

Review of the 2004 Greiss Lecture, “Translating Russia,” by Paul Richardson, editor, *Russian Life* magazine

Reviewed by Joseph Bayerl

I am among those who caught the wave of heightened interest in the Soviet Union in the late 1980s. At the time, I had just finished studying the erstwhile “enemy’s language” at the Defense Language Institute, but still appreciated an English language source for stories about Russia and the Soviet Union. That is the point at which I started reading *Soviet Life* magazine, an English language periodical published in the USSR as a propaganda vehicle. However, as my Russian improved, I took less notice of English language sources, especially those published with obvious propagandistic purposes. Hence, I will admit that I missed the two-part transition in which *Soviet Life* was first renamed *Russian Life*, and then reborn under the editorship of Paul Richardson (a concise history of the journal is available on the publisher’s web site, www.rispubs.com/rllhist.cfm).

As billed in the biographies section of the annual Conference program and further detailed on his personal web site (www.paulerichardson.com), Paul Richardson is the publisher and editorial director of *Russian Life* magazine and the president of Russian Information Services, a publishing company he founded in 1990. He is also the author of *Russia Survival Guide: Business and Travel* (six editions), as well as numerous articles on Russia published in *Russian Life* and elsewhere. He received a B.A. from Central College and an M.A. in political science as well as a Russian Area Studies Certificate from Indiana University. In 1989-90, he pioneered one of the first successful Soviet-Western joint ventures.

During this year’s Susana Greiss lecture, Richardson unpacked the problems he and his staff have faced and solutions they have found in attempting to “translate Russia” for an English-speaking audience. From a publisher’s perspective there are challenges on both sides of the communicative act. Richardson delved into both of these aspects while explaining how his magazine has learned to work through the differences.

On the source-text side, Richardson outlined five factors that make it hard to get an “export-quality picture of Russia.” The first, which comes as no surprise to Russia watchers, is that it is dangerous to be a journalist in Russia. Recounting the journalists killed or jailed for challenging power, Richardson concludes that the Russian government is intent on eliminating journalism as a political force.

The second problem is that it is hard to find competent journalists in Russia. Those that exist generally fit into two broad categories strongly associated with generation. The older generation tends toward what he termed “matryoshka journalism,” reporting on stories colorfully, but without asking the hard questions. Richardson finds the

younger generation more incisive, but with an inclination toward moralizing commentary.

Compounding the first two problems is a third—the difference in Russian and U.S. journalistic cultures. Whereas U.S. journalism strives to be short and pithy—to get a hook on our attention from the first line and then hold on—Russian journalism is far more verbose and discursive. Therefore, a direct translation is likely to fall short of the American reader’s expectations since, rather than finding the main points up front, he or she is obliged to search in unaccustomed places, at the end or diffused throughout the text.

Richardson put the fourth problem into a universal context. Bias is a natural and unavoidable phenomenon and can have positive manifestations, such as a skeptical bias that speaks truth to power. However, in Russia, the journalistic bias tends to be of the “bad” kind in that it is born out of fear of and subjugation to authority, which leads toward self-censorship.

The foregoing challenges are all aggravated by the fact that, according to Richardson, journalists generally cannot write. He was quick to add that this is more than a matter of grammar and syntax. Rather, there is a more fundamental issue in that many writers do not know how to tell stories, and do not think of storytelling as their medium. However, he described an instance in which the author of a convoluted (from a U.S. perspective) article was able to successfully recast the story by thinking of it as a conversation.

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FROM THE ADMINISTRATOR

Alex Lane

Greetings from Baikonur, Kazakhstan, where I am “on assignment,” doing interpretation for an aerospace client. The weather is cold and inhospitable, but the work is interesting (as are the people).

With the arrival of the New Year, I’m sure all members of the Slavic Languages Division find themselves looking back at 2004 and ahead at 2005. Personally, 2004 was a good year for me professionally, made better by my association with so many fine colleagues who are members of the Division and the ATA, highlighted by an excellent conference in Toronto. I’m already looking forward to seeing old and new friends at the 46th Conference in Seattle (mark your calendars for November 9–12!).

While on the subject of conferences, I’d like to remind everyone that a good variety of sessions is the lifeblood of any conference and that the deadline for submitting proposals for presentations at the next conference—March 11, 2005—will be upon us before you know it. (If you have an idea for a session you’d like to see, or for one you might like to present but aren’t sure how to proceed, please drop me or Nora a line.)

I would like to take this opportunity to wish all SLD members a belated Happy New Year from the other side of the world, and express my hope that everyone is blessed with prosperity, health, and happiness in 2005.

THINK ORANGE: THE UKRAINIAN CERTIFICATION PROGRAM

We are pleased to announce that we have reached the critical number of “at least 50” wannabes in both the English-Ukrainian and Ukrainian-English directions for potential certification. English-Ukrainian certification is now moving toward official approval by the ATA since we have four potential graders in this direction. However, the Ukrainian-English direction is lagging behind here. Potential graders, please come forward! Write to Vadim at vadkhazin@cs.com.

TRANSLATING EASTERN EUROPE: ART, POLITICS, AND IDENTITY IN TRANSLATED LITERATURE

(September 30-October 2, 2005/The Ohio State University,
Columbus, OH)

Papers are invited for an interdisciplinary conference that will explore the complex role played by translated literature in the evolution of literary traditions and national identities in Eastern Europe and Russia. The conference will open with a **workshop on translating literature**, to be conducted by Marian Schwartz, and will end with a **reading of translated literary works**. Interested scholars and literary translators should submit paper proposals of no more than 500 words and a curriculum vitae by 15 March 2005 to: Brian James Baer, 109 Satterfield Hall, Kent State University, Kent, OH 44242 (bbaer@kent.edu).

Буриме

SlavFile is happy to present the latest work by SLD's Burime Laureate, Vadim Khazin, who composed the following at the annual conference Slavic Dinner in a matter of moments with rhymes furnished to him by various participants.

Мы – переводчики, играемся в слова,
Но знаем, сколько будет дважды два.
И в АТА нету дивизии другой,
Где бы за ужином царил настрой такой.
Этому ужину бы позавидовал Гагарин,
А также всякий мавр, башкир или татарин...
Мы не играем в шашки здесь иль в домино,
А пьём со вкусом пиво, водку иль вино,
И ожидать не будет нас тупик,
Раз на закуску подают такой шашлык,
Made up apparently from some unhappy hog,
Rather than squirrel, zebra, snake or frog.
Кроме того, достался каждому здесь блин
Of quality nobody's ever seen;
Такие, может быть, мы кушали когда-то,
Но чувства прибавляются, ребята,
Коль видишь дамы ты прелестный ротик
И хочется её назвать «мой котик».
Здесь надо быть бесчувственным поленом,
Чтоб не заметить её локоть иль колено,
Или того, что дамочка – в соку,
Неважно, рождена ль она в Баку,
В Москве иль Киеве, Майами или Сочи,
Где дивные такие были ночи,
When we felt happiness and overwhelming joy,
И не был страшен нам пришедший с гор разбой...
Такое вот пришло ко мне видение,
И это, думаю, чудесное знамение:
Let us take over the translators' globe,
Surviving any, even strictest probe,
Всем критикам достойный дав ответ,
Благожелателям же – дружеский привет.
Пусть процветаем мы как коллектив или как класс,
И чтоб Господь нас непременно спас!..
And only Lydia is thinking of election
And, as a medical translator, of erection.*

(at the Slavic Division dinner in Toronto 10/15/2004)
Samovar Barmalay Restaurant Vadim Khazin

*For years, I, Lydia, have been harassing Vadim by assigning him rhymes that were extra-challenging in one way or another. His response to my latest challenge in the last two lines of his effort seems to me to be real poetic justice.

Confessions of a First Time ATA Conference Attendee

By Leah Misbin

Attending a conference of the American Translators Association for the first time is a humbling experience.

Before I arrived in Toronto, I had functioned in the real world of the United States. Americans don't learn a second language. We don't think outside of our own country. Everyone else knows English; why bother? When I tell people in this real world that I have just moved from Russia and that I am going through the steps to become a translator, they all (if they understand at all) are duly impressed. I am the atypical American. I have done the impossible: I have learned a foreign language to the point of fluency, and now I plan to make a career out of it.

I arrive at the conference in Toronto, get my nametag, and affix the little yellow "Russian" dot. I am really excited to find other yellow dots, introduce myself, and speak *по-русски*. I start looking at people's tags intensively, searching out the yellow dot. Now it is my turn to be duly impressed. There are tags so covered with language dots that the name is barely visible.

