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CERTIFIED THROUGH CTIC TRANSLATION EXAMINATION

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CERTIFIED ON DOSSIER IN TRANSLATION

English-French

Rigaud, Catherine

What Has ATIO's Board of Directors Been Doing?

By Barbara Collishaw, President

Although you may only hear periodically about what ATIO's Board of Directors is up to, we are working year-round on your behalf. The Salaried Translators Committee worked hard conducting a survey of members in that group. The results were published in the March issue of *InformATIO*. The Independent Translators Committee and Foreign Language Translators Committee will be updating their respective surveys in the next few months. Watch for them and be sure to participate! It's very important for ATIO to know more about its members and how they approach their work.

The committee studying certification and testing for community interpreters and medical interpreters has been looking at the criteria that should govern these new categories. We intend to make the requirements as similar to existing categories as possible. ATIO will make recommendations to CTTIC about standardization and testing, and CTTIC will eventually be responsible for tests or other means of certification. At Critical Link 7, several Board members gathered information and made useful contacts, especially with American groups evaluating medical interpreters.

On the Board's agenda for the coming year includes continuing outreach to the foreign-language communities through articles and press releases; review of staff job descriptions; review of financial practices; continued participation in CTTIC and the Canadian Coalition on Community Interpreting; maintaining contact with employers and those who provide work to freelancers, for instance, the federal government's Translation Bureau and selected ministries of the Ontario government.

The Board meets in person in June and October in Ottawa, and in January in Toronto, but between meetings, Board members discuss many issues by email. The Executive (President, Vice-President, Secretary and Treasurer) holds a meeting by teleconference with the Executive Director about once a month. If you have questions or concerns, contact the office or any of the Board members. Visit <http://www.atio.on.ca/about/board.php> for a list of Board members and their contact information. ♦

Salute to 25-Year Members

The following members joined ATIO in 1988 and have seen the Association through the ensuing quarter-century.

Congratulations!

Claire Breton-Pachla, *Translator*
Estelle Brunet, *Translator*
Michel Bérubé, *Translator*
Marc Coullavin, *Translator*
Louise Desjardins, *Translator*
Christiane Devaud, *Translator*
Jean-Noël Huard, *Translator*
Arthur MacRae, *Translator*
Marina McDougall, *Translator*
Germain Pitre, *Translator*
Mohan Rajagopal, *Translator*
Pascal Sabourin, *Translator*
Ruth Segal, *Translator*
Jeannot Trudel, *Translator*

Your New Board for 2013-2014

The newly elected Board members are:

Barbara Collishaw	President
Yuri Geifman	Vice-President
Alexandra Scott	Secretary
Tom Ellett	Treasurer
Veronica Cappella	Director, Salaried Translators
Lisa Carter	Director, Independent Translators
Dorothy Charbonneau	Director, Conference Interpreters
Yuri Geifman	Director, Court Interpreters
Jianhua (Gerald) Yang	Director, Foreign Languages
Marco Fiola	Director, Terminologists

Congratulations to all!

ATIO takes this opportunity to thank the sponsor of the 2013 Annual General Meeting



Insurance

Meloche Monnex

Society, Technology and Translation: *Perspectives and Impacts*

By Donald Barabé, C. Tran (OTTIAQ) and former vice-president, Professional Services, Government of Canada Translation Bureau
Translation Janet Jury, C. Tran.

ABSTRACT

Just as World War II catapulted the world from modernization into modernity, the 2008 financial crisis marked the end of globalization and the beginning of globality.

Economically, the result has been a rebalancing, a levelling out even, of powers, with no single country being dominant anymore. One characteristic of globality is the interdependence of countries, evidenced, for example, by historically high levels of international trade. And since every country requires that exports be conducted in its own national language(s), trade is possible only in the target language(s), resulting in a marked increase in the demand for translation.

Socially, we have also seen some equalization of cultures and languages. For example, in 2009 at the first BRIC summit (of Brazil, Russia, India and China), talks and proceedings were conducted through translation and interpretation; there were no

intermediate or relay languages. In the globalized world (the pleonasm is deliberate), multiculturalism and multilingualism are of vital importance. Here too, translation plays a pivotal role—making cross-cultural and cross-linguistic communication possible.

