

# AURORA BOREALIS

## Nordic Translator Discusses “Transcreationism” at ATA’s 45<sup>th</sup> Annual Conference in Toronto

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A new Scandinavian translation workshop has been scheduled for the ATA Annual Conference in Toronto (October 13-16, 2004). Ian Hinchliffe will be speaking on the topic of “transcreationism,” otherwise known as translating advertising and marketing texts from the Scandinavian languages into English.

Ian presented a shorter version of the lecture at the annual conference of the Swedish Professional Translators Association (SFÖ) in May to thunderous applause. It was a delightful, engaging seminar that had everyone rolling with laughter.

But it was also a useful workshop for any translator working with marketing and advertising language. Ian provides strategies for identifying the cultural, linguistic, and visual associations that a powerful and effective advertisement evokes in the source language, and eliciting the same or a similar response among target language readers.

Ian has worked as a translator and copywriter in his own company since 1984. Clients include IKEA, for whom



he wrote the copy texts for the English catalogs from 1988 to 1999; Securitas; Nordic Timber Council; Tylö saunas and numerous companies in the fashion, furniture and IPR industries. He has also

translated books on furnishings, architecture, art and food for IKEA, the Swedish National Museum and others.

He was a lecturer and teacher at the Universities of Hull (UK) and Wales, and later taught English, German and Norwegian at a private school in Trömsö (Norway). Recent academic assignments have included lecturing and examining students in the Theory of Translation course at Lund University (Sweden).

Together with Philip Holmes, Ian received the 2004 Erik Wellander Prize which was awarded by the Swedish Language Council for the pair’s work in producing the most extensive English-language description of Swedish to date, under the title *Swedish: A Comprehensive Grammar* (Routledge, 1994 and 2003).

Ian graduated in 1974 from the University of Hull with a BA (Hons) in Swedish and German and subsequently completed a Ph.D. thesis on documentary techniques in Scandinavian Literature.

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**Make plans to attend this special Nordic Division presentation in Toronto on Friday, October 15, 1:45 pm to 3:15 pm!**

## Getting the Most From the ATA Conference

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Every year it's the same excuse, "I'm not going to the conference because it really doesn't offer anything for Nordic translators." While the selection of presentations for Nordic translators is only limited by our numbers – certainly not our enthusiasm – there are still plenty of otherwise useful seminars that provide a wealth of information for freelance translators and interpreters working in Nordic languages. Here are a few of this editor's picks:

- **ATA-4      Workshop on the ATA Code of Professional Conduct and Business Practices**  
*Required for ATA members with certification.*
- **ABC-3      Raising the Bar: Optimizing the Agency-Subcontractor Relationship for Ultimate Client Satisfaction** *Find out what makes agencies call you back.*
- **ABC-6      Danish, Dutch, Swedish, Swahili – Getting the Language Right**  
*Test your knowledge of foreign languages while teaching project managers the difference between Dutch and Danish.*
- **IC-1        Ensuring Payment: Before, During and After the Project**  
*Getting the work is nice and easy, but getting paid often isn't.*
- **IC-2        Taking Care of Business: Making it Pay**  
*Jonathan Hine's perennial favorite provides the basics on running a freelance business.*
- **LAW-1      Researching Legal Translations: The Whys and Hows**  
*Find strategies for navigating complex legal texts.*
- **L-2         How to Translate Children's Literature: Short Stories, Poetry, and Non-Fiction**  
*Translating kiddie lit isn't kid's stuff. Here's how to handle the task with care.*
- **MED-6      Coronary Heart Disease: Death American Style**  
*Come learn about the fallout from the Atkins diet.*
- **MED-11    Translating Psychiatric Texts**  
*Peak inside the head of a shrink.*
- **ST-2        A New Patent Translation Handbook**  
*Translators in a variety of languages get together to provide an overview of patent translations.*
- **ST-3        POTS, Twisted Pairs and Hotspots: An Overview of Telecommunications Concepts and Terminology** *It may not make your Internet connection any faster, but at least you'll know why it is what it is.*
- **TAC-5      Google is Your Friend: Terminology Searches on the Internet**  
*Learn how to find better information – faster.*
- **TAC-6      Translator's Tool Box: A Computer Workshop for Translators**  
*For those of you who missed Jost Zetzsche's widely acclaimed seminar at the MATI-ND Milwaukee Mid-Year Conference.*
- **TERM-6    Canadian English: Eh-to-Zed**  
*When in Rome...*
- **V-6         Yoga Moves for the Desk-Bound Translator**  
*Learn to take the weight off your shoulders.*