My first feeling is jealousy. I have always loved languages, and while I have studied many other languages besides Russian, Russian is the only one I pursued to the truly advanced stage. I have a degree in it. I have lived in Russia for almost five years. It would take me equally as long to advance that far with my Bulgarian or Armenian. Who has the time? Who are these people with all these dots? I try to make myself feel better by recognizing the romance language dots—far easier languages than the dreaded Slavic ones. Well, sure, she has three dots, but they are Spanish, Italian, and Portuguese, and she spoke Spanish as her native language anyway, so that is not all that impressive. But what about that guy? He has six totally random dots and his name is John Doe; how did he do that? Well, he is older than I am. When I return to this conference in ten years, I too will have six dots!

Then I start talking to these people, and those little excuses no longer work. These people are totally impressive and know it. I go to the mentoring sessions and hear from new attendees like me, who are also overwhelmed. They too are looking for advice and clues for how to get established. We are told to network, network, and network! Go out there, and find a mentor! Call that person! Make a list of what you will discuss with them! Take their advice! Just do it!

But how do you do it? How do I approach these accomplished people? They also function in the real world of the United States, where most of the people they meet are really impressed with their career choice. Impressing so many people can go to one's head. One woman, laden with dots, might tell me, "Oh yes, I live in Germany and have been translating German for twenty years, Chinese for fifteen, and Swahili for eight. I picked up Swahili for fun because I was on a trip to Tanzania and I just felt like doing something new. After learning one language, each additional one gets easier and easier. Don't you agree? I would say I became fluent in

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BEGINNER'S LUCK

*Liv Bliss (perennially novice translator)
Lakeside, Arizona*

*To err is human.
To really screw up, you
need a computer.*

Jack Handy

to mess up royally? So, wasting no more time, here are Ten Easy Ways to Get It WRONG—and, quite likely, complicate your life in the process.

1. Scrape by with hardware and software that don't quite cope with your current requirements. If a client asks about software that you don't have, just laugh (sardonically, if you like). Be sure not to do any research to find out what they're talking about and whether there's a useful workaround. Don't have a reliable backup system for your data files, and lose your system and program disks. And, while you're at it, don't ever download any trusted freeware/shareware like the Adobe Reader (www.adobe.com/products/acrobat/readstep2.html) or any of the freebies listed at Translatum (www.translatum.gr/dics/translation-memory.htm), especially if you really need them. But if you must download free programs, make sure your virus protection isn't up to date. That will really keep things... interesting.

2. Take on every client who approaches you, and don't ever check out a potential client's reputation and payment practices. Who cares if it's as easy as winking to tap into the experience of your colleagues worldwide? (And don't even think about reading the next Beginner's Luck column, which is scheduled to cover this very subject.)

3. When you get a PO or—better yet—a contract from a client, don't read it. I mean, who has the time? And, really, what can go wrong? I've seen contracts that make the contractor (you) entirely responsible for satisfying all financial claims made against the client by an end-user. And I've been hearing recently about contracts that commit the contractor to wait for payment until the client is paid; and if the client fails to collect, the contractor must not even consider pursuing the matter. But what's life without a little risk?

4. Pay attention now, because this one's a biggie: Don't coddle your clients. Don't be accessible, reliable, cooperative, personable, or organized, and deliver quality work on or before the agreed deadline only if you really feel like it. Do not warn clients as soon as you realize you're not going to deliver on time. Don't respond to e-mails and voice-mail messages promptly. It's a matter of principle, isn't it? They don't own you. How can a person be a freelancer without being truly free?

5. When asked if you can do a job, always say "yes," whatever the subject matter and however improbable the conditions. You can always figure out the details after you've snagged the project, and, if something is clearly going wrong at that point,

This column will be for everyone who is sick of being told how to get things right. We already know that, but what about those among us who want to know how

see #4. Be very careful not to go to www.wordexpress.net/fxn11/LinguaExpressArticle_TranslatorsAskQuestions.pdf and read Wolfgang Bergen's article on the right questions to ask. And, while you're not there, also don't read Janna Rapoport's "Making It in the Field of Translation" ([MakingIt.pdf](#)), because it's just another of those articles that advises new translators on how to get things right.

6. Don't have a notion what your translation speeds are for various kind of work or what your services are worth. If you're just starting out, don't make any effort to get a feel for the going rates in the market, and definitely don't calculate what your output will need to be to enable you to live on your translation income. Never consider supplementing your income, especially if you're new to the business or if the market dips long-term. If finances get tight, cut your prices to the bone: that's the only way to get lots of work, and those who hold out for respectable fees because they've worked hard to become worth those fees... well, what can I say? Most importantly, do believe anyone who tells you how many words you must "produce" per day to be considered a Real Translator. That's a sure-fire way to make yourself miserable. What would be the point in doing your own test translations in your subject areas, to see roughly how long it takes to produce a usable draft and then a fully edited, publication-quality translation? And here's an added bonus: following these precepts will circle you smartly back to #5. See how it all works out?

7. Ignore everyone else in the business. They're just out to steal your projects and/or put you down, so why bother? Don't join discussion groups (not even to lurk). Don't find out enough about your colleagues to be able to recommend them for jobs you can't do (which, as you already know, is a physical impossibility: see #5). Avoid professional conferences and any other get-togethers. Don't share knowledge and experience (why give away your secrets for free? you can always write a book about it later and make a mint). Never ask your colleagues questions, about language, grammar, culture, realia... ever (how stupid do you want to sound?). And when given someone else's translation to evaluate and edit, be sure to make them look as bad as you can; if they look bad, you look good... right?

8. Don't waste any time on research. If you should happen to fall upon a useful site, don't bookmark it (and if you do, be sure your bookmarks are so disorganized that you'll never find it again). Be blissfully ignorant of the best and latest sources of information for your language pairs and subject areas: then, if you are ever forced at gunpoint to do any research, it will take you hours longer than it should, which will mean that you were right in the first case. If in doubt about anything, guess—no one, especially not the client, will be a bit the wiser, and it really doesn't matter that out there on the Web or in the language community someone probably has the answer you need. That's all too much trouble. Don't keep up-to-date in your subject

area/s, because if you do, you'll end up being all excited and energized, and that's just so tiring. So don't be detail-oriented, involved, or knowledgeable. You don't need the hassle.

9. Now, if you want to be sure to wreak havoc in your personal and professional life, do not, under any circumstances, protect yourself online. Merrily open all attachments from people you've never heard of (how can Pachinko Bogglewinkle not be a legitimate client?), and contain executable files (like .exe, .bat, .com, .pif, .scr, and even the beloved .zip), and are accompanied by a message that has horrendous grammar or nonexistent words in the subject line. Don't keep your virus shield up to date, and never run it. Don't ever scan for spyware on your machine. Open up any advertisements that pop up, uninvited, on your screen. Don't consider a free firewall (e.g., www.zonelabs.com/store/content/company/products/zna/m/freeDownload.jsp). And if anyone e-mails a request for your personal information (Social Security number, mother's maiden name, banking data, credit card numbers...), what the heck? It's called phishing and it's the first big step in identity theft, but who cares? So don't go to www.mailfrontier.com and "Test Your Phishing IQ" or read the Phishing Index, and stay away from www.msnbc.msn.com/id/5519990, which has a printable Fact File that tells you how to act fast if you think your identity has been stolen. Also steer clear of www.consumerreports.org -> electronics & computers -> Protect Yourself Online, which offers simple advice so well-written that my 93-year-old mother-in-law who's never touched a computer could understand it.

10. Finally—and this is the key to it all—don't give yourself a break, never admit to a mistake, work around the clock on documents that you don't even enjoy complaining about. Brook no frivolity in your professional life, and have no other life. In short, do not have fun. Of course, if you follow the other 9 suggestions closely, that's pretty much guaranteed.

By now you'll probably have noticed a common thread running through these top 10 tips for messing up: the secret of unsuccess is *not to care*—about your clients, your colleagues, your work, or yourself. I never thought I'd date myself this way in public, but Robert M. Pirsig pretty much nails it in *Zen and the Art of Motorcycle Maintenance*: "... care and Quality are internal and external aspects of the same thing. A person who sees Quality and feels it as he works is a person who cares. A person who cares about what he sees and does is a person who's bound to have some characteristics of Quality" (New York: Bantam Books, 1979, p. 269).

And finally, in case you're wondering—yes, I have seen many these stratagems for failure in action and have tested some for myself, and I can tell you: they really work!

