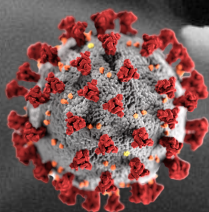


DEEP FOCUS



SEVENTH EDITION

AVD NEWSLETTER

Deep Focus is a quarterly publication of the American Translators Association's Audiovisual Division (officially established on August 29, 2018) of the American Translators Association, a non-profit organization. *Deep Focus* is committed to raising awareness of the audiovisual translation profession. Submissions become the property of *Deep Focus* and are subject to editing. Opinions expressed in this publication are solely those of the authors.





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Enhanced Productivity
with Text Expansion

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A review of the first AVD Meetup since COVID-19

PAGE 10 BY AV TRANSLATION PROFESSIONALS

We asked, "How has Covid-19 affected your work?" on our forum to get a glimpse of how colleagues have endured this pandemic both professionally and personally.

PAGE 12 BY CATALINA ESPINOZA

Our social media numbers reflect who is watching out for AVD news and from where. It's part of our division's effort.

PAGE 14 BY DANIELA COSTA

A camp for teenagers near Woodstock in the sixties. Remarkable persons who never gave up. How translating the subtitles for a documentary changed my perception of disability and accessibility.

PAGE 16 BY CATALINA ESPINOZA

An audiovisual translator's productivity can be affected by three factors: intertextuality present in the audiovisual work and its recurrence, the number of subtitles in the template, and whether or not the material is scripted.

PAGE 18 BY FLOR MONTERO

A conference interpreter, translator and psychotherapist provides strategies for us to better cope with the pandemic: from meditation to the use of language to heal our psyche.

PAGE 22 BY NORA DÍAZ

Text expansion tools can give every translator's workflow an immediate productivity boost by providing simple functionality or a wider array of features, there is a choice for every taste.



LETTER FROM OUR ADMINISTRATOR

DEBORAH WEXLER

Dear readers,

It has been a very sad few weeks. We have seen the power of the freedom of expression and protest in action, and in the middle of a pandemic no less. But we have also seen abuse by authorities.

Instead of sharing some personal thoughts like I normally do, I want to give voice to others.

Lucinda is a young woman in Los Angeles who wanted to protest against the senseless act of violence that caused the untimely death of George Floyd.

She was sprayed with gas by the police during a peaceful protest while in Portland, Oregon, and came home in pain. The authoritarian aftertaste reminds me of the deadly student protests of 1968.

A dear mutual friend, Paul Tifford Jr., was touched by her experience and wrote a poem. He has been very gracious in letting me share it with you.

Current Affairs
-For Lucinda Fasce Drake

After the doubts,
that's when the violence begins.
One must be certain
to call on the gas.
Alas, the innocents get caught
in the fray, tangled
in the curtain of rights
and an idealistic display.
We cannot sustain
a state of peaceful complaint.
Whatever this currently is,
peace ain't.

Thank you, Paul. And thank you, Lucinda.

Deborah Wexler
AVD Administrator

Paul Tifford Jr. is a writer, actor, singer, and hula-hoop expert. He had his first poem published at the age of 19. As an actor, he appeared as the magical Fortune Cookie Man on the Emmy-winning TV show Mr. Rogers' Neighborhood. As a tenor for the Gay Men's Chorus of Los Angeles, he performed with LeAnn Rimes and Melissa Manchester. He is the El Paso City, Texas State, and Southwest Region Hula-Hoop Champion, ranked 5th in the World Finals.





EDITORIAL

ANA G. GONZÁLEZ MEADE

Dear Audiovisual Division Members,

Far from simply welcoming the arrival of a more relaxed summer, when we are finally getting to see the light at the end of the tunnel, the current state of things must be acknowledged as, in addition to the hundreds of thousands of lives this pandemic has now claimed, innocent lives have also been taken violently and unjustifiably.

Yet in the face of this rampant racism, we are witnessing an unexpected, infectious phenomenon that goes way beyond even Coronavirus' reach: a deeply humbling, exemplary, and moving American spring that is powerful and promising enough to make personal, domestic, and global loss at so many levels meaningful. Change things. Solidarity with this claim for justice is found in every walk of life, in every nook and cranny of our world. We are one people, one heart, one soul. We stand by you.