In this context, society's expectations regarding translation have never been so high. And translators, by extension, have never before played such a key role in society and the changes it is undergoing. At the same time, society's transformations are profoundly altering the translation process and the professional responsibility of the translator.

This raises significant professional and ethical challenges, especially in the wake of innovations in information and communication technologies.

In an article in *The Journal of Specialised Translation*, Donald Barabé reviews these major transformations and challenges and their impacts on the profession of translator.

http://www.jostrans.org/issue19/art_barabe.php

Analysis: Survey of Canadian Freelance Terminologists

By Michèle Plamondon, Chair of the ATIO Committee of Terminologists
Translation Matthew McCarthy, C. Tran.

On November 14, 2012, the ATIO Committee of Terminologists sent a questionnaire to language industry professionals who do freelance terminology work in Canada in order to better understand their activities. Recipients were to respond to the survey by November 30, 2012.

ATIO sent approximately 2,100 questionnaires to certified members and candidates for certification belonging to the various Canadian language professionals' associations that are members of CTTIC.

This report analyzes the most interesting aspects of the survey.

Overview of sample

Number of survey recipients: approximately 2,100
Number of responses: 31
Number of respondents who do freelance terminology work: 14
Response percentage: 1.8%

This low response rate is understandable given the small number of terminologists who are members of the various associations and the limited amount of terminology work done in the private sector. In the past, some companies, such as CN, Air Canada and Bell Canada had their own terminology departments. That is no longer the case.

In response to the question "Do you do any freelance terminology work?", 22% of Francophones (of the nine who responded to the survey in French), and 55% of Anglophones (of the 22 who responded to the survey in English) answered "yes".

Continued on page 8

InterpretAmerica4

By Dorothy Charbonneau, C. Conf. Int. C. Tran.
Director, Conference Interpreting

InterpretAmerica4, formerly known as the North American Summit on Interpreting, was held in Reston, Virginia on June 14th and 15th, 2013.

The first day was launched with a keynote speech by Michael Hyatt, author of Platform: Get Noticed in a Noisy World, who demystified the various means of staying connected and strongly encouraged all the attendees to “get noticed” by creating their own online brand.

The first plenary panel, Social Media Success Stories: A New Brand of Thought Leaders for the Interpreting Industry, discussed the impact of new media on attracting young people to the interpreting profession. Ian Anderson from the European Commission recounted their efforts to target the next generation and found that Facebook and YouTube proved very effective. Natalie Kelly discussed the top three reasons to use social media in our field, namely to learn, share and connect. Brandon Arthur, founder of StreetLeverage.com and an ASL interpreter, also offered his perspective and the implications of technology for sign language interpreters.

After lunch, the attendees were invited to participate in one of four workgroup sessions:

- 1) Professional Association Collaborative Effort – What’s Next;
- 2) Training the Millennials: The Next Generation of Interpreters;
- 3) Tweeting on Your Lunch Break: Interpreters, Social Media and Ethics;
- 4) Vicarious Trauma and Interpreter “Invisibility”: Addressing Interpreter Self-care in Diverse Settings.

I participated in the first session, where the debate was lively and informative. There are several diverse associations representing interpreters in the US who have recently formed a coalition to better advance the aims of the profession. The participants were divided into small groups of five or six and asked to discuss

the primary challenges and avenues of advocacy, as well as the minimum qualifications required to practice as an interpreter beyond untested bilingual abilities, among other issues. Participants in this group included representatives of various translation/interpreting organizations from the United States, Canada and New Zealand, just to name a few, as well as a number of practitioners.

All four sessions were repeated at Critical Link 7 the following week in Toronto. The results of both sessions on professional associations were remarkably similar and will be included in a white paper to be published in due course on the InterpretAmerica website, along with the findings of the other working groups.

The second day was streamed live and the Twitterverse was abuzz with comments as we heard from a number of speakers providing their personal insights about the profession in five to 10 minute presentations. This was followed by a panel on the new technologies that may disrupt interpreting. Surprisingly, many of the corporate presenters had little knowledge of the sound requirements essential to proper interpreting. We also heard from Babelverse, think Babelfish for interpreters, a new entrant to the interpreting universe with some very worrisome implications for the profession.