If anyone out there has a—you know—"friend" who screws up in new and as yet unsung ways, you can tell me all about it at bliss@wmonline.com, and I'll be happy to spread the news.

Confessions of a First Time ATA Conference Attendee

Continued from page 3

Swahili, a facile language when compared to Chinese after all, in two months. I took my qualification exam, and now I am going to work as a translator for the Tanzanian government. I needed a break from being a Chinese interpreter for the UN anyway." She will look down at my one piddling little dot and my hopeful twenty-something face and just know I couldn't have been "working in the field" for more than two years. I can't possibly know the trials and tribulations of translation software or understand the ethical concerns while interpreting sensitive material. She might ask, "And what language do you speak?" And I would hold onto my nametag and my hard earned yellow dot and say, "Russian."

Can I now ask this incredible person to be my mentor? Why would she want to do that? She doesn't seem that approachable, and isn't that one of the traits I should look for in a mentor? And what about those people with the "mentor" ribbons? Is that a sign that they want to work with me? But it is still hard. It is hard to introduce yourself and sell yourself to such accomplished people. How can I make myself stand out from the crowd? What makes me different from the rest?

Sometimes I find myself at the conference just standing in the corner eating by myself, watching groups of people talking and laughing. In the crevasses of every large common room where we gathered for breakfast, coffee, or appetizers, you could see individuals brandishing the "first time attendee" ribbons, nibbling their food, and looking out at the crowd with searching eyes, trying to meet someone else's gaze in the hopes of starting a conversation.

I start to think that while there is no doubt that these seasoned translators, who are out there talking and laughing, impress me, there is no need to be so intimidated. In the same way that I hope I will be like them in several years, I hope they look at me and see themselves when they first started translating, that they remember that time in their translation career when they were just realizing how much more they had to learn.

I return to the real world and all those real people are duly impressed that I had just attended this conference, even though I explain I had not really done anything. I had paid my dues, attended a conference, listened to some seminars, met some people, and exchanged business cards. Is there a reason to be impressed? Not really. Now the real work has begun. Now I know what I have to do to become one of these people I wanted to become. I have to take practice exams. Get some more specialized dictionaries. Learn to use translation software. Hopefully pass the qualification exam. Get clients. Make a name for myself. No, as of yet, I have not really done anything. I learned Russian, that is true, but that may have been the easy part. Dedicating myself to do the work required to make a career in the translation field, that will be the challenge.

Leah Misbin is a writer and freelance Russian translator. She was the onsite coordinator of the Middlebury College Study Abroad Program in Moscow in 2003 to 2004 before accepting her current position as interpreter and crisis worker at Wings, Inc. in Chicago. She can be reached at gruzinka24@yahoo.com

SLAVFILE LITE: NOT BY WORD COUNT ALONE

Lydia Razran Stone

My husband, Ned, has a talent for languages. Although I never made any systematic effort to teach him Russian, I am not surprised that over the years that we have been together he has learned the Cyrillic alphabet, can frequently glean the subject matter of a Russian conversation and has acquired an active mastery of phrases needed for social occasions—expressions of greetings, thanks, hospitality, etc. Or so I thought. This summer we had one evening to spend in New York City and immediately contacted my St. Petersburg (now Brooklyn) cousins so we could get together. Because they were both working that day, they could not give us the sumptuous dinner they typically prepare, so in spite of all our strenuous efforts to take them out, insisted on taking us to the wonderful fish restaurant they frequent on special occasions. After a delicious meal and pleasant conversation, we all got up to go and Ned said with his usual good manners, «Спасибо, очень скучный обед!» Oh, of course I cleared up the misunderstanding at once, so my cousins were not offended and there was no harm done. On the other hand, my husband insists that all these years he has believed that *скучный* (boring) means delicious and has thanked hosts accordingly, with no one raising an eyebrow. I wonder.

Poor long-suffering Ned has had more than his share of peculiar situations to put up with in our relationship, and many of them have had to do with my obsession with language and languages. As I have announced several times in this publication, I am in the process of writing a dictionary of idiomatic usages in English for translators and interpreters. One of the new behaviors this has caused involves my sitting at the breakfast table most mornings, hours after my husband has left for work, drinking my coffee, reading the paper, listening to NPR, and occa-

sionally jotting down an idiom that one of these sources of stimulation has suggested to me. If we do not eat dinner at home, frequently one of these bits of paper remains on the dining room table until the next morning. Usually this is no cause for concern to anyone, but one morning Ned called me up from work to ask in a rather worried tone if I had any idea why a piece of paper saying “Watch your back!” was sitting at his place at the table when he sat down to breakfast.

I know that many of us, at least occasionally, are convinced that translating is bad for our health. It had never occurred to me, however, that translation was a euphemistic synonym for death, until I came across the quotation below in a book I was perusing for my dictionary. “Translate. Originally a biblical term for those few who *translated* directly into heaven without dying, later extended to righteous but lesser souls who died in the ordinary way before attaining immortality, e.g., ‘She was ninety years of age when the Lord translated her.’” (From *Rawson’s Dictionary of Euphemisms and Other Doubletalk*, Castle Books, 2002, p. 312.) Perhaps all of us who are disappointed that we will never become famous for being translators will be mollified to know that translation is a way to achieve immortality. I also learned from my terminological research through abstruse dictionaries that “going Cyrillic” is hackers’ slang for times when a graphical display starts to display garbage, as in, “The thing just went Cyrillic on me.”

In Elena Bogdanovich-Werner’s fascinating talk at the latest ATA conference, she mentioned that Russians speaking their own language rarely if at all answer questions as to how they are doing with the equivalent of typical American replies of *great, just fine, never better*, etc. This reminded me of a situation with my husband and the same cousin Nella who starred in the first paragraph of this column. After listening to my half of a phone conversation between my cousin and me, which for some reason was in English this time, Ned asked me if I was really as dissatisfied with my life as I sounded and reproached me for burdening Nella with my trivial problems, when she had real ones of her own. It was difficult to explain to him that I felt it would be impolite to portray all aspects of my life as going smoothly, when she described hers as fraught with so many problems and dissatisfactions.

Some 40 years ago, my Russian teacher, a propos of something, possibly even the instrumental plural, recited a poem to us. Charmed, as I always have been by any sort of foolery with words, I got her to repeat it, and memorized several lines. Since that time whenever I remembered and was in the company of literary-type Russians, I recited those lines and asked if anyone knew the rest or where I could find the poem—to no avail until this November, when I asked Irina Knizhnik at the ATA conference.

НОЧНАЯ ИСТОРИЯ

Миссис и мистер Бокли
Ночью проснулись вдруг.

Миссис и мистер Бокли
Открыли старый сундук.
Миссис и мистер Бокли
Достали из сундука
Большие морские бинокли
И орехи (четыре штуки).
Миссис и мистер Бокли
По лестнице шли сопя,
Миссис и мистер взмокли,
Дом качался скрипя,
Но они поднимали все выше
Четыре мешка и бинокли,
И вот очутились на крыше
Миссис и мистер Бокли.

Миссис легла у застрехи,
Мистер сел на карниз.
И стали колоть орехи,
А скорлупки бросали вниз.
(Вадим Левин)

A Night’s Adventure

Mrs. and Mr. Buckley
Awoke to the sound of a thunk.
Mrs. and Mr. Buckley
Opened their seaman’s trunk.
Mr. and Mrs. were lucky
To find what the trunk had to hide:
A spyglass from old grandpa Buckley
And four sacks with walnuts inside.
To better enjoy their new treasure
They climbed to the roof with their booty
And wielded their spyglass with pleasure
For the view from up there was a beauty.
Then the Mr. sat down on a tile
And the Mrs. lay down on a ledge
And they gobbled the walnuts in style.
Tossing the shells off the edge.

Although the poem was not one familiar to her, she found it for me nearly as soon as she returned home. Ironically it was included in a book someone gave me more than 10 years ago, which I probably never opened. It all goes to show that: 1) networking always works if you are only persistent enough and give it enough time; 2) you should always, always look a gift book at least in the index or table of contents. Because this poem still amuses me, I am sharing it with readers on the back page.

I have been translating nonsense (or nearly nonsense) poems into English for eventual inclusion on a bilingual website devoted to children's poetry. One might think that the nonsensical aspect would make things easier to translate, but that turns out, in my experience at least, not to be true. I am not sure exactly why. Perhaps, this has something to do with the closer reliance on the marriage of sound and (non) sense, or perhaps with the fact that it is never clear what is core meaning and what are somewhat alterable details. How would you deal, for example, with a poem that seems to depend on: a) the ridiculous sound of the name Mister Buckley to Russian ears, and b) the fact that in Russian *Бокли* rhymes with *бинокли*? Or to pick another example, how would you translate *Чистят чижики носы* when in the original it rhymes with *Тихо тикают часы*? And what would you do about *бутерброд, сумасброд*?

