

AURORA BOREALIS

Nordic Division Plans 3 Sessions at the ATA Annual Conference in New Orleans 2006

From a Detective to a Director: A Documentary Film on Finnish Audiovisual Translators

Maria Kynsijärvi and Maria Stenback
Friday, November 3, 1:45pm-2:30pm (All Levels)

The competence of Finnish audiovisual (AV) translators is based on a varied and thorough education and is characterized by high professional standards. While in many countries an AV translator is either a subtitler or a dubber, in Finland many AV translators do both. They also work as directors when the translation is recorded in the studio, and select the actors/readers for their translations. In domestic productions, translations are often produced in cooperation with the producers of the program. Participants will be shown a 15-minute documentary, produced by the Finnish Association for Translators and Interpreters, that illustrates these work processes.

Scandinavian <> English Translation Workshops

Thursday, November 2, 1:45pm-3:15pm (All Levels)

Back by popular demand! As in the past, we are offering the popular Nordic > English translation workshops again.

Source language texts are included in this edition of *Aurora Borealis*. Translators should take this opportunity to prepare their translation ahead of time and then come to conference to exchange their suggestions with other translators in the group during the 90-minute session. We normally allot 20 – 30 minutes per



language combination (En>Da, En>No, Eng>Sw) and vice versa. Following this format, the workshop also helps to highlight the commonalities and differences between the Scandinavian languages.

It is always a great learning experience in terms of style and strategy. Although the passages are only about 150 words long, there are usually about 300 different translations provided. All of them good!

This is also an excellent practice session for translators wishing to take an ATA Certification exam, as we may be able to look at past exams, talk about errors commonly made in this language combination, and discuss how the exams were graded.

Swedish > English Sample Text (Dagens Nyheter 8/24/06)

VÅRA MYNDIGHETER är visserligen inte direkt styrda från regeringskansliet men de visar i allmänhet att de vet hur vindarna blåser. Och det är i grunden inte fel - ett lands regering ska kunna räkna med att dess politik omsätts av myndigheterna i konkreta beslut.

Dock inträffar det inte så sällan munnen säger ett, men menar ett annat. Så har de varit rätt länge vad gäller flyktingar och asylsökande. Sverige för en generös politik, säger regeringen - men nickar tyst bifall till en allt hårdare praxis.

Inte konstigt alltså att Migrationsverket slog till bromsarna när människor i Libanon började söka visum till Sverige, de kunde misstänkas för att vilja stanna eftersom det är krig i Libanon.

Asylansökningarna från libaneser skulle behandlas restriktivt, tyckte verket. Och det gör de, väntetiden på beslut uppges ha blivit fyra veckor i Damaskus, där dessa ärenden sköts eftersom någon svensk representation inte längre finns i Beirut - säkerhetsläget där gjorde det nödvändigt att lämna också det tillfälligt förstärkta konsulatet.

MEN DET SER TROTS allt illa ut att på detta sätt försöka hindra människor att resa från krigets Libanon till Sverige. I går ryckte regeringen ut och förklarade att Migrationsverket gjorde fel. Visering ska inte användas som ett flyktingpolitiskt instrument enligt den ansvariga statssekreteraren Charlotte Svensson

Norwegian > English Sample Text (Aftenposten 24/8/06)

En fersk undersøkelse viser at skolemelken synker i popularitet. I 1999 hadde 62 prosent av elevene i barne- og ungdomsskolen skolemelkordning. Nå er tallet 57 prosent.

- Det er bekymringsfullt. Barn trenger et sunt og variert kosthold for å holde det gående fysisk og mentalt gjennom en krevende dag. Men dessverre spiser og drikker mange skolebarn feil, for lite eller ikke i det hele tatt. I den sammenheng spiller skolemelkordningen en viktig rolle, sier Ida Berg Hauge, daglig leder i Opplysningskontoret for Meieriprodukter.

MMI gjennomførte i mai i år en undersøkelse på oppdrag fra Opplysningskontoret om skolemåltidet og skolemelk. 200 lærere, 50 rektorer og 200 elever mellom 8 og 12 år deltok. Skolemelkordningen har ikke startet opp etter sommerferien, men Lina, Louise, Ella og Selma i 6. klasse på Stabekk skole, tar seg gjerne en slurk etter skolen. De vet det er sunt.