## **Nordic Translation Workshop Expands and Moves Time**

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One of the Nordic Division's more popular sessions at past ATA Annual Conferences has been the Nordic Translation Workshop, where those of us working in the Nordic languages of Danish, Swedish, Finnish, and Norwegian translate and compare passages from the same source text. Many other divisions hold similar activities, and as you can imagine, there are interesting and enlightening debates during these workshops.

This year's ND translation workshop was originally slated for 45 minutes, but because of a late cancellation, our workshop has been rescheduled and expanded to a 90-minute session. This will allow us to devote a full 30 minutes to jointly comparing notes for each sample text. You'll find samples in Danish, Swedish and Norwegian below., as well as an English passage to translate into your favorite Nordic language. Please bring your translations with you to the conference.

### **Danish** (Berlingske Tidningen 9/11/04)

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Polariseringen påvirker ikke kun USA, den rækker fra det amerikanske bagland ind i FN, ind i andre internationale sammenslutninger, den sætter den dagsorden, som vi i Danmark skal tage stilling til. Når u-landene ikke kan få FNs hjælp til en kondomkampagne eller til abortklinikker, fordi politikerne i USA er midt i en opslidende kulturkamp - så påvirker polariseringen os alle.

Splittelsen er resultatet af en bevægelse, som satte sig i bevægelse på et udefinerbart tidspunkt i 1960'erne, et sted mellem opfindelsen af p-pillen og den store frigørelse, mellem den minimale risiko og den maksimale fristelse, og som filosoferne har belært os: En tese bliver til en modtese, som bliver til syntese, og sådan er det gået over stok og sten. Men ved præsidentvalget i 2000 løb den filosofiske dialektik tilsyneladende løbsk eller tør, og resultatet blev et præsidentvalg, hvor partierne stod præcis lige. Lige mange vælgere støttede det ene parti og det andet parti, støttede to vidt forskellige holdninger til - syntes det - alting, og med talkolonnerne, der stod og blinkede på TV-skærmen, og med delstaterne, der lyste op i hver sin farve, åbenbarede det i al sin matematiske nøgternhed: Amerika var politisk brækket midt over.

### **Swedish** (From ETC No. 3-4 2004)

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Natten mot den 25 mars 1949 knäckade det på hans familjs dörr, dörren till en stor gård i sydöstra Lettland. Det var natten för Sovjetunionens andra stora folkförflyttning. 43 000 letter tvångsförflyttades; sammanlag blev 120 000 fängslade och deporterade under Stalins styre. 14-årige Robert och hans familj sändes till Sibirien i boskapsvagnar. Tågfärden tog en vecka och Robert såg många dö under resan. I åtta år tvingades han arbeta i taigan, den oändliga skog som sträcker sig över norra halvklotet. Minnena är klara, det finns inte så mycket att minnas, bara monotona långa dagar. Han arbetade 13 timmar om dagen sju dagar i veckan, utan ledighet och helger. På vintern kunder kylan vara extrem, och fingrarna runt sågarna blev stela som trädrötter. Om sommaren blev det lerigt och luften var full av insekter. Det var omöjligt att fly -- inte för att de var under bevakning, utan för att det inte fann några transporter, inga vägar.

## Norwegian (Dagsavisen 9/11/04)

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Overlege Fekjær hjelper spillere som er heftet på bingo. Nå vil han stoppe planene om økt toppgevinst, som Lotteritilsynet vil tillate.

– Bingo har allerede et element av gambling i seg som fører til at en del får problemer og må behandles for spillgalskap. Hvis toppgevinsten økes til 50.000 kroner så vil det føre til at flere spiller om mer penger enn de egentlig har råd til, sier overlege ved Blå Kors Senter og leder for Foreningen for Pengespillproblematikk, til Dagsavisen.