Here's what I did.

I would love to see alternate solutions to these problems and promise to publish any submitted.

БУТЕРБРОД

Как у наших ворот
За горою
Жил да был бутерброд
С колбасою.

Захотелось ему
Прогуляться,
На траве-мураве
Повалиться.

И сманил он с собой
На прогулку
Краснощековую сдобную
Булку.
Но чайные чашки в печали
Стуча и брэнча закричали:

“Бутерброд,
Сумасброд,
Не ходи из ворот,
А пойдешь -
Пропадешь,
Муре в рот попадешь!

Муре в рот,
Муре в рот,
Муре в рот
Попадешь! “

Корней Чуковский (1923)

Once a sandwich (cheese and meat)
Longed to breathe air fresh and sweet.
“I'll relax beneath the trees,”
Thought the sandwich (meat and cheese).
So he convinced the jelly roll
To come with him upon this stroll.
But when the teacups saw them go,
They shook their handles to and fro
And in distress began to shout,
“Sandwich, dummy, don't go out
Sandwich, you have lost your mind
Stay inside with your own kind.
Hungry kids are out at play,
They eat three like you a day.
And for being such a dummy
You'll end up in Murya's tummy
You big dummy!
You big dummy!
You'll end up in Murya's tummy!”

Кулинаки-пулинаки,
Громко гавкают собаки,
Тихо тикают часы,
Чистят чижики носы.
(Start of a tongue twister)

Kulinaki-Pulinaki,
Watches whisper ticky-tacky,
Rowdy hound dogs loudly howl
Finches filch fish from a fowl.

HAPPY 2005 EVERYONE!

MORE FEISTY ENGLISH ПО-РУССКИ

Translations by Raphy Alden (raphael_ag@hotmail.com)

English definitions by Lydia Stone (lydiastone@verizon.net)

Additional suggestions and criticisms of either are solicited.

1. fishy—dubious, unconvincing, questionable, the reference is to the smell of fish no longer fresh - сомнительный, подозрительный
2. fizzy—effervescent, either in a physical or metaphorical sense – бурный, кипучий; искрометный, неудержимый
3. flaky—foolish, silly, irrational; unreliable - чокнутый; чудной, со странностями, с приветом'
4. flabby—lacking firmness; lacking force or vitality - слабохарактерный, мягкотельный
5. flashy—ostentatious - показной
6. flighty—volatile, capricious - взбалмошный; капризный
7. flimsy—lacking in strength, substance, or value - непрочный, шаткий, неосновательный
8. flinty—unyielding, stern - жесткий; суровый; твердый
9. flowery—aside from basic meaning, full of ornate, grandiloquent expressions, highly embellished – витиеватый, приукрашенный
10. fluky—dependent on chance; constantly shifting, uncertain - случайный, зависящий от удачи, неопределенный, переменчивый
11. folksy—strikingly, artificially or exaggeratedly informal, friendly and familiar, may be positive, but more likely negative - панибратский; фамильярный
12. foxy—original meaning sly and devious; newer meaning sexually attractive of a female, originally African-American usage – привлекательный,
13. freaky—unusual, weird, abnormal, even supernatural - причудливый; странный;
14. frilly—overdecorated in a feminine way, as with ruffles - разукрашенный, цветистый; вычурный, отделанный оборками/рюшем
15. frisky—frolicsome, playful, playfully amorous - живой; игривый; шаловливый, резвый,
16. frizzy—tightly curled - завитой, вьющийся

Continued on page 9

MINUTES OF THE SLAVIC LANGUAGES DIVISION MEETING

OCTOBER 16, 2004 TORONTO, ONTARIO

Jennifer Guernsey

The meeting agenda was accepted and minutes for the previous year's meeting were approved by voice vote.

Assistant Division Administrator, Nora Favorov, announced that, as next year will be an election year for the SLD Administrator and Assistant Administrator positions, a nominating committee will be required in order to propose nominees by March.

An attending member expressed concern that the SLD meeting place and time were changed after publication of the initial conference program.

SlavFile Report

SlavFile Editor Lydia Stone reported that three issues of the *SlavFile* have been published this year. Delays have been associated mainly with hard copy production problems. She noted that some readers have expressed criticism regarding the length of the issues. Only one attending member had an opinion on this topic, and expressed the desire for more, shorter issues.

Prior to the meeting, Galina Raff, who is responsible for layout and typesetting for the *SlavFile*, requested that the issue of eliminating the hard copy of *SlavFile* and publishing only electronically be raised. An informal survey of the attending membership found that only two persons in attendance had read the current issue of *SlavFile* on line, though it had been available for about six weeks. In addition, while six members thought the hard copy was dispensable, nine thought hard copy publication should continue. It was decided to continue publishing *SlavFile* in both electronic and paper copy.

Lydia confirmed that writing an article for the *SlavFile* earns continuing education credits under the ATA's certification program.

Continuing Education

Division Administrator, Alex Lane, remarked on the widespread dissatisfaction with the certification program, most notably the perception that one could "buy CE points" simply by paying the conference registration fee and checking in at the conference, while never attending any conference sessions. He emphasized the need to develop additional low-cost ways for certified members to earn CE points. Certified members must earn 20 CE points in three years. Conference attendance counts for 10 points. Published articles (e.g. in the *SlavFile*) count for 1-2 points, but there is an annual cap of 2 points. Alex proposes that this topic be discussed further on the Yahoo Russian Translators Club list.

Lydia suggested a glossary project as a way for members to earn continuing education credits. She envisioned a contribution of about four terms (not easily found in dictionaries) equaling one continuing education point. The glossary would be published in the *SlavFile* or elsewhere.

South Slavic Languages Report

Paula Gordon reported that English<>Croatian pairs are now certifiable, and commended the efforts of Marijan Bošković and David Stephenson in seeing these pairs through the process. She noted that practice tests are available now, and that exam testing will begin in January 2005. She also recognized Teodora Burian and Tanja Abramović for their work in starting up the Serbian<>English certification workgroup. Paula mentioned that the ATA-SSLI Yahoo Group is available for discussion of those languages. The Spring 2003 *SlavFile* lays out the reasons for treating the three languages (Bosnian, Croatian, and Serbian) separately instead of as Serbo-Croatian.

Paula requested SLD administration assistance in:

- 1) correcting the language lists in the ATA online Directory of Translation and Interpreting Services (native languages include "Serbo" and "Slavic"; and while Bosnian, Croatian, and Serbian appear as native languages, Macedonian is still missing in that category);
- 2) getting a colored dot designated for Croatian at next year's conference, since Croatian is now included in the certification program;
- 3) expanding the "Other European" table in the Job Exchange into more categories over a larger surface area (for instance: Other Western European Languages; Languages of Central and Southeast Europe, and Middle-Eastern Languages) because this table becomes a catch-all for the entire continent and beyond.

Ukrainian Language Report

Vadim Khazin reported that Boris Silverstein and Igor Vesler have been working with him as the Ukrainian<>English Certification Committee. The signatures of 50 interested persons must be collected for each language combination in order to move the process forward: they have 48 interested in Ukrainian>English, and 45 in English>Ukrainian. Boris has been recruiting in Ukraine, from ProZ.com, and elsewhere, and requests members' assistance in identifying additional interested persons. He also needs to identify three Ukrainian>English graders. Although no one at the meeting volunteered, Irina Knizhnik suggested a person to contact who may be interested. [See page 2 for update.]

SLD Survey

Nora Favorov reported that response to the recent SLD survey was tremendous. Whereas previously about 10-15% of the membership has responded to surveys, this time 161 out of approximately 400 members have taken the survey. Nora will make the raw survey results available to the entire membership via an email containing a link to the site. She noted that areas in which members have seen business increase are law, business, and medicine. Information gleaned from the survey will be published in the *SlavFile*.

Web Site Utilization

Alex Lane reported that the site meter he installed this past year, which generates weekly reports, indicates that the average number of visitors per week is 18, and the average number of pages viewed per visit is 1.2. He feels this constitutes an extremely low utilization rate.