The afternoon plenary was devoted to the American Standard and Testing Materials (ASTM) general standard on interpreting. Once agreed upon, the ASTM standard would serve as a basis for the US position on the matter at ISO (International Standards Organization), which is also considering a general standard on interpreting. The ASTM strives to strike a balance of interests between interpreters and users. There are actually two subgroups discussing the issue—one representing interpreting professionals and the other representing language service companies. Each group comes at the issue from a different perspective and both sides must agree at the end of the day. From what I could understand based on the comments from the panelists, both sides have quite a way to go to achieve consensus. It should be noted that Canada also has its own working group looking at the same issue, albeit structured differently.

All in all, it was a very busy and information-packed two days that provided a great networking opportunity and a chance to catch up with attendees I met at previous summits. ♦

Critical Link 7: An International Conference for and About Public-Service, Community and Health Interpreters, Held at Glendon College, York University, June 17-21, 2013

By Barbara Collishaw, President

As a long-time translator, with most of my career spent in the federal government, the world of interpreters was all new to me. I was at Critical Link 7 to learn. I was also there to bring greetings from ATIO and CTTIC to all the attendees, some international, some from other parts of Canada, and many from the Toronto area. I believe my greetings were well received—my speech was short and sincere.

The first plenary session (The Path to Professionalization: Does Conference Interpreting have lessons for Community Interpreting?) began with a presentation by Linda Fitchett, president of the International Association of Conference Interpreters (AIIC), who stressed the importance of AIIC's core values: professional secrecy, linguistic competence, professionalism and impartiality, collegiality and fair competition, and direct contacts and contracts. AIIC acts as a labour union and negotiator for staff and freelance interpreters in the European Union, United Nations, NATO, OECD and international trade unions. She pointed out that all interpreters want more recognition, better pay and better working conditions. AIIC has been able to make great strides in this respect over the years. Other panel members, from the International Monetary Fund and the European Commission then joined in to discuss the topic. One important point was that interpreters have earned the right to be treated just like international delegates—the same lunches and perks, and the same dress and behaviour codes. Interpreters then have to determine who they identify with. Finally, there is now a European Directive on the Rights to Interpretation and Translation in Criminal Proceedings (2012/13/EU) that has had an impact all over Europe.

Tuesday afternoon, the plenary session was entitled Having Interpreters Recognized as an Essential Health Care Service. Language Services Toronto was an example of the purchasers (hospitals, etc.) banding together to find a solution to interpretation problems.

In the end, they received bids from various companies and consortia and chose the bidder that could meet their standards. A representative from Spain reported that their interpretation challenges were not resolved but provided a learning experience. Axelle Janscur from the Health Information Network (HIN) in the Toronto area spoke about equity in access to care and how HIN has an advocacy-based focus to this end. HIN created national guidelines that have been accepted as a working document for minimum standards. Cynthia Roat emphasized CHANGE and how to create it. There are lots of different levers we can use to increase the recognition and quality of interpreting as a profession—laws and regulations, peer pressure (on the providers), public pressure (using the media), contracts with providers, and labour unions.

Wednesday's plenary focused on interpreting for Aboriginal peoples. The UN Declaration on the Rights of Indigenous Peoples has had an impact. Four panellists provided very different perspectives. Victor Sosa, who works at a medical facility in an agricultural area in California, spoke about the challenges faced by "indigenous immigrants"—the workers from Mexico and Central America who harvest California's crops. In establishing a medical centre, there were many cultural barriers and a wide variety of languages, often requiring relay interpreting involving three or more languages. One of Martha Flaherty's many occupations is as a freelance interpreter in Inuktitut for the Senate of Canada. In the days of residential schools, the children who returned to their communities naturally became interpreters for the elders. She studied nursing and journalism and has had many adventures. She pointed out that English is deficient, having only one word for "sister" (Inuktitut has distinct terms for older and younger sisters) or for "skin" (human skin is not the same term as sea-animal skin or caribou skin). Training for Inuktitut interpreters is available in Yellowknife and Iqaluit. Vera Houle of the APTN

TV network spoke about the challenge of interpreting the Olympic Games in Aboriginal languages. APTN chose the 10 most-spoken languages and trained 27 Aboriginal people, both old and young, as sportscasters and sports journalists. A dictionary had to be created, too. Other groundbreaking work by APTN includes its children's programming and its outreach through streaming programs (APTN.ca), the Digital Drum, and other social media. The speaker from Greenland told the tale of how, in the years following World War II, Aboriginal children were sent to Denmark at age 11 to take the "big Danish course" for several months. When Greenland achieved home rule in 1979, Greenlandic was favoured and Danish pushed aside, but any education in Greenlandic grammar had vanished. Many people speak Greenlandic but the quality is rough. The Greenlandic Language Secretariat uses government funding to train new professional translators and interpreters to replace the aging, experienced ones, and to develop terminology.