Precisely because of how uniquely isolating these times are, we have thought of ways to feel close together by illustrating how our fellow translators have been navigating through these past three months, both professionally and personally. With that in mind, we put together graphic and written reports of our activities and the connection we have been trying to establish with our extended community. Because we want to hear from you and stay connected. United we will overcome this!

And because life goes on, we are still looking out for training and events that you could be interested in and for the latest updates on delayed industry conferences to keep you in the know.

Last but not least, we put together engaging content on topics such as quality control and productivity as well as disabilities in subtitling translation and mental health for linguists during the pandemic.

We will all proudly continue to do our job to the best of our ability so that we can keep bringing entertainment and information to the world at a time when it's needed the most. *Chapeau* to our contributors and to our whole leadership council for helping us bring you this brand-new seventh edition that is meant as a message of hope, unity, and love far and wide.

More elbow bumps and foot shakes to you all,

Ana Gabriela González Meade
Deep Focus Editor



ATA Statement on Racism and Inequality

To our members:

The recent deaths of George Floyd, Ahmaud Arbery, and Breonna Taylor and the subsequent public expressions of solidarity and support for Black Americans and other marginalized members of society have resulted in a time of reflection for many of us.

As a professional association that brings together over 9,000 language experts of diverse backgrounds, many of whom work directly with underprivileged people, the American Translators Association stands in solidarity with our members and colleagues who are Black, Indigenous, and/or People of Color (BIPOC), as well as those in the communities they serve.

ATA strongly opposes all forms of discrimination, acts of violence, and expressions of racial hatred. We welcome and support our members and colleagues from all walks of life. As such, and as a first step in lending our collective voice of support to fight racism and inequality, the ATA Board will examine how we can best support our BIPOC members and colleagues, and broaden the dialogue with underrepresented groups in our Association.

We stand with you.





AUDIOVISUAL TRANSLATION-RELATED INTERNATIONAL EVENTS

COURSE

Curso de Subtitulado y Doblaje dirigido a traductores, profesores, intérpretes y estudiantes
Subtitling and Dubbing Course for Translators, Teachers, Interpreters, and Students

When: Oct 2 – 16, 2020

Where: 100% Online

Description:

Subtitling script composition, dubbing script composition, Neutral Spanish practice, translation with and without script, software, job opportunities, final evaluation.

contacto@pontstraduccion.com.ar

CONFERENCE

The American Council of the Blind's Audio Description Project – 2020 Virtual Conference

When: Jul 3 – 10, 2020

Where: 100% Online

Description:

Since 2016, the Audio Description Project has met annually for a conference in conjunction with the annual ACB Convention. The 2020 Conference, originally scheduled for Schaumburg, IL, turned into a virtual conference due to COVID-19. We have something for everyone interested in audio description—both users and providers—and our conference is a wonderful opportunity for each to learn about the other.

<https://acb.org/adp/conference.html>

CONFERENCE**Translating Flamenco Songs****When:** Sept 24 – 25, 2020**Where:** University of Limoges (France), Faculty of Letters and Human Sciences**Description:**

The EHIC laboratory (Human Spaces and Cultural Interaction, EA 1087) of the University of Limoges in France is organizing a study day and workshop on the translation of flamenco song. This event is a continuation of the distance workshop of flamenco translation, which has been translating from 2019 An Anthology Of Cante Flamenco since 2019 (Perico el del Lunar, 1958).

<https://www.unilim.fr/ehic/events/event/appel-a-contribution/>

More information: Anne-Sophie Riegler : riegler@gmail.com

Vinciane Trancart : trancart@unilim.fr

CONFERENCE
Ive Colloque International sur la Traduction Économique, Commerciale, Financière et Institutionnelle - 4th International Symposium on Economic, Commercial, Financial, and Institutional Translation
When: Dec 7 - 8, 2020**Where:** French University of Egypt, El Shorouk City, Egypt**Description:**

The Faculty of Applied Languages of the French University of Egypt is organizing the 4th edition of the ICEBFIT international conference in Cairo, an incubator for cultures. The symposium will bring together academic and professional worlds to allow, and on the one hand, a constructive exchange between teachers, translators from the professional world and students, on the other hand, the promotion of scientific research in the field of economics and business. This edition incorporates the Arabic language for the first time.