Conference Wrap-Up

The SLD administrators stated that it would be nice to have more presenters, and some new presenters, at next year's conference. Paul Gallagher has volunteered to do a presentation. It was noted that presentations regarding other (non-Russian) Slavic languages are especially encouraged. It was also emphasized that, if your presentation is Slavic-oriented, it is best to present it as an SLD session rather than through another division; otherwise, it might be scheduled in conflict with another SLD session. Nora Favorov requested suggestions for speakers for the Susana Greiss Lecture. In response to a question regarding inviting non-SLD members to speak at the conference, Nora Favorov noted that other divisions often spend money to have outside speakers, as the SLD does with the Greiss lecture. Alex Lane commented that presenters have to register for the conference and pay for conference attendance, which is a disincentive to outside speakers.

In response to a question regarding how to become a speaker, Alex Lane answered that there is an application form provided in the ATA conference materials as well as on the web site. He noted that the deadline for submitting a presentation is surprisingly early in the year, around March [Ed: March 11 for the 2005 conference].

William Derbyshire noted that the Seattle area has a Russian consulate, a very active Polish club, and substantial Russian and Bosnian communities. It was suggested to have next year's SLD banquet at a non-Russian Slavic-themed restaurant. It was noted that the Polish Club has a dinner every Friday night, which may be a possibility. William Derbyshire volunteered to explore this and other possibilities for the SLD banquet. Jen Guernsey suggested that the SLD banquet be better publicized, namely by having it mentioned in the conference program.

All of the members introduced themselves, and first-time attendees were recognized. Lydia Stone solicited a first-time attendee to write a report on his/her conference experience for the *SlavFile*; Leah Misbin volunteered. Nora Favorov apologized for the lack of attention to newcomers earlier in the conference, which was partially attributable to the fact that the *SlavFile* had not been distributed before the conference, and promised that an opportunity to meet and greet newcomers would be arranged for early in the conference next year.

Paul Gallagher inquired as to the fate of this year's sing-along. He was advised that it had simply fallen through the cracks, but could surely be resurrected for next year. Volunteers are being sought to organize this event.

It was noted that the Slavic Table was generally unattended at the networking session, and suggested that we make arrangements next year to ensure that there is a presence there throughout the session.

After determining that there was no further outstanding business, Alex Lane adjourned the meeting.

17. frosty—cold in manner – холодный, сухой
18. frothy—playfully frivolous - легкомысленный
фривольный; поверхностный беззаботный, легкий
19. frumpy—dull, dowdy - безвкусно одетый, немодный,
непривлекательный
20. funky—cowardly; smelling bad, computer use, functioning
inelegantly but functioning; out of the main stream, odd-
ball (peculiar) but appealing; “strange but cool,”
bohemian - вонючий; старомодный; трусливый
21. fussy—ill-tempered or irritable; fastidious, paying excessive
attention to small details; over decorated - суетливый,
нервный, привередливый, вычурный
22. fuzzy—fluffy (like a plush toy or baby chick); indistinct in
outline, vague (of a concept); of thinking, confused,
muddled; in the phrase “warm and fuzzy,” giving rise to
feelings of pleasure, affection and coziness, but possibly
not standing up to hard-headed analysis – ворсистый,
пушистый, смутный; неясный; расплывчатый;
неопределенный; нечеткий; размытый; расплывчатый;
23. gabby—overly talkative - болтливый; разговорчивый;
словоохотливый
24. gamy—having the odor of slightly spoiled game or meat,
sordid, seamy, sexually suggestive, racy – с душком (о
дичи); непристойный; развращенный
25. gassy—aside from basic meaning, boastful, bombastic (full
of hot air) - болтливый, хвастливый; газообразный,
наполненный газом
26. gaudy—ostentatious, garish - яркий, кричащий,
цветастый, безвкусный, витиеватый
27. gauzy—thin and transparent or semi-transparent - тонкий,
просвечивающий
28. gawky—awkward, large and gangling - неуклюжий,
неловкий, нескладный
29. geeky—socially inept without being reticent, usually used
of someone with an intellectual bent, especially someone
with a technical orientation - странный; причудливый,
“очкарик”
30. giddy—overly exuberant and lighthearted, may also mean
dizzy - легкомысленный, ветреный,
головокружительный, испытывать головокружение
31. gimpy—lame or crippled - искалеченный; хромой
32. girly or girlie—featuring nude or scantily clad woman in
provocative poses, e.g., girlie magazine -
демонстрирующий женскую наготу
33. glassy—aside from basic meaning, lifeless, expressionless;
glassy-eyed - безжизненный, тусклый (о взгляде,
глазах)
34. glitchy—characterized by a number of minor problems or
bugs, computer slang – с внезапными отказами/сбоями,
неожиданная поломками/помехами
35. glitzy—ostentatious and shiny - безвкусный, кричащий,
блестящий
36. glossy—with a smooth, shiny surface; superficially and
often speciously attractive - блестящий, глянецовый,
лоснящийся
37. gnarly—difficult and complex, hairy, knotty -
придирчивый; сварливый; упрямый, угловатый,
грубый (о внешности), несговорчивый

REVIEW OF ATA CONFERENCE SESSION ON INTERNET PRIVACY PRESENTED BY ROLAND GREFER AND JILL SOMMER

Reviewed by Svetlana Ball

I have a confession to make, and I am pretty sure that after I make it my computer savvy colleagues will start looking down on me. Oh well, I'll just have to live with that. The truth is that as soon as my computer starts acting funny and after a brief and typically unsuccessful attempt by my husband, I hire a professional to correct my problems. I feel awful about this. I keep promising myself that one day I will set aside time to get to know my computer on a more intimate level.

Maybe that day has arrived. I decided to familiarize myself with my computer and prepare myself to deal with my problems by attending at least one ATA conference presentation related to computer technology. Although I came to Toronto for one day only, I was optimistic about catching a computer presentation. After scanning the conference program, I realized I was in luck; I noticed a session called *Internet Privacy for the Small Office or Home Office Environment* by Grefer and Sommer. What a coincidence, I thought, one of the presenters was the President of my local ATA chapter. I hoped it was not going to be one of those sessions that is so theoretical your brain struggles in vain to find some practical application. Again, I was in luck!

This presentation on privacy turned out to be surprisingly informal yet extremely informative. Having listened to all the tips and suggestions, I felt my computer confidence soaring. The presenters started by conducting a very short computer user survey. They wanted to see how many members of the audience were using dialup versus high speed internet connections, whether we had anti-virus software, firewalls, routers, spam filters or anti-spy ware. The survey served as a reality check for me. I began nonchalantly looking around, mentally noting who was using what and trying to figure out whether I was the only one present whose computer skills were frozen in a time capsule. Hoping to overcome many of the computer problems I had been encountering, I listened attentively. The speakers provided a slide presentation, answering our questions as they arose. Here is a short overview of the information presented.

We were told why it is very important to protect our computers and how to do it. One way is to install antivirus software and a personal firewall.

It turns out that the routers people use for their home office networks can also be useful in maintaining Internet privacy. Usually, there is a built-in hardware firewall that blocks all attempts to connect to your computer from the Internet, however all connection attempts from your computer to the Internet are allowed.

I was delighted to have found out how to fight unsolicited commercial e-mails, aka "spam," and what to do to ensure that no one can intercept e-mail messages we send or receive. In order to avoid spam you can configure your personal firewall software or ask your ISP to have junk e-mail deleted before it gets to your mailbox. In order to prevent interceptions of e-mail messages, we were told, one can encrypt them.

Web sites collect personal information. Some sites ask you to register; others collect information in different, often very

subtle ways. Some sites store "cookies" on your hard drive. You can delete the cookies already saved on your hard drive and refuse the cookies that Web sites send you. You can check your browser's Help files to find out how to reject only "third party cookies." Our presenter's advice was to set up a free Web-based account to use for any interaction with retailers or strangers or limit the number of people you give your e-mail address to.

The presenters recommended a resource to help us protect our privacy while on the Internet, *Privacy for Dummies* by John Levine, Ray Everett-Church, Gregg Stabbed, and David Lawrence.

Here are a few merchants offering Anti-virus products and firewalls:

- Norton AntiVirus (www.symantec.com)
- McAfee AntiVirus (www.mcafee.com)
- Zone Alarm (www.zonealarm.com)

I was particularly interested in spyware/adware detectors. Jill Sommer mentioned that when a computer starts slowing down it might be a sign that spyware is at work. Jill described a recent meeting with a friend, whose computer had been very slow and had sped up after a short spyware detection session. One of the addresses I jotted down was for SpyBot Search & Destroy (www.safer-networking.org). I've actually managed to download and run this free program on my computer since the conference. It detected and deleted some unwanted spyware and other threats. I also discovered that my ISP is offering a spyware detector free of charge; presumably other ISPs do so as well. The information about other spyware detector addresses in addition to a more detailed overview of the presentation can be found at www.jill-sommer.com/en/index.htm?/en/presentation2.htm.