I dag er toppgevinsten på bingo 12.000 kroner, og det spilles årlig for over 1,9 milliarder, viser tall Dagsavisen har innhentet fra Lotteritilsynet. Tilsynet går nå inn for å øke toppgevinsten til 50.000 kroner.

– Myndighetene er under konstant press fra dem som vil tjene på pengespill, både private aktører og foreninger, sier Fekjær.

Årlig hjelper han mellom to og tre personer som har spilt seg bort på bingo.

## English (The Nation 9/17/04)

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Anna D is 39 years old, good-looking, with light brown hair, a pink halter-top and a pin on her right lapel. The pin has a photograph of a young man with a military hard hat on his head. Above the photo are the words "My Hero."

Anna works as a program coordinator at the Salvation Army in the small town of Shelbyville, Indiana. The man in the photograph is her son, Kevin. He is 20 years old and currently stationed in Iraq. He is in the Army because, when he was 17, his mother gave him an ultimatum: Either do better in school, or she was calling the recruiters. He chose the Army, went through basic training in Georgia, was stationed in Germany and, from there, was shipped off to Iraq.

"I know my son's there for a reason," Anna says fiercely. "And whatever might happen, that's the way it's supposed to be. And if I took it any other way, I'd be in a funny farm. I wouldn't be here able to talk about it."

Shelbyville is a very ordinary town. Thirty-two miles southeast of downtown Indianapolis, it has a population with an age distribution similar to that of the country as a whole, and with a median household income (\$36,824, according to the 2000 Census) just south of the national average--which in practice means that it has a fairly affluent upper middle class and a large number of blue-collar workers and retirees struggling to pay their bills, worried about their health insurance and pension benefits, concerned about the loss of jobs through NAFTA and trying not to end each month further in the red. It's an unostentatious, conservative, bedroom-community town, with a population just shy of 18,000, whiter than most but otherwise a pretty representative slice of small-town Middle America.

## Understanding How New ATA Certification Exams Are Established

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We have received several inquiries regarding the creation of ATA certification examinations in Swedish↔English and Norwegian ↔English. We encourage members interested in actively organizing these tests to contact the ATA Certification Program Manager Terry Hanlen at [terry@atanet.org](mailto:terry@atanet.org). Terry can provide you with a copy of the procedure for establishing a new language combination for testing. That procedure is also outlined in the Certification Forum article (page 49) of the September 2004 ATA Chronicle. The steps include:

- **Form a Committee and Recruit Others**

Interested individuals should form a committee to work on the project – it’s important to note here that members of this work group do not need to be ATA members. Once a committee has been organized, they should select a chair and formally contact the ATA Certification Committee. While the entire process to establish a language combination for testing takes a minimum of two years, initial volunteers do not have to commit to the entire process. Members of the work group who desire testing do the majority of the tasks to establish the exam procedure, with the role of the ATA Certification Committee and Headquarters staff being to provide guidance, information, and oversight to facilitate the process. Although this is very labor-intensive volunteer work, the personal satisfaction is definitely worth it.

- **Obtain 50 ‘Interested’ Signatures**

The next step is to obtain the signatures of 50 individuals who express an interest in taking the examination in the specific language combination. It’s important to note again that non-ATA members, overseas translators, students, and part-time translators can all sign to indicate their interest. A call for signatures can be posted over the Internet, in *The ATA Chronicle*, and in other publications. Once collected, the signatures should be sent to the Certification Program Manager at ATA Headquarters.

- **Select Passages and Recruit Graders**

The work group will then help select practice test and exam passages and recruit appropriate individuals to become the first graders in the language combination. Each language combination needs at least four graders who are willing to commit to a minimum of two years as graders. Graders cannot take the examination themselves while participating in the grading or passage selection process.

- **Committee and Board Approval**

Once all of the requirements have been met, the work group submits a request for approval to establish their language combination for testing to the ATA Certification Committee and then ultimately to the ATA Board of Directors.

## Toronto Conference Is Key to Maintaining Certification

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As of January 2004, there is a requirement for ATA-certified translators to earn continuing education points in order to keep their certification current. Members can earn a maximum of 10 points in any given year and must earn 20 points over each 3-year reporting period.