- Vår anbefaling til myndighetene er å innføre gratis melk og frukt, slik det gjøres i Sverige. Der drikker også flere barn og unge melk. I dag koster det opp mot 500 kroner for en elev pr. skoleår å få en kvart liter melk hver dag. Har man flere barn, blir det en betydelig sum, sier Hauge. Lærerne og rektorene gir i undersøkelsen uttrykk for at tilbudet om skolemelk burde være gratis. Elevene i 6. og 7. klasse drikker mindre melk på skolen enn de yngste barna. Da er elevene blitt så store at de selv får bestemme om de ønsker melk eller ikke. Foreldrene bestemmer i større grad for de yngste.

- Dessverre tror mange foreldre feilaktig at barna deres får tilstrekkelig kalsium hver dag. Kostholdsundersøkelser viser imidlertid at en av to tenåringer ikke får tilstrekkelig med kalsium

daglig. Spesielt overfor jenter og benskjørhetsproblematikk har vi en viktig informasjonsoppgave, sier Ida Berg Hauge. Hun mener det er flere årsaker til at færre drikker melk på skolen.

Danish > English Sample Text (Politikken 27/8/06)

AT DET er lykkedes festivalen Images of the Middle East at få de inviterede deltagere til at møde op få måneder efter, at Danmarks image i Mellemøsten har lidt alvorlig skade, er en glædelig nyhed og et udtryk for, at festivalens mange kunstnere har ønsket dialog frem for konfrontation. Som noget nyt har dette års festival sat litteratur på programmet. I den anledning har man fået oversat og udgivet en række tekster i antologien 'Broen - litterære billeder fra Mellemøsten'. Anmeldelserne af bogen har været overbevisende: Teksterne er af høj litterær kvalitet af en artikel i Berlingske Tidende i går så det ud til, at de litterære kriterier ikke havde stået alene. Bogen er nemlig sponsoreret af det saudiarabiske Kingdom Holding, som styres af et medlem af den saudiarabiske kongefamilie. Artiklen hævdede, at selskabet havde betalt udgivelsen, dog på den betingelse, at der ikke var israelske forfattere med i bogen.

Politiken kan imidlertid i dag fortælle, at sagen tilsyneladende stiller sig noget anderledes. Det er ikke Kingdom Holding, der har stillet krav om, at der ikke må være israelske forfattere med i bogen. Da man ikke kunne skaffe dansk finansiering, fik man i 2005 den islamiske uddannelsesorganisation, ISESCO, til at finansiere bogen, og som det er kutyme, kunne ISESCO kun støtte et rent islamisk projekt, men accepterede, at systemkritiske forfattere kunne bidrage.

Man så mene, at det er for dårligt, at løven ikke vil hvile med lammet, og at man således ikke kan få både israelske og islamiske forfattere i samme antologi. Det er dog givet, at pragmatisme og kompromisvillighed er vigtige dyder i arbejdet med at skabe dialog på tværs af kulturer. Formålet med antologien er at skabe bro mellem Mellemøsten og Danmark, ikke fred i Mellemøsten. Det er da ærgerligt, at man ikke kan få alle stemmer med i koret. Men det afspejler jo desværre blot den politiske situation i området. Det er naivt, og måske endog farligt, at foregøgle, at alle uenigheder kan lægges til side, og at alt er i den skønneste orden, hvis blot de to parter er ligeligt repræsenteret i bøger og til festivaler. At festivalen skulle kunne være et rent 'kulturelt' foretagende rensset for politisk virkelighed, er mildt sagt urealistisk. Det kan tværtimod være en fordel, at de synspunkter, der er til stede i den blodige virkelighed, også præsenteres i den kulturelle refleksion.

Gårsdagens historie i Berlingske Tidende om saudiarabisk censur og diktat viser sig i dag at være en saudiarabisk redningsaktion for en dansk festival, der ikke kunne skaffe dansk finansiering til en vigtig bogudgivelse. Så besværlig er virkeligheden for det meste.

Nordic Division Annual Meeting

Saturday, November 4, 8:30am-9:15am (All Levels)

Division members – as well as nonmembers – are invited to attend our Annual Business Meeting and meet the new ND Administrator and Assistant Administrator.

As usual, the conference is our annual chance to get together and exchange ideas. This kind of networking is really too important to miss.

And this year there are also a few important issues to discuss, including the election of the new Division Administrator and Assistant Administrator as well as the next step in creating a Swedish>English certification exam.