<http://ufe-edu.fr/icebfit/>

CONFERENCE PANEL**Pragmatics of Translation, panel on Audiovisual Translation and Pragmatics****When:** June 24 - 26, 2021**Where:** University of Basel, Switzerland**Description:**

The 13th meeting of the International Symposium on (Im)Politeness and the 7th meeting of the biannual iMean (interaction and meaning) conference will be merged for a meeting on the “Pragmatics of Translation” on June 24-26, 2021 in Basel, Switzerland. The Call for Papers is now available and abstracts can be submitted.

<https://sympol-imean21.philhist.unibas.ch/en/home/>

COURSE**Translation Technologies****Universitat Autònoma de Barcelona, Tradumàtica Summer School****When:** Sept 24 – 25, 2020**Where:** 100% Online**Description:**

The Tradumàtica Summer School: Translation Technologies is an intensive course for people interested in automatised translation processes. Various types of workflows are included in the course, i.e. computer-assisted translation (CAT), machine translation (MT) and localization (computer games, mobile apps, images, software and web).

<https://pagines.uab.cat/tradumaticasummerschool/>

CONFERENCE RESCHEDULING ANNOUNCEMENT**13th Languages & the Media Conference and Exhibition****When:** Dec 14 - 16, 2020**Where:** Radisson Blu Hotel Berlin, Germany**Description:**

Throughout its 25-year long history, Languages & the Media, the Biennial International Conference on Audiovisual Language Transfer in the Media, has established itself as Europe's leading conference in the AVT industry and is a vibrant hub for exchange, learning and discussion. Languages & the Media is accompanied by an exhibition to showcase new technology, services and solutions to all relevant stakeholders in the audiovisual industry.

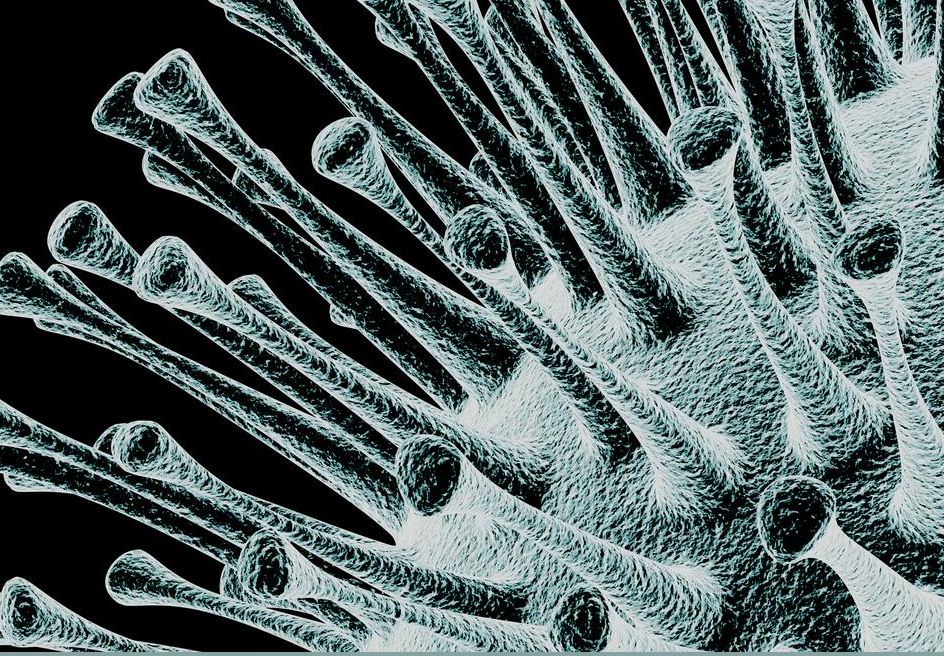
<https://www.languages-media.com/>

https://www.languages-media.com/conference_about.php

WEBINAR**GETTING STARTED IN AUDIOVISUAL TRANSLATION****AUDIOVISUAL DIVISION'S SPECIAL ANNOUNCEMENT**

The ATA Webinar Series is offering a free webinar on audiovisual translation! This one-hour webinar will provide a bird's-eye view of Audiovisual Translation (AVT) as a distinct, constantly changing field of translation. It will introduce, compare and show the most essential AVT modalities, such as subtitling, dubbing (voice-over and lip sync), subtitles for the deaf and hard-of-hearing (SDH), and audio description for the blind and partially sighted. It's an introductory webinar specially designed for those who are interested, or just beginning to work in audiovisual translation as a new professional specialization. It will be presented by Ana Lis Salotti, Assistant Administrator of the ATA's Audiovisual Division. More information will be posted on the ATA Webinar Series website, and registration will open soon, so stay tuned! It is scheduled to go live on July 21st, 2020.