Since home rule, most students are not orally fluent in Danish. The general outcome of the session was a recognition that Aboriginal language interpreting is a serious and growing field.

Thursday's plenary asked a tough question: How do we talk about three elephants on the room? I am not sure these elephants were ever identified, but some hard questions were asked and answers suggested. Jonathan Levy of CyraCom in Arizona expressed the users' need for interpretation that is accurate, timely, affordable and in every language. Finding the right interpreter in the right place can be like finding "an albino parrot in Alaska". Interpretation is often taught in ways suitable for a five-star restaurant, but the reality is that it is delivered everywhere, randomly and unevenly, more like a food truck. The goal should be something affordable, standard, consistent that won't kill you (say, the Olive Garden chain). Katharine Allen, who is co-president of InterpretAmerica described the elephant

Notes from a wide range of sessions:

- Finland has had to respond to the new European Directive by passing legislation and organizing its court interpreters. Some 10% of court cases in Finland require interpretation, although the number of foreign-language speakers is only 4.5% of the population.
- A professor at the University of Salento, Italy, uses the film *The Terminal* (Tom Hanks, an immigrant, is stuck in an airport lounge) as a framework for assignments to her students. Just imagine the learning opportunities.
- Another presenter (a Bosnian in Norway) discussed the interaction of ethnicity and trust in court interpreting—the accused were Muslim men and were hesitant to accept a non-Muslim female interpreter.
- The dynamic Cynthia Roat discussed continuing education programs, which are an essential element in providing quality interpreting, following recruitment, language testing, interpreter training, skills testing and monitoring.
- Speech Language Therapy and Interpretation students have been co-training in New Zealand (pop. 4.4 million, with 160 languages spoken) and the outcome has been positive for all.
- Norway (pop. 5 million, 109 languages and an 11% immigrant population) has an immigration and diversity office that provides a range of services to courts and other administrative bodies. The Norwegian principle is that it is the public service administrators who require the service in order to do their jobs, rather than the immigrant or minority population.
- After serious PowerPoint presentations, we were pleased to see a slide show depicting La Malinche or Marina, the native woman who interpreted for Cortés during the Spanish Conquest of Mexico. She was once seen as a traitor, but post-colonial and post-feminist ideas have questioned that: Was she an agent, a victim or a warrior?

of change. There have been three big revolutions in society—agricultural, industrial and digital. Each in its time has been a disruptive technology, the way mobile computing is today. More people in the world have mobile phones than toothbrushes. Geographical barriers disappear but language and communication barriers remain. Interpreters are at the centre of the storm. In the United States, employment of translators and interpreters is expected to grow 42% in the next 20 years. Melinda Paros talked about technology that had created a sea-change in interpretation. Previously, when AT&T had a monopoly on telephone services, and had a fortune invested in physical lines and switches, no one could afford to start a competing call centre or conference call service. With the breakup of AT&T, Language Line interpretation services emerged, but then, when VOIP appeared, the field became cheaper and easier to enter and more competitive. The trend, though, is from one company to 20 or so small ones, struggling for business, and only the top two or three surviving. How will interpreters stand up to the new oligopoly? Organize! Push back on price; use political advocacy (disability rights can be an argument); organize the purchasers to band together to demand high quality and reasonable prices; create partnerships with those who share your values. Jonathan Levy talked about the U.S. Army being the largest classroom in the world. The cryptolinguists who monitor security and intelligence now speak many more languages than the Cold War Russian. Many interpreters have returned from conflict zones, and many locally hired interpreters have immigrated. They can be discouraged and disoriented by no longer being at the centre of essential, emergency action, and many have gone into debt. Reach out to them. Mr. Levy taught a crash course: Cross Cultural Communication for Every Soldier. It was short but intensive and has been worthwhile. That means the U.S. has a large number of ex-soldiers who have useful new skills. The question and answer session brought out lots of willing organizers and a will to change things.