In addition, certified members must also complete an ethics of translation and interpreting course during the first 3-year reporting period. To assist members in meeting this requirement, Courtney Searls-Ridge will present the “Workshop on the ATA Code of Professional

Conduct and Business Practices” on Thursday, October 14, and again on Saturday, October 16, at ATA’s Annual Conference in Toronto. An online ethics course is also being developed and will be available on the ATA website in early 2005.

### ATA-eligible continuing education requirements fall into 6 categories:

1. Translation or interpreting courses, seminars, workshops, and conferences (max 10 points/1 year);
2. Other courses and seminars (max 5 points/3 years);
3. Memberships in professional associations (max 2 points/3 years);
4. Mentors, mentees, and ATA Certification Program graders (max 6 points/3 years);
5. New certifications and accreditations from other approved organizations or government agencies (max 3 points/3 years);
6. Authoring of articles or books (max 4 points/3 years).

*You can check out the guidelines online at [www.atanet.org/acc/Guide\\_Education\\_Points.pdf](http://www.atanet.org/acc/Guide_Education_Points.pdf).*

## Bits and Pieces

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### It's Election Time Again: Nordic Division Officers

It's been two years since the last ND elections. Both David Rumsey and Charlotte Brasler have expressed interest in serving for an additional two years. If anyone else is interested in running for ND Administrator or Assistant Administrator, please contact David Rumsey ([david@northcountrytranslations.com](mailto:david@northcountrytranslations.com)) or Mary David at ATA Headquarters ([mary@atanet.org](mailto:mary@atanet.org)) as soon as possible.

### Nordic Mid-Year Conference at UW-Milwaukee Successful

Thanks to Edith Matteson for all her hard work organizing the Mid-Year Conference in Milwaukee this past July. The conference was held jointly with the new MATI chapter of the ATA. We would also like to thank those who participated in the program, including Norman Robert Spencer, John Offrell, and H el ene Wimmerlin.

### FIT XVII Conference in Tampere, Finland August 2-7, 2005

The F ed eration Internationale des Traducteurs, (International Federation of Translators), a worldwide organization for translators, will be hosting its 17th World Congress in Tampere, Finland.

This is a gathering of translators and interpreters from the entire world. It is a chance to exchange information and experiences with colleagues in any number of countries. A complete program of seminars and social events is planned.

For more information, check with [www.fit2005.org](http://www.fit2005.org)

A number of ATA Nordic Division members are interested in organizing a study-trip to Finland in conjunction with the FIT congress. Anyone who would like to be included in these plans should contact Tuomas Kostianen at [tuomas@jps.net](mailto:tuomas@jps.net)

### Like What You Read?

It's easy! We are open to any and all types of articles. You don't have to be an expert in a particular field; all you need is an hour or two to put a few of your thoughts on paper about a host of subjects that we all share a translators. Here are a few ideas to consider:

- ❖ Why I love my best clients
- ❖ Why I hate my worst clients
- ❖ The Best Nordic Sites on the Web
- ❖ Computer Tips and Tricks
- ❖ How to become an expert in a flash
- ❖ Accounting for Translators
- ❖ Grammar rules you forgot about...

We welcome any and all submissions. This newsletter is written for and by all of the members of the ATA Nordic Division. So help us breathe some life into this ship and fill some space (as I just did). See you in Toronto! [drumsey@wwt.net](mailto:drumsey@wwt.net)

### Connect With Your Colleagues Overseas! Important Nordic Translation Links

[www.translators-association.dk](http://www.translators-association.dk): Danish Translators Association  
[www.sktl.net](http://www.sktl.net): Finnish Association of Translators and Interpreters  
[www.nffo.no](http://www.nffo.no): Norwegian Non-Fiction Writers & Translators Association  
[www.sfoe.se](http://www.sfoe.se): Swedish Association of Professional Translators

# Come to Toronto

**ATA 45<sup>th</sup> Annual Conference**  
**Sheraton Centre Hotel**  
**Toronto, Canada**

**October 13-16, 2004**

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**American Translators Association**  
*Details on the web at [www.atanet.org/conf2004](http://www.atanet.org/conf2004)*



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