If you have other issues you'd like to add to the agenda, please email me at david@northcountrytranslations.com

Please come and join us for early morning coffee!

2006 Nordic Division Annual Meeting Agenda

- 1 Call to order
- 2 Review of last year's minutes
- 3 Old business
 - a) Development of Swedish>English certification exam
4. New business
 - a) Election of division administrator (Thor Truelson)
 - b) Election of division assistant administrator (Tiina Fallini)
5. Suggestions for overseas excursion or mini-conference
6. Comments/questions
7. Closure

Sveriges Facköversättares Annual Meeting May 12–14, 2006

This year's annual meeting for the Swedish Translators Association took place in Stenungsund, Sweden, about one hour north of Göteborg in the heart of Bohuslän. The 3-day conference was held at the Quality Inn Stenungsund, a large hotel complex on the shore of Sweden's west coast, just outside of the main town of Stenungsund. I arrived a day before the conference to find the Swedish Association of Heavy Metal Workers ending their conference with libations and dancing to - what else - a heavy metal band. As the Swedish translators began to stream into the hotel, the heavy metal sounds were replaced by a litany of various languages.

The theme of this year's conference was "Översättare som person" and focused on everyday issues facing translators. I spent the first afternoon rotating through a series

of small groups, where 20 minutes was spent covering various topics. Our own Susan Larsson led a popular session on Internet searching, where she demonstrated the IntelliWebSearch tool. This tool allows you to search a single term on up to 10 of your favorite websites simultaneously. The simple keystrokes make this tool a powerful boost for your productivity. Check it out at www.intelliwebsearch.com.



I then moved on to a discussion of upcoming additions to the Norstedt's dictionary line with a representative of the company, Inger Hesslin Rider. It was fascinating to discover how new terms are added to the dictionaries over time. Norstedt's is currently working on a new version of their Swedish<>English dictionaries, which will likely include an electronic version, also available with WordFinder. It was interesting to learn that it costs upwards of 10-20 million dollars to create an English>Swedish dictionary!

I finished by attending the Personal Coaching session with Christina Berglund. This introspective session was basically a 20-minute "translator affirmation session," where we stood in a circle and tried to remember why we were all in this profession to begin with and what we liked about the job. It was actually a bit of a relief to hear other translators harboring the same internal fears, frustrations, and doubts I have felt along the way.

Other mini-seminar sessions included "Translating EU texts," "Insurance for SFÖ membership," "Translator Training and Education," "Copyright Legislation," "Speech Technology," "EU Translation Standards," and "Starting Out in the Translation Market."

Friday evening was spent visiting the Nordiska Akvarellmuséet (a watercolor museum) on the island of Tjörn in the Skärhamn, (www.akvarellmuseet.org) just north of the conference center. Although, the museum's collection of watercolors from the Danish artist Troels Wörsel were intriguing, the real beauty was watching the sunset over the rocky shores of the Swedish west coast. Attendees were then treated to an excellent meal inside the museum.



Det Nordiska Akvarellmuseet

The main speaker on Saturday morning was Lars-Gunnar Andersson, who is a professor Swedish at Göteborgs Universitet and hosts the popular radio program "Språket" and writes a column for Göteborgs Posten dealing with language issues. It was a delightful session reviewing contemporary issues and changes to the Swedish language. An eloquent speaker, Lars-Gunnar addressed new developments and confusion in the areas of spelling, grammar, pronunciation, word usage, syntax and, of course, Anglicisms. Everyone in the audience had an opinion, which always makes for a lively session.

Other 45-minute sessions on Saturday included "Sell Yourself and Get Paid!" led by the inspirational sales personality Ulla-Lisa Thordén; "Workplace Ergonomics" from Christina Jonsson from ESS (Ergonomisällskapet); "Ergonomics for the Brain" (Hjärnens ergonomi); Bo Widegren's session on the history, goals and activities FAT in Sweden; a fascinating session on drug slang terminology in Sweden from Maja Lindfors Viklund, a university lecturer at Göteborgs Universitet; and a session by yours truly, David Rumsey, of the American Translators Association.

I had traveled halfway around the globe from the West Coast of the USA to the West Coast of Sweden to present a 45-minute session on "Working with American Agencies." I was surprised by the number

of attendees, most of whom were English > Swedish translators. We reviewed the current translation market in the USA; how to tailor a resume (no pics!); who to target at the translation agency; joining ATA and what the ATA Certification Program is about; and the popular, but thorny, issues of wading through the paperwork and getting paid. At the end of the session, several translators recalled horror stories of hounding clients for non-payment, frantic project managers calling at odd hours asking for Swiss translation. Although, I stressed the desperate shortage of Scandinavian translators in the US, it was a tough sell for translators who make almost twice as much in Sweden as they would in the US and who are working in a highly developed and stable translation industry.