The session with Jonathan Levy about the certification of health care interpreters and the process used in the United States to achieve a national standard for certification was quite relevant to the situation we are facing with setting standards for community

and medical interpreters. Mr. Levy is a member of the Certification Commission for Healthcare Interpreters, which created the certification. The National Commission for Certifying Agencies identifies certification needs as: national credentials, a valid, credible and vendor-neutral test. Credibility means that it was created by and for interpreters, in the public interest. A broad range of stakeholders worked on creating the credentials. At some point, the International Medical Interpreters Association (IMIA) split from this commission and created its own certification process.

The Commission's work resulted in two credentials. The Associate Health Care Interpreter Credential (AHI) is the entry level in all languages for interpreters with some training. It is knowledge-based, not language-based. The more advanced level Health Care Interpreter Certification (CHI) is now available in Spanish, Arabic and Mandarin, with Vietnamese and Russian being developed. Both credentials demand work experience and continuing education for maintenance. The credentials are available all over the United States, and parts of the test are done online. Information is available at <http://www.healthcareinterpretercertification.org/>.

Both Jonathan Levy and Cynthia Roat were generous with advice and encouragement as we try to create similar credentials in Canada, as was Lola Bendana of the IMIA. Many of the people we met had useful information.

It is important to sell service users on the value of certification. Will having certified interpreters available give one hospital a competitive advantage over another? Can you (association, certifying body) give users an award for applying high standards? Can you get them a grant for a pilot project? Will working with the medical and administrative establishment through journals, associations and conferences find a way to provide training for health care professionals on the best kind and best use of interpreters? What do administrators worry about? Costs, time, liability. What do doctors want to know? How it will help them do their jobs better. You can help. Stay on top of the current trends and buzzwords—speak their language. ♦

Analysis:

There are two factors that explain this gap:

- 1) greater participation of Anglophones in the survey, and
- 2) the fact that, in most cases, Francophones who work into English rely more heavily on the Translation Bureau's terminology services. Anglophones have established their own networks or depend on themselves, because they often translate texts in foreign languages and, as a result, terminology services for them are more limited.

On the issue of rates

The preferred rate calculation method is by the hour.

The minimum rate for terminology work is \$20 and the maximum was most often between \$40 and \$60.

The rate for revision is approximately \$30.

The committee wondered whether revision is really part of terminology or translation. In the survey, the term "revision" was defined as "Verification of terminological equivalence done by an expert in a given specialized field."

To the question regarding a higher rate for urgent jobs, 50% of respondents answered "yes", and just as many responded "no".

The average rate requested for urgent work is 25% greater than the normal rate. We prefer to express this rate as a percentage because dollar amounts represent both the total amount requested for urgent work and the additional amount requested for that work. We therefore calculated the percentage of these answers based on our analysis. It should be noted that, for foreign-language translations, the rate does not change according to language combination.

We were able to establish a profile for freelance terminologists despite the data provided by a very low percentage of Canada's certified language professionals.

All but a few of these language professionals were often independent translators, without any particular training in terminology, whose official language is English, and who work mainly in languages such as Spanish, Russian, Arabic and Farsi.

Most work requests come in the form of lists of terms and glossaries. Most respondents use word processing software to enter the results or to prepare glossaries or vocabularies. They do not make use of computer-aided translation (CAT) tools with glossary-building capabilities.

Conclusion

Terminologists carry out their profession away from the limelight. The terminologist's profession is virtually unknown in the private sector, for various reasons. In a period of economic recession, it is already difficult for translators to find work. Small translation companies cannot afford the luxury of paying for full-time terminologists. It seems to us that it is much more profitable for large companies with at least 15 translators. In that case, a terminologist can be profitable in the long term by making it possible to prepare glossaries for the various fields in which the company is translating, and therefore facilitating consistency between texts translated by a team of translators.

While a terminologist carries out more exhaustive research, translators can carry on with their work. When glossaries are completed or being prepared, they are provided to translators who can then harmonize their texts, thus better serving their clients' needs. In this respect, a terminologist is an indispensable asset to a large team of translators and enables the production of harmonized texts in a minimal amount of time.

The terminologist is also the impartial mediator who can step into the debates that sometimes arise between translators regarding the most appropriate term. These are assets that heads of large translation companies should take into consideration. It is up to us terminologists to promote and raise awareness of our profession. ♦

InformATIO

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