and remaining professional.

It is alarming to find clients are often not aware of the professional role an interpreter is called upon to play. Often, they consider him as someone who will speak up on their behalf and will side with them or influence the justice process for them. If they then lose their case, they feel the interpreter has betrayed them and sided with the opposition. This attitude is sometimes fed back to the interpreter's own community, and as a result of these negative perceptions people from his community refuse to sit next to him and even ignore his greetings! This illustrates the importance of educating people about an interpreter's role.

Habtamu Abebe Gebremariam, Amharic translator and interpreter

Plain language pointers

Plain language principles are based on psycholinguistic research. So, when a writer revises a text for clarity, the changes they makes should indeed enhance understanding. If not, the change is not really justified, is it?

We need to be acutely aware of the kinds of constructions that cause processing difficulties for readers. So, for instance, plain language writers avoid the following (among other things):

- Nominalisations, because they are abstract
- Noun strings, because they cause information density in a text
- Whizz deletions, because they cause cognitive processing overload on the part of the readers (who have to 'fill in the gaps' caused by the deletions, themselves)
- Passive constructions in embedded clauses, because they are more difficult to understand

At word level, plain language writers opt for *high-frequency words*. These are words that are used more often by the speakers of a language, compared with low-frequency words. A corpus of a language will reveal which words (in a pair or a set) are more frequently used and therefore more common. If the plain language writer cannot consult a

With the Consumer Protection Act coming into force in April 2011 and requiring official documentation to be in language that is understandable and accessible to the man in the street, here are some principles for plain language writing or editing.

corpus with frequency counts, they may approach ten people in a supermarket, at a bus stop, etc., and ask them whether they know and understand a particular word or phrase. This kind of action research is very useful in plain language work. Plain language work is reader-focused: why not ask real readers what they think, know and understand?

Plain language writers purposely avoid jargon, technical terms and legal archaisms such as *shall*. The meanings of such words cannot be derived or worked out from the context, so unless these terms are explained in one way or another, the reader will not understand them or grasp their full meaning.

However, the plain language writer has to be very careful NOT to change the legal status and legal consequence of a particular document, i.e. change the meaning of a document. For example, if a writer or editor changes *shall* to *may*, there is a problem with the legality of the provision. The modification changes an imperative statement (where an *obligation* is implied) to a directory statement (where *discretion* is allowed). When a writer changes *shall* to *must*, the imperative statement remains intact. We see this in more recent legislation, such as the Constitution and the Labour Relations Act, to name but two.

In addition to the linguistic knowledge referred to above, the plain language writer relies on their experience, intuition, common sense and 'translation' skill. These attributes are equally important in plain language work. The plain language writer is also acutely aware of other text characteristics which may have an influence on the readability of a document and therefore impede understanding, such as text organisation, typography, layout and document design, etc.

Plain language requires careful thought and action research.

"Plain language work is reader-focused: why not ask real readers what they think, know and understand?"

Information from Eleanor Cornelius. Eleanor is a lecturer in language practice at the University of Johannesburg and is working on a doctoral thesis on the subject of plain language.

In lighter vein

Two Eskimos sitting in a kayak were chilly, so they lit a fire in the craft. Unsurprisingly it sank, proving once again that you can't have your kayak and heat it too.

Two hydrogen atoms meet. One says, 'I've lost my electron.' The other says 'Are you sure?' The first replies, 'Yes, I'm positive.'

Did you hear about the Buddhist who refused Novocain during a root canal? His goal: transcend dental medication.

In a democracy it's your vote that counts. In feudalism it's your count that votes.

Two fish swim into a concrete wall. One turns to the other and says 'Dam!'



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.

Marketing Solutions

Based on a highly successful workshop by Tina Potgieter, this book is a self-help guide to marketing your freelance business. The book teaches users to –

- assess where their business is at currently
- define exactly what their business needs are
- determine what their clients' needs are
- devise client-driven marketing strategies
- assess their competition
- determine which marketing methods work best for their business
- network successfully
- develop a practical marketing plan
- leverage themselves and build a successful business

A5 format, soft-covered, with 38 pages of excellent tips, many practical examples and implementable ideas.

Cost: R60 per copy for SATI members and R80 for non-members. To order, contact Marion Boers on 011 803 2681 or publications@translators.org.za.



Other publications

SATI will be offering members a special discounted price on *Teksredaksie* and *Veeltalige Vertaalterminologie* early in 2011. Watch your SATI e-mails for details of the special offer, which will be available for a limited period only.