At the end of the presentation, Grefer and Sommer recommended that, to make our lives easier and free up some of our precious time, we should obtain an application suite such as Norton Internet Security (www.symantec.com) or any other similar product. The advantage of these suites is that they contain an anti-virus program, a personal firewall, and an anti-spam product all in one package.

In closing, Mr. Grefer intrigued us by recommending we perform a quick search for our names or Social Security numbers on Google. It had never occurred to me to do this type of search and it was interesting to try. My Social Security number returned nothing, but my name returned two web sites, one of them being ProZ and the other one being www.ohiotranslators.org. I was pleased with the search results, but considering how much research I do on the Web these days, I understand that sooner or later the Web might make public something as significant as my personal or client information.

I am convinced I need Internet Privacy now and I am determined to do something about it.

Svetlana Ball is a full-time freelance translator and interpreter, based in Ada, Ohio. Svetlana can be reached at cyrillico@wcoil.com

COMMON MISTAKES OF NON-NATIVE SPEAKERS OF RUSSIAN

PART 1

Elena Bogdanovich-Werner

Editor's note: I (Lydia) attended Elena's talk in Toronto expecting to cajole or pressure an audience member to write a review for SlavFile. After I heard it, however, I realized that what would be more desirable was for Elena to turn all the material in this presentation into a series of modules to be published in SlavFile for the edification of all our readers, particularly those of us who would like to achieve a more native proficiency. Elena graciously agreed and we are pleased to present her first installment.

The Russian language is full of pitfalls that cause native English speakers to make all kinds of mistakes in their Russian speech. The study and analysis of such mistakes can provide us with the opportunity to work out recommendations on how to approach certain difficulties of Russian for native speakers of English.

The focus of our attention in this series of articles will not be mistakes in grammar, style or pronunciation, but rather those made by individuals with near native proficiency in Russian whose use of the language has not been restricted to time in a classroom. Such speakers may be fluent in Russian and have a very good command of its grammar, but a native speaker of Russian has no trouble whatsoever identifying them as non-native speakers. Everything seems to be correct in their speech, yet it still sounds foreign to Russian ears. Somehow it is not idiomatic or authentic enough. Why does this happen? What exactly is "off" in their speech? What can be done, if anything, to make them sound more authentically Russian?

As has been pointed out by many researchers, native language interference is responsible for much of the lack of authenticity in the speech of non-native speakers. When a non-native speaks Russian it is easy to determine by his accent and other linguistic features what his native tongue is: French, English, Japanese, etc., because non-native speech almost always has some similarities to the native language of the speaker.

Native competence is only really possible in one of one's childhood languages, since those languages actively participate in the cognitive development of an individual. Cognitive development and linguistic development go hand in hand in native language. Native language plays the role of the main regulator of thinking and conceptualization.

In subsequent language acquisition, the learned language's participation in cognitive development is likely to be different, depending on the completeness of the overall cognitive-conceptual development of the individual. If an individual starts learning the Russian language when his overall cognitive-conceptual development is in progress, and a firm and complete conceptual base in the native English tongue has not yet been created, then there is a greater chance of his becoming a true English-Russian bilingual, because his second language also begins to participate in his overall cognitive development. And if, on top of that, the individual finds himself in a Russian language milieu or is at

least partially exposed to the second language culture at this point of his overall cognitive development, he might well become bicultural because his socialization patterns will be tied to the second language culture.

Unfortunately, this is not always the case. More frequently, an individual starts learning the second language after he has already achieved a firm cognitive-conceptual base tied to his native English tongue, and his socialization is governed by his native culture. He may be able to consciously function like a Russian native, but his conceptual base, value system and natural reactions are American-English-based.

Native language interference usually results in mistakes that are deeply rooted in the inability of the language user to fully understand the concepts that are associated with language forms as well as in lack of awareness of cultural socialization patterns that govern the linguistic behavior of native speakers of Russian. Not knowing, or not having full access to, the underlying conceptual structures and socialization patterns of the language they are learning, the learners rely on the conceptual base of their mother tongue, and as a result the second language becomes the carrier of concepts and socialization patterns characteristic of their first language and culture. This is why their speech appears inauthentic and unidiomatic and sounds non-Russian.

Much has been written about the power of positive thinking in America as opposed to Russian fatalism and pessimism. These two different philosophical approaches to life and the role of the individual in it have had their imprint in the languages. Russian is abundant in negative constructions of various kinds which are used more often and in situations in which it would never occur to an English speaker to use them. Thus, it is very often ignored or simply not stressed enough in the teaching/learning process that very simple everyday phrases used by Russians will sound more polite and less categorical when they include negation, than when they do not.

- Извините, не могли бы вы подсказать мне, как пройти...

But not: Подскажите мне как пройти...

- Ты не хочешь пойти в кино?

But not: Хочешь пойти в кино?

- Вы не видели здесь собаку?

But not: Вы видели здесь собаку?

The choice of adverbs/adjectives derived with the help of the negative prefix «не» also contributes to making the phrase sound softer and less categorical.

Мне нехорошо/ But not: Мне плохо

Мне неинтересно/ But not: Мне скучно

Мне нелегко/ But not: Мне трудно

Continued on page 12

by Leonid M. Gurevich

Lydia Stone

WARNING: If you hate Brightonese aka Russlish you would be well-advised to skip this review.*

The author of DRAJA readily admits to its being the work of an amateur, albeit one to which the amateur devoted 12 years. It thus should not be surprising that physically it has an amateurish look, being spiral bound with its 140 pages in “landscape” orientation. The book is perfectly easy to use and read, but might be rather unwieldy to carry around and I would doubt the binding’s ability to stand up to heavy wear. The entries for the approximately 2,500 terms, which Mr. Gurevich acquired by eavesdropping and reading the U.S. Russian language press, are set up in three columns. The first of these contains the Russian word, more or less phonetically rendered, the second an English translation, and the third an explanation in Russian. Beneath some of the entries (say about 30%) can be found the feature that compelled me to read this dictionary through from cover to cover: actual sentences pronounced by emigrants and overheard by the compiler. These contain some true gems.

As a New Year’s gift to our readers, here is a list of some of the most amusing or (dare I say it?) creative of the entries with their definitions or illustrative sentences. I will not include definitions where there is a sentence on the assumption that it would be more fun to figure out whatever meanings are not immediately clear.

1. Блесью – Блесью! Ты что, простужен?
2. Боль в заднице – неприятное и ненужное
3. Волк – Волк; волк! - Какой волк? – Быстрее переходи дорогу: он недолго горит!
4. Гайсы – Ты не волнуйся – в ихних муви хорошие гайсы всегда побеждают!
5. Гарбиджный – Гарбиджная книга, а шуму сколько!
6. Гудлак! – «вперед!» (только вряд ли что получится)
7. Даткам – Когда даткамы грохнулись, куча программистов очутилась без работы.
8. Дунька – Сходи к дуньке на углу и купи коробку донатов.
9. Дюдик – Какой-то дюдик из америкосов рашен преподает.
10. Залечь на дно – (перейти на нелегальное положение)
11. Зарулеванный – (one who plays by the rules) – С ним каши не сварить – он зарулеванный какой-то!
12. Здесь или с собой? – For here or to go?
13. Ишьбюс – У него с ними были какие-то ишьбюс, но сейчас все наладилось.

*Actually I do understand the position of those who are disgusted when I admire the creativity of this jargon. I suppose it feels to them as if I am admiring the creativity of the graffiti defacing the walls of their centuries-old city. Nevertheless, I find much of it amusing, and more important, I think that it provides a fascinating window on the dynamics of language contact and acquisition. Furthermore, it may well be that this book could be useful to those of our readers who interpret for the Russian emigrant community. LRS

Continued on page 14

One of the frequent mistakes of non-native speakers of Russian is the inclination to stick to positive structures as much as possible when expressing encouragement, moral support, warning and advice in conversational Russian. A better choice in this case would be the use of the negative construction. Many of the sentences without negatives do not sound Russian at all, as «Оставайся в хорошем состоянии! Держись здесь!» or are never used in the identical situations as «Упорствуй!» or acquire a different meaning as «Береги себя!».