<https://www.atanet.org/webinars/index.php>



AVD'S FIRST VIRTUAL MEETUP

IN COVID-19 TIMES, THE WHOLE WORLD MUST ADAPT AND IMPROVISE



And so the AVD did! In an attempt to bring our audiovisual translators together and help break the forced social isolation we have been living in, the AVD organized a virtual meetup on May 30, 2020. Translators from all over the world got together in a friendly and casual way, vented, and discussed different topics.

Almost 40 translators based in the US, Canada, Argentina, Germany, Mexico, Spain, Brazil, and the United Kingdom, to name a few, met virtually via Zoom.



It was so nice to see familiar faces and meet new people. The social meetup kicked off by singing happy birthday to our beloved Deborah Wexler, head of the AVD! Then, after a brief overview of AVD news, we were divided into small groups of 4 or 5, and linguists had some time to chat about a variety of topics, from favorite movies and what we are watching and doing to keep busy during confinement to online learning opportunities and pointers, and of course the current global situation and its effect on our work.



Welcome!

AUDIOVISUAL DIVISION NEWS

What we're up to

audiovisual



MENTORING PROGRAM

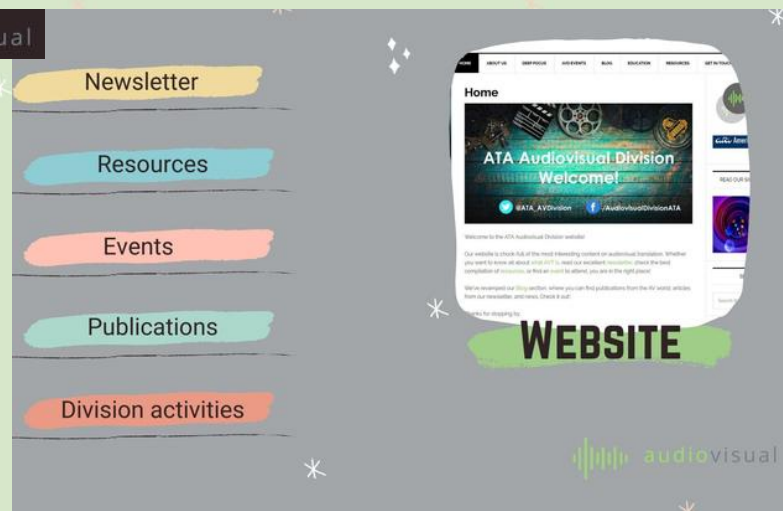
audiovisual



SOCIAL MEDIA

-  /AudiovisualDivisionATA
-  @ATA_AVDivision
-  @ATA_AVDivision

audiovisual



Newsletter

Resources

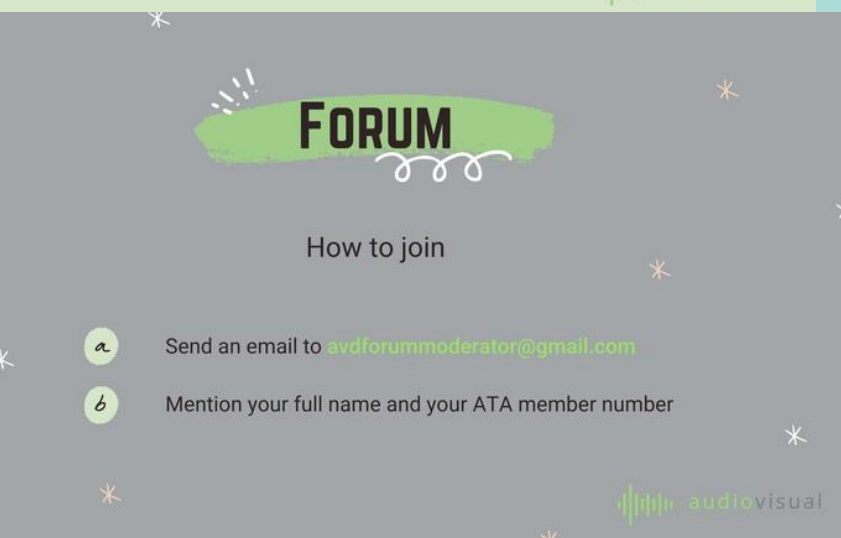
Events

Publications

Division activities

WEBSITE

audiovisual



FORUM

How to join

- Send an email to avdforummoderator@gmail.com
- Mention your full name and your ATA member number

