



Trading on Trados

A report on the Trados Workshops in Dallas
By Tiina Fallini

"Amazed!"

"Great event for MITA. This is a session a translator can use."

"Selection of speaker and topics very attuned to translators' needs. Workshop offered an excellent opportunity for networking."

"The workshop went far and beyond my expectations (and those of others, as I was told). I enjoyed it very much. I feel more confident now to start using my software. Besides Tuomas being knowledgeable and even

funny, the fact that he is a translator too makes it much more objective and productive."

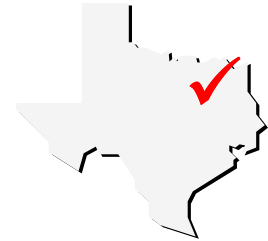
"Excellent day."

These are just a few of the comments we received at the end of our two-day Trados workshop February 24-25. "A smashing success!" were the words someone used – and that just might best describe the weekend. We had record attendance with over 100 registrations and

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METROPLEX INTERPRETERS
& TRANSLATORS
ASSOCIATION

Serving DFW and North Texas



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April 14, 2007—MITA Meeting!

Hone your language skills in a hands-on workshop that builds your vocabulary and sharpens your translation/interpretation technique. This is an interactive session, practical for both translators and interpreters employing a method you can use to strengthen your language competencies. Facilitated by our own **Marilyn Retta!**

(Please note that this month, we're meeting the second Saturday, not the first!)

Born in Translation—Neologisms and Creative Word Works

By Laura Tamayo

Special to the Reader

Often the work being done by a newly created word is as much social as it is technical. Let us consider the standing, in terms of acceptability, that neologisms have in society. Our first question is, which society? Neologisms may sound modern and progressive in the source language,

but may be stigmatized as a category in the target language.

Along the same lines, the question could be one of industry and not language. Hi-tech fields are often very receptive to word creation and welcome not only wholesale borrowings, but also direct translation. Witness the term "mouse", happily accepted as:

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STEERING COMMITTEE MEMBERS — meet bi-monthly at varying venues. If you wish to attend, please contact an SC member for details.

MITA Meeting April 14

Join us for lively discussions and shared information!
For directions, go to

April 2007						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

LCI CE Classes:

March 24—Berkana, Houston
(www.eberbakan.com)

May 19—Access, Dallas
(www.accesslc.net)

May 22—Masterword, Dallas (other sites and dates listed on www.masterword.com)

May 2007						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April:

14—MITA Meeting, 2:30 p.m.

21—Translation Workshop sponsored by HITA (Houston; www.hitagroup.org)

May:

4 thru 6—ATA Energy Conference (Houston; www.atanet.org)

18 thru 20—NAJIT Annual Conference (www.najit.org)

Steering Committee

MITA's steering committee met on March 10, 2007, at Le Madeleine in Irving. Present were **Tiina Fallini, Marilyn Retta, Maria Yolanda Rivera, Karen Sharp** and **Carol Shaw**. Members worked on speaker plans for the remainder of 2007 as well as upcoming workshops.

All MITA members are welcome to participate in Steering Committee meetings; bring your ideas and bring your energy! Membership on the Steering Committee is open, requiring only the willingness to commit your time.

Born to Translate

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“ratón” in Spanish,
 “rato” in Portuguese,
 “souris” in French,
 “sagu” in Basque,
 “Maus” in German,
 “muis” in Dutch,
 “tikus” in Indonesian,
 “liklik rat” in Tok Pisin,
 “mush” in Farsi, and
 “fa’ra” in Arabic.

In all these languages, just as in English, the same word is comfortably used for the device that gets us around our screen as well as the furry creature that noshes on cheese. This is a great example of an industry-specific association. While the English word “mouse” does not in general have negative connotations (mice are often the good guys in fairy tales, and let’s not forget Mickey), it’s safe to say that in most of the Arabic-speaking world “fa’ra” does not bring Disney-like images to mind at all. Even so, “fa’ra” is the preferred term for the computer world. So it works.