Stay in touch! Не исчезай! Не пропадай!
(But not: Поддерживай со мной связь!)

Hang in there! Не сдавайся! Держись!
(But not: Держись здесь!)

Cheer up! Не грусти! (But not: Развеселись!)

Tough it out! Не падай духом! (But not: Будь сильным!)

Hold on! Не уходи! Не вешай трубку! Подожди!
(But not: Упорствуй!)

Stick around! Не уходи! (But not: Находишь неподалёку!)

Take care! Не болей! Береги себя!
(But not: Берегись! Заботься о своём здоровье!)

Stay well! Больше не болей!
(But not: Оставайся в хорошем состоянии!)

Stay put! Не уходи! Не двигайся! Не рыпайся!
(But not: Стой, где стоишь! /Оставайся на месте! /Жди!)

Be cool! Не теряй самообладания! Не отчаивайся!
Без глупостей!
(But not: Будь спокойным!)

Take it easy! Не принимай близко к сердцу!
Спокойно! Не напрягайся!
Не бери в голову!

(But not: Относись к этому просто! Смотри на это просто!)

Watch your step! Не упадите! Осторожно! Ступенька!
(But not: Наблюдай ступеньку!)

Slow down! Не превышай скорость/ Не гоните!
(But not: Поезжайте медленнее! Убавьте скорость!)

Stay on the trail! Не сходите с тропы!
(But not: Оставайтесь на тропе!)

Keep off the grass! По газонам не ходить!
(But not: Держитесь в стороне от травы. Не наступайте на траву!)

Keep quiet! Ничего не говорите! Тихо! Молчать!
(But not: Храните молчание!)

Watch your language! Не ругайтесь! Прекратите ругаться!
Следите за своей речью!
(But not: Наблюдайте за своей речью!)

Another issue that requires attention on the part of the non-native speakers of Russian is to learn how to express emotions in Russian. We will talk about this next time.

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MultiLex 4.0 English for Professionals

Англо-русский, русско-английский словарь для профессионалов

Galina Raff

MultiLex 4.0 English for Professionals is the current version of the popular electronic dictionary that is published and sold in Russia. It contains the following dictionaries and a user dictionary:

1. Новый Большой англо-русский словарь (НБАРС) под редакцией академика Ю.Д. Апресяна (250 тыс. терминов, «Русский язык», 1994)
2. Русско-английский словарь под общим руководством А.И. Смирницкого (55 тыс. терминов, «Русский язык», 1991)
3. Новый англо-русский банковский и экономический словарь Б.Г. Федорова (15 тыс. терминов, «Лимбус Пресс», 2000)
4. Англо-русский словарь по экономике и финансам под ред. А.В. Аникина (75 тыс. терминов, «Экономическая школа», 1993)
5. Англо-русский юридический словарь С. Н. Андрианова, А. С. Берсона и А. С. Никифорова (50 тыс. терминов)
6. Русско-английский юридический словарь И.И. Борисенко и В.В. Саенко (22 тыс. терминов)
7. Англо-русский толковый словарь терминов и сокращений по вычислительной технике, Интернету и программированию Э. М. Пройдакова и Л. А. Теплицкого (9800 терминов)
8. Русско-английский политехнический словарь под ред. Б. В. Кузнецова (90 тыс. терминов, «Русский язык», 1980-1996)
9. Русско-английский физический словарь под ред. В. Д. Новикова (76 тыс. терминов, «РУССО», 2001)
10. Англо-русский строительный словарь С.Н. Корчёмкина, С.К. Кашкина и С.В. Курбатова (55 тыс. терминов, «Русский язык», 1995)
11. Англо-русский словарь по полиграфии и издательскому делу А.В. Виноградского, М.Г. Косенко и др. (30 тыс. терминов, «РУССО», 1995)
12. Русско-английский словарь по нефти и газу под ред. А. И. Булатова (35 тыс. терминов, «РУССО», 1998)

13. Англо-русский словарь по солнечной энергетике под ред. Д. С. Стребкова (6300 терминов, «РУССО», 1995)
14. Русско-английский словарь по солнечной энергетике под ред. Д.С. Стребкова (5600 терминов, «РУССО», 1995)
15. Большой русско-английский медицинский словарь, руководители авторского коллектива - М.С. Бенюмович и В.Л. Ривкин (70 тыс. терминов, «РУССО», 2000)
16. Англо-русский медицинский словарь А. Ю. Болотиной и Е. О. Якушевой (13 тыс. терминов, «РУССО», 2001)
17. Англо-русский социологический энциклопедический словарь С. А. Кравченко (15 тыс. терминов, 2002)

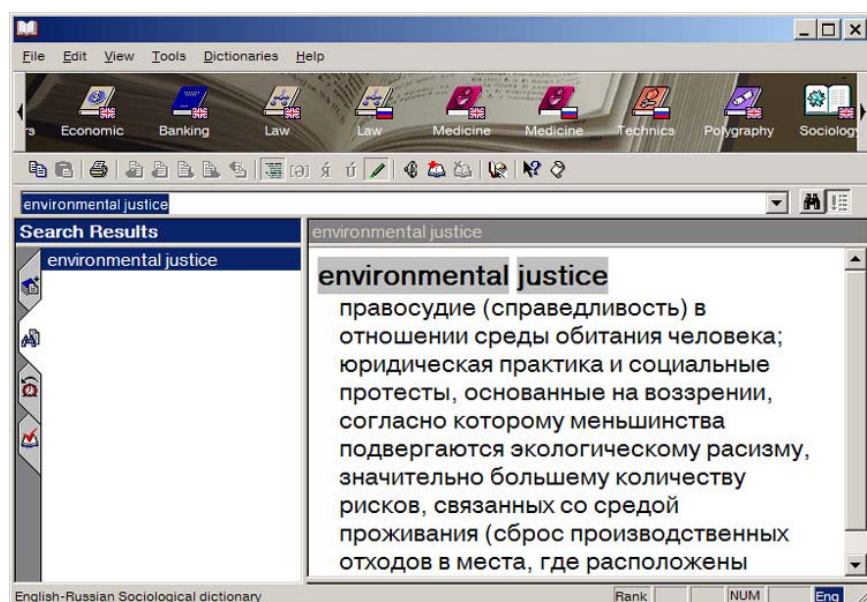
MultiLex (www.multilex.ru) dictionaries are published by MediaLingua (www.medialingua.ru) and sold on the company's web site. While the cheaper versions of MultiLex dictionaries can be occasionally found in retail stores in Moscow, the most reliable way to obtain the professional version is to order directly from the publisher and to have it delivered in Moscow by courier. The current price of MultiLex 4.0 English for Professionals is about \$70. According to the MediaLingua web site, the dictionary can be delivered to the U.S. via UPS for an additional \$84. Major credit cards are accepted.

MultiLex 4.0 English for Professionals comes in an attractive box that contains a little user manual in Russian. To install the program, you need to enter the registration number provided on the card inside of the box and a key word found in the manual as instructed during the installation process. E.g., page 9, line 7, word 3. The key word must be typed in Russian.

According to a recent article in *The Wall Street Journal*, Russia's piracy rate has fallen to 87% of software used from 99% just a few years ago, but this means that nearly 90% of the software in use has been copied illegally. This is why most software published in Russia is very difficult to install. In addition to relatively difficult installation, MultiLex has another level of copy protection: Occasionally the program requests that the CD-ROM be placed in the disk drive, so it is important not to misplace the software after it is installed.

An important note. If your computer is running under Windows XP, the Cyrillic support included with the operation system must be activated. Otherwise, installation is impossible. For previous versions of Windows, the appropriate Cyrillic utilities are also required.

Overall, MultiLex 4.0 English for Professionals is a major improvement over previous versions. The wide selection of dictionaries, ability to add additional dictionaries (although none have become available since MultiLex 4.0 was published over a year ago), the attractive and convenient user interface, powerful search engine and global search capabilities might well be worth the time and effort involved in obtaining and installing the dictionary.



“Translating Russia” Continued from page 1

The task of bridging the cultural divide does not end with a suitably written and translated article. The text must still pass through a saturated media market to reach the attention of the reader. Richardson dismisses the simplistic, pessimistic conclusion that Americans don't read. True, book readership is at a strikingly low level with only 47% reading a book of fiction in a given year, according to figures he offered, but a large volume of material is being published, particularly in magazines and the internet.