Saturday's banquet proved to be very successful. The fact that the dining room in the hotel had an excellent waterfront view probably inspired a number of people to purchase tickets. In addition to the wonderful food, diners were also treated to music by member Wendy Davies on the nyckel harp and Lars Jonsson. The English-

speaking table took the conversation on into the night with lively discussion and drinks.

Sunday morning provided barely enough time for the Panel Debate, where SFÖ members were able to ask often pointed questions of agency owners and to get responses. It was impossible not to note that many of the same issues came up as we see in the US market: ambiguity between editing, proofing, and reviewing; agencies skipping editing altogether; contact between translators and end clients; and copyright issues. The hour-long session had just started to heat up when it was time for the SFÖ president to step in with a final summary and comments on the seminar.

Dwarfed in size by the American Translators Association Annual Conference, the smaller SFÖ Annual Conference is an informal affair that makes it easy to network with other colleagues and ask questions to the presenters. The conference had an excellent mix of topics so that any translator would find something of interest. And although there were clear contrasts between the American and Swedish translation markets, it was disturbingly reassuring to note that European translators still face many of the same issues that we do stateside.



Get the Balance Right: The Ergonomic Desktop

One of the key benefits of freelance translation is being able to work from home, allowing you to work in your pajamas, work late at night, or even work from your bedroom. However, to sustain your translation career physically and mentally, most people discover along the way that working in some sort of "office space" is critical to preventing injuries and boosting productivity. Below are some considerations for setting up your office, based on the recommendations of Sweden's Arbetsmiljöverket (Swedish Work Environment Authority www.av.se).

Monitor

Place the monitor just below eye level so that you are looking down at a 15° angle. There are adjustable monitors available that allow you to raise and lower the screen. The worst position is to be looking up toward the monitor. This will strain both your eyes and your neck.

Set the monitor refresh rate to 70-75 Hz to reduce eye strain. This can be changed on your computer at any time by clicking the Start key > Settings > Display > Settings Tab > Advanced > Monitor refresh rate 72 Hz.

Table Top

The height of the table top should keep your arms at a 90° angle, with the forearms resting on the table top. If you cannot find an adjustable table top, try raising the desk with a few extra books or shortening the legs.

Chair

If you cannot adjust your table height, you should at least have an adjustable chair. The best chairs are those that pivot your hips forwards, as the unique "Swedish style" rocking desk stools do. Ideally, you should be able adjust the back of the chair to provide support for your lower back. Your feet should be flat on the floor with your knees at about a 100° angle.

Keyboard

The key to a proper keyboard is keeping your wrists and hands flat and in line. Use an inexpensive gel pad to provide support. Avoid cranking your wrists outwards or inwards by using curved, ergonomic keyboards. Keep the keyboard about 12-15 cm away from the monitor.

Mouse

Keep track of your mouse by positioning it as close to your keyboard as possible so that you do not rotate your arm outwards. Outwardly rotated arms will create stress in the shoulder muscles that will travel down the arms to your hands. Other options include using a touch pad that is built in to your keyboard or use a mouse with a tracker ball which does not need to be moved around.