On the other hand, we often deal with culturally charged terms like “soccer mom”, coined in the early 1990’s. Yes, a large part of its meaning relates to the mothers of children who play soccer, but there is so much more to it than that. The term denotes an entire lifestyle—or the stereotype of one—, and depending on the context it can be a neutral, complementary or derogatory term. Can this be captured by a literal translation? Doubtful. The term is coated in history, social debate, and ideology.

So, our second question is, to what are we being faithful? The reasons for using a neologism are key for translation work. Terms are invented in order to:

- fill a void for a term that doesn’t exist,
- create a memorable term by playing with the sounds,
- paint a picture, or to
- allude to something else.

The first three are usually not the challenge for experienced translators, but that fourth

one can be sneaky. When an author chooses a word or phrase that alludes to something else, the point is often to develop a term that packs a greater punch. It leans on all the power invoked by the pieces of the newly created word. I’m thinking of terms like “faux finish”, “faux fur” or the new “fauxtography”. In the case of “fauxtography”, unclear understanding of the origins of the term can completely alter the tone post-translation. The word “faux” may mean “fake”, but it often has positive associations, such as the “faux finish” style in decoration and “faux fur” among animal lovers, or neutral ones like “faux amis” for false cognates.

This is NOT the case for “fauxtography”, which refers to misrepresentation in journalistic photographs by staging, mislabeling, photoshopping, cropping or otherwise altering the reality in front of the camera. It is a practice intended to deceive. The translation, if it is to be effective, must ignore the sense of “faux” embraced by the fashion industry in favor of a term that carries the unsavory link to falsehood and fraud.

This is why it’s extremely important, when dealing with neologisms, that we look to our resources: the context of our document, the term in other written works (translations and monolingual sources), our colleagues, the original author and the client (if they aren’t one and the same). For the newer terms, don’t underestimate the power of chat rooms and blogs! Whatever it takes to get to the heart of the newbie.

Otherwise, it is all too easy to turn a rich term with real WHAM-punch into a wimpy substitute with barely a ping.

Laura Tamayo is a linguist, writer and translator (Spanish<->English), and a regular contributor to the Reader. She may be reached at: tamagam2@sbcglobal.net



Trados Workshops in Dallas...

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attendees coming from all over Texas. Just about everyone seemed to leave extremely happy and either ready to start using Trados or with much deeper knowledge about how to use it.

On the first day of the workshops we learned the basics of Trados, hands-on. We were taught all we needed to know in order to start using the program, from opening the program to finishing a project. We also learned what to do if something goes wrong. We were told what Trados can do for us and what it can not, as well as how to charge for translations. In the afternoon workshop we learned more about automatic substitutions, segmentation rules, translation memory fields, translation memory management and other more advanced features of Trados Workbench.

The second day was dedicated to MultiTerm and TagEditor, something for the more experienced Trados user. MultiTerm is used for the automatic term recognition feature in Trados and for terminology management, and TagEditor is used to translate PowerPoint, Excel, html and other tagged file formats. In between those two workshops

most of us went for a little networking lunch at the nearby Jazz Café. The food was delicious, the music was riveting and the company – well, could not have been better. Too bad we only had one hour of time.

Our presenter, Dr. Tuomas Kostiainen, received lots of praise for his easy-to-follow style, astonishing knowledge and humorous approach which made learning that much more fun. He was happy to answer any and all questions and went to great lengths to make sure that everyone was satisfied in the end. We can not wait to have him come again for a refresher course!



Tiina Fallini is an experienced Finnish<>English translator and interpreter, and an active member of MITAs Steering Committee. Tiina also serves as the Assistant Administrator for the ATA's Nordic Division. She can be reached by email at: tiina@finntrans.com

And this is why they still need us....
(humor courtesy of www.english.com)



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Wrapping it Up....

Thanks to Paul Headland for his dynamic presentation at the February MITA meeting!

We need volunteers for the Steering Committee—if you're interested, please see any of the current SC members for details.

*Coming in future presentations: Omega-T translation memory software; the special requirements of the ad world: transcreation, or creative translation; and other exciting topics. If YOU know someone who would be a good addition to our line-up, please contact **Maria Yolanda Rivera** or **Marilyn Retta**.*

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