The problem on the U.S. side of the communicative event has a lot to do with the structure of the publishing industry. With a handful of media companies publishing the majority of magazines, the industry favors publications with readerships large enough to draw advertiser interest, and with editorial policies that get the right kinds of pictures on the front covers. Despite surveys indicating that 85% of Americans do in fact read magazines, other polls indicate that real interest in and comprehension of international issues is low. Richardson recounted how *Russian Life* is seeking to resolve the latter issue, at least where Russian issues are concerned, in contravention of normal business practices in the industry. It holds to its niche and resolves the business challenges by “not knowing when to quit, believing that people will read, being cheap, and depending on receipts from the readership in the business plan.”

The magazine also takes a definite position on what it expects from its contributors and translators. The stated goal is to “distill” Russia down to small shots in the hope that people will keep coming back for more. In this process *Russian Life* is willing to be “pretty daring” in translating text, in order to bring the reader into the story. Asked during the question and answer period whether this highly idiomatic translation requires extra

time from the translator, Richardson replied in the negative. Once writers and translators understand what is expected, the adaptive and creative qualities of the translation can be introduced in the process.

Russian Life is not a news magazine (for news, Richardson suggested a few of his staples, which include www.gazeta.ru, www.komersant.ru and www.ej.ru). Instead, *RL* takes “the long view” in crafting stories about Russia. Some 50% of the content is planned six to twelve months in advance. The other half comes from independent inquiries. Contributions need to be accompanied by photos wherever possible, and the magazine needs the sort of good writers and creative translators described above. With a faint wince, Richardson indicated that, nonetheless, he and his staff do a considerable amount of reworking of submissions to get them into shape for publication.

Given its already limited niche in the publishing arena and the lack of significant commercial underwriters, *Russian Life* has a scant offering of full-text on-line articles. A caveat on the *Russian Life* web site explains the preference for hard copy distribution due to “issues around copyright and paying our mortgages.” However, the publisher's web site (www.rispubs.com) does offer a few articles that give a feel for the magazine's style and substance, as well as an index to articles from past and current issues. Paul Richardson's article from the Nov/Dec 2003 edition is one of those available on-line (www.russianlife.net/edit0603.cfm). In it he offers sixteen compelling reasons why Russia still matters, in which nuclear weapons are mentioned only in the 13th position. In light of the publisher's lecture, one can only take this list as an autobiographical account of the reasons behind Richardson's own persistent interest in *Russian Life*.

Joseph Bayerl is a career officer with the US Army. He currently lives in Maryland, where he serves as a Presidential Translator for the Washington-Moscow Direct Communications Link (AKA *The Hotline*), and works from home as a part-time freelance translator. With military retirement on the horizon this summer, Joe is presently entertaining a wide range of options. He may be contacted at joseph.bayerl@js.pentagon.mil

Dictionary Review Continued from page 12

14. Кам-он! – Кам-он, не может такого быть!
15. Кольцо помолвки – engagement ring
16. Кьютать – Американские бабы увидят чужого ребенка – и давай кьютать!
17. «Лингвист» – говорящий по-английски с типичными для носителя русского языка ошибками - Он просто «лингвист» – говорит по-английски вообще без артиклей. А по-русски без падежей.
18. малофетный – low fat
19. Миддл-инишел – А меня нет миддл-инишела—я его дропнул, когда гражданство получали.
20. Ньютон с фигой – a fruit filled cookie
21. Окидок – Окидок—договорились, сделаем!
22. Побить систему – Если вы знаете, как побить систему, я благодарю вас.
23. Русский вопрос – И сколько они ему платят? Не знаю, не могу же я задать ему русский вопрос!
24. Тэйкать-изи – Волноваться не надо, надо все тэйкать-изи.
25. Хаюшки – приветик

This book may be obtained by contacting the author via email at LGurev3007@aol.com. It costs a very reasonable \$10.45 with an additional \$3.50 for postage and handling.

BEGINNING TRANSLATOR'S SURVIVAL KIT

AVAILABLE FOR PURCHASE OR (FREE) FOR REVIEW

Susana Greiss, SLD Founder and first Administrator, ATA certified translator in five language combinations and role model to us all, is once again giving back to the profession. Along with equally illustrious colleague, George Fletcher, Susana has recently published a short but comprehensive and very readable book, *Beginning Translator's Survival Kit*. All profits from this \$15 (\$14 if you order more than one) work are to go to the New York Circle of Translators. This “kit” may be ordered at www.nyctranslators.org or from www.globelanguage.com, its publisher. Alternatively, *SlavFile* has one copy to give to anyone agreeing to review it for us. Preference will be given to reviewers who are just starting out in the profession or for whom starting out is a relatively fresh memory. We will consider obtaining another review copy if one reviewer in each category comes forward. Contact Lydia at lydiastone@verizon.net

The SLD Survey Continued

Nora Favorov

From May through October 2003 the Slavic Languages Division conducted a survey of its membership. This survey performs several functions. It tells us (the SLD membership) something about who we are as a group, it provides a window onto the state of our profession and has allowed *SlavFile* readers to give feedback to the newsletter's editors. The *SlavFile* will publish excerpts from the survey results in this and upcoming issues (we published an overview of survey results in the Fall 2004 issue). Anyone who would like access to the full survey should contact Nora Favorov at the *koordinaty* provided in the masthead.

A total of 161 members responded to the survey (out of a total membership of approximately 400). Answers to the questions featured in this edition of *SlavFile* confirm what many of us probably suspected: most of our work comes from agencies, and many of us wish we had more work (although a majority either has "just about the right amount" of work or is forced to turn down work). The answer to question 15—How do you find new clients?—confirms everything we read in Kevin Hendzel's cover article in the last *SlavFile*—that good word of mouth is the most important marketing tool a translator or interpreter can have. Among the responses to the question that came under "Other," many people pointed to personal web sites, the ATA directory and ProZ as sources of work.

12. Over all are you satisfied with the amount of translation/interpretation work you have?

Too little work.	66
Forced to turn down work.	21
Just about the right amount of work.	66
Total Respondents	145
Skipped this Question	16

11. Please select the percentage that best approximates the proportion of your T/I income derived from the following sources over the past two years.

Sources of Work	75-100 %	50-75%	25-50%	0-25%	Total Responses
Individuals and/or Authors	2	7	4	63	76
T/I Agencies	28	23	19	35	105
Government Agencies	13	11	13	19	56
The Courts	0	6	7	26	39
Educational Institutions	0	1	3	18	22
Non-profits/NGOs	3	4	10	17	34
Academic Journals/Publishers	3	1	1	15	20
Non-academic publishers	0	1	1	12	14
Private company (not focused on languageservices)	6	4	9	25	44
Law Firm	0	2	4	31	37
Hospital	0	1	5	14	20
Total Respondents					138
(skipped this question)					23

15. How do you find new clients?

Contacts at ATA conferences.	27
Sending out resumes.	57
ATA Directory of T/I Services.	73
Colleague referrals.	79
Word of mouth.	96
Other (please specify)	42
Total Respondents	142
(skipped this question)	19

SlavFile is eager to publish the translator profiles, original line drawings (cartoons), glossaries, reviews (book, dictionary, movie, etc.), insights, experience, opinions, and/or ramblings of our readers. Especially welcome are contributions pertaining to Slavic languages other than Russian. Send contributions or inquiries to Lydia or Nora at the addresses on the masthead. We have copies available of the *Beginning Translator's Survival Guide* and the new Russian journal of translation «Мосты» available to anyone willing to review them.

Newsletter of the Slavic Languages Division
of the American Translators Association
225 Reinikers Lane
Alexandria, VA 22314

SLAVFILE

Алексей Алухтин

* * *

Когда будете, дети, студентами,
Не ломайте голов над моментами,
Над Гамлетами, Лирами, Кентами,
Над царями и над президентами,
Над морями и над континентами,
Не якшайтесь там с оппонентами,
Поступайте хитро с конкурентами.
А как кончите курс с эминентами
И на службу пойдете с патентами -
Не глядите на службе доцентами
И не брезгайте, дети, презентами!
Окружайте себя контрагентами,
Говорите всегда комплиментами,
У начальников будьте клиентами,
Утешайте их жен инструментами,
Угощайте старух пеперментами -
Воздадут вам за это с процентами:
Обошьют вам мундир позументами,
Грудь украсят звездами и лентами!..
А когда доктора с орнаментами
Назовут вас, увь, пациентами
И уморят вас медикаментами...
Отпоет архирей вас с регентами,
Хоронить понесут с ассистентами,
Обеспечат детей ваших рентами
(Чтоб им в опере быть абонентами)
И прикроют ваш прах монументами.

1860-е годы