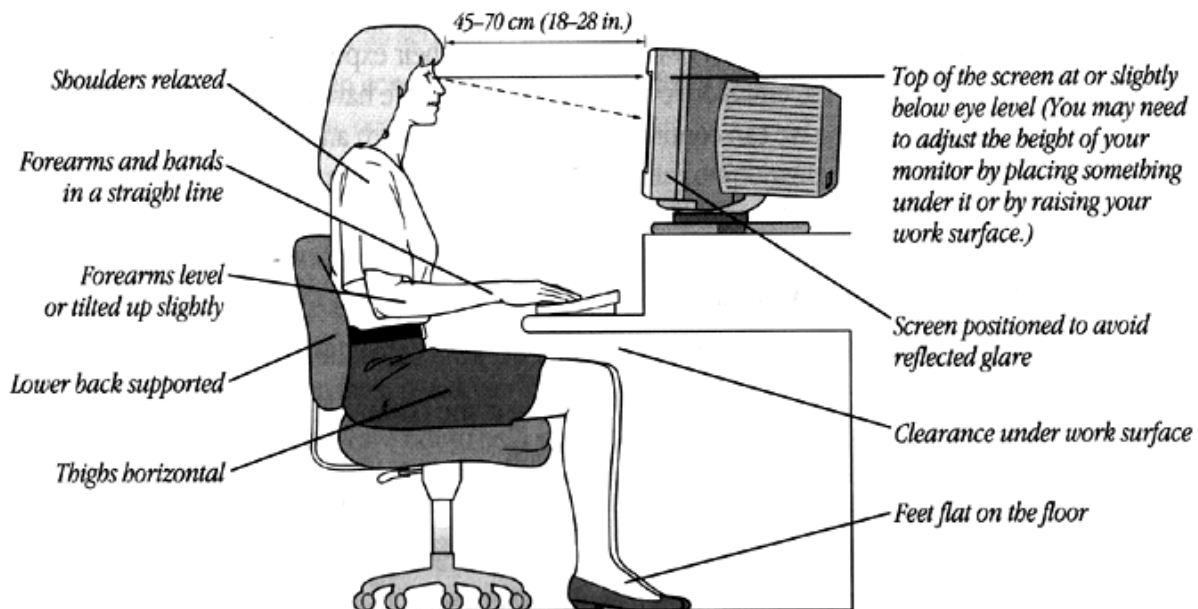
Lighting

Avoid glare by positioning your monitor so that it has indirect lighting. Avoid placing the monitor in front of a window or other light source, which will strain your eyes. Ideally, the monitor should be placed perpendicular to a window in the room. In addition to targeted, spot lighting over your desk, your room should also have diffuse light sources; for example, hanging lamps that scatter light up to the ceiling above and the floor below.

Keep on Moving

There is no "perfect posture" for working at a computer. The key to avoiding a sore back as well as neck and arm injuries is to change your posture frequently. Try typing standing up for a while, or switching your sitting posture or even chairs. Of course, taking frequent breaks to stretch will also help. Keep a cooking timer in the office that can signal a break every 30 - 60 minutes. Stretch, walk, and recharge.

A career as a freelancer offers a create deal of freedom. This includes the freedom to design an ergonomic workspace that makes working easier, faster, and more comfortable. A few extra dollars on new equipment and a little rearranging will help keep you translating for years to come.



Swedish<>English Certification Report

When it was announced that translators working in the Ukrainian<>English language combination had collected enough signatures to support the development of an ATA English > Ukrainian exam, the committee for developing ATA Swedish<>English exams began to work in earnest to make the program a reality. Thor Truellsen has been heading up the effort and provides the following report:

"I am happy to announce that we have collected 50 petitions for both a Swedish>English ATA certification exam as well as an English>Swedish ATA certification exam. These petitions were the result of a cold-calling campaign aimed at ATA members working in both of these combinations. The petitions have been submitted to ATA Headquarters. We are now looking for exam graders, who must be ATA members, and someone to work on developing the exam passages.

Before starting this task, I was told that getting this done would be difficult.

Calling people on the phone was the key, however. Many people can be elusive via email. Of the people I emailed, I think only two ever got back to me, so I quickly abandoned that approach. I was also told that there would be quite a bit of resistance to ATA exams in these language combinations. In fact, there was very little. Only 6 out of 61 people contacted were against it. They each had their reasons, but in the end a certification exam will only help our business.

Most of the people contacted were actually very enthusiastic about these exams. Many Swedes claimed not to take much interest in ATA affairs since there was not much there for them, and they thought that such certification was long over due. A lot of these same people also work with Norwegian and expressed hope that Norwegian<>English certification will someday also become a reality. That can be the next step for the Nordic Division after our Swedish exams are up and running.

If you are interested in offering your services as a grader or a passage finder (for either Swedish>English or English>Swedish), please contact me at ttviking@yahoo.com as soon as possible. Thank you all for your help!

Meet a Translator

Name: Andrew Bell

Locatio: Perth, Western Australia (born in the United Kingdom but now dual Australian/British citizenship).

Years as translator: 5 years

Freelancer or In-house? Freelancer, although a large amount of my workload comes from a small group of repeat clients - primarily European and US agencies specializing in medical translation.

Preferred language combination: I'd say that I'm equally at home with Norwegian, Swedish and Danish, although I lived and worked in Norway (I have a son, Olav, who lives with my ex-partner in Kristiansand). So I should probably consider Norwegian as my most familiar second language. I listen prolifically to online media in all three languages and subscribe to a number of broadsheets. I'm currently working on Icelandic and hope to include that in my groupings in the future.

Preferred specialization: Medical/Pharmaceutical. I was an RN for 20 odd years and have worked in the UK, Norway, and Australia - primarily in critical care. I also took and passed the American RN exam in Atlanta. I worked on a stroke unit in Norway and that was a real challenge in terms of my language learning curve. Pre-translation I worked with a UK marketing firm, interviewing Norwegian stoma nurses by telephone about their favored stoma-care products - not very stimulating!

Best thing about working as a translator: I do consider myself good on teams; however, I really love working from home, being my own boss, and having the freedom to work when it suits me and my family. We have 3 small children and my wife is an MD working full-time in an ER, so it really is ideal.

Worst thing about working as a translator: Cashflow. Before I left nursing I'd always been salaried, so to move to an industry where late payment was so widely accepted was a complete culture shock. I have to say that I've fairly ruthlessly weeded out any clients who have consistently paid me after deadline - I just think it's unacceptable behavior. I also avoid working for companies with (consistently) rude PM's - I think I'm pleasant and easy to work with and expect the same in return. I seem to have really good relationships with the companies I work for consistently. US companies are amongst the best payers in terms of adherence to deadlines and ease of payment. I adhere to the old MTV advertizing blurb - "If you're not part of the solution - you're part of the problem."

Most interesting project: Anything medical appeals to me. I do quite a bit of work with summaries of product characteristics and package leaflets (SPCs and PILs). These follow a certain template and style of composition - which my background in nursing is perfectly suited to. I also like working with medical notes, patient records, and that kind of thing.

Biggest nightmare project (no client names please – just the gory details): I think, like many of my peers I'm sure, that when I first started out I would work on anything – backhoe loader manuals, mining industry material, that kind of thing – which I wouldn't do now. One piece, a pamphlet for a Danish pharmaceutical museum, was particularly challenging as most of the exhibits were so old that it took a huge amount of Googling and asking colleagues in order to complete it properly.

Best advise for beginners: Find a mentor. Ask questions. Join a host of egroups specific to your language groupings and specialty area. I'm in a number of them and find it invaluable. I also read a book I found helpful called "How to earn \$80,000 plus per year as a freelance translator" by Alex Eames (free plug for him!), which is aimed at the novice translator but

also includes a lot of useful stuff in relation to marketing etc. Marketing is THE most important thing, I think.

If I could do something else, it would be_____: I think it's the perfect job really. I'd like to do meet more colleagues in Australia and would love to attend an ATA conference at some point. Perhaps next year.

Bits and Pieces

Changes to the ATA Continuing Education Requirements Announced (June 7, 2006)

Earlier this year, in response to a number of good suggestions from members, the ATA Board of Directors asked the Continuing Education (CE) Requirements Committee to review both the CE point system and the overall CE requirements. At the April meeting, the Board reviewed the Committee's recommendations and approved five immediate changes to the continuing education requirements.

For many of us, probably the most significant change the Board implemented is the elimination of the per-year cap on CE points. Now, all 20 Continuing Education Points required can be earned in one year.

The following additions to the CE point system were also approved by the ATA Board:

1. Reading Conference Proceedings: 1 point per article; up to a total of 10 points;
2. Earning Continuing Education credit from any other professional organization, such as the American Medical Association or any Bar Association: 1 point for each point/credit earned; up to a total of 10 points;
3. Attending training offered by court systems, hospitals, or community institutions: 1 point per hour of training; up to a total of 5 points; and
4. Attending any classroom-based non-credit, non-T&I course: 1 point per 2 hours of instruction; up to a total of 5 points.

These changes took effect immediately following the Board's April meeting. For complete information on the ATA Certification Program and Continuing Education Requirements, please visit http://www.atanet.org/certification/guide_education_points.php

Don't just sit there. Get involved!

We are looking for individuals who would be interested in contributing to and/or managing the Nordic Division website and newsletter. A small stipendium is provided. Please contact david@northcountrytranslations.com as soon as possible.



Don't miss this opportunity to network, meet newcomers and seasoned professionals, market yourself and your skills, reunite with friends and colleagues, and **HAVE FUN!**

Learn More at
www.atanet.org/conf/2006

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