audiovisual

The virtual meeting ended with everybody wanting more so another one was announced for June 27th. By popular demand, it lasted longer to allow enough time for the attendees to discuss more and get to know each other better.

**THANKS FOR PARTICIPATING
IN OUR 2ND VIRTUAL MEETUP
ON JUNE 27, 2020! SEE YOU
ON JULY 25TH 10 AM PST!**

We will have a report on the latest meetup and the ones to come in our next edition!

COVID-19 IMPACT TESTIMONIALS

1. Aída

COVID-19 has brought many challenges to my life as a translator. I was used to working alone and now I'm sharing my "sacred and quiet" space with my husband and my two kids all day long. Homeschooling made it more difficult to maintain a routine and keep my standard productivity. Some days are harder than others, and anxiety and sadness come to me.

2. Ana

COVID-19 update from an audiovisual translator... on maternity leave!

I live in the San Francisco Bay Area, California, and we have been in lockdown since the beginning of March. As of this week, some retail and restaurants with outdoor spaces have reopened, apart from the essential-need stores, which have been open all along. We are required to wear masks inside stores at all times, and outside if we cannot guarantee the six-foot distance from others.



I miss my mom, and going out with my friends. On the other hand, I have shared great moments with my kids, they have taught me how to enjoy silly games and the small things. I got a project in an area I had never worked before (a videogame translation), and it has kept me very busy learning new skills. I'm even planning to study videogame localization in the next months. I'm concerned because I think there's still the worse to come for Mexico regarding the pandemic, so we must be resilient and ready for the unexpected. We as translators have an advantage because adaptability is part of our daily work. I wish you all health and work during this challenging time!

Aída Carrasco, MBA
Traduscopio

Small gatherings of up to 12 people are also allowed with some restrictions. We are seeing some resemblance of normalcy out in the streets, although I think we all remain cautious, and I'm personally still concerned about a second, more potent outbreak. In terms of work, I have been on a "soft" maternity leave since early last year, working on occasional nights, especially for direct clients that I want to keep. After the pandemic broke out, I actually saw my small workload increase a bit as more online educational videos needed translating or proofreading or QC-ing. I can't say whether this was just a coincidence, but I have been doing more mindfulness and self-care educational

videos and other online-learning classes as of late. Regardless, I do think that this can be an opportunity for audiovisual translators in times when more and more is being done online as opposed to in person.

Ana Salotti, M. A.
English-Spanish Translator
AVD Assistant Administrator

4. Maria

Covid-19 has changed everybody's lives in many different ways, and for lots of people, work has been one of the areas that has been affected more deeply. For this reason, I am extremely grateful that I have been able to continue working throughout this crisis, although not without some changes. Audiovisual translation has been fairly stable; however, I also work as an interpreter, and that aspect of my job has changed dramatically.



3. Dietlinde

So far, the volume of work has not diminished, but it has changed: I used to do a lot of subtitling for featurettes on DVDs. With no new movies going from cinema to DVD, this does not happen currently.

My last few larger assignments were all German subtitles for third-language content from Asia: China, Korea, Japan.

Dietlinde DuPlessis, Diplom-Fachübersetzerin
Member of ATA and Untertitelforum
Audiovisual Translation
Tucson, Arizona, USA

Most in-person court, legal, and medical appointments have been cancelled or postponed, and while we are still able to carry out some of these processes remotely, there are challenges to doing this, and the amount of work available has certainly decreased.

So, for now, all I can do is hang in there and wait for some version of normalcy to return to this area of my work.

Maria Delgado
Audiovisual Translator
Accredited Court Interpreter

AVD SOCIAL MEDIA

BY CATALINA ESPINOZA

Our most popular posts were our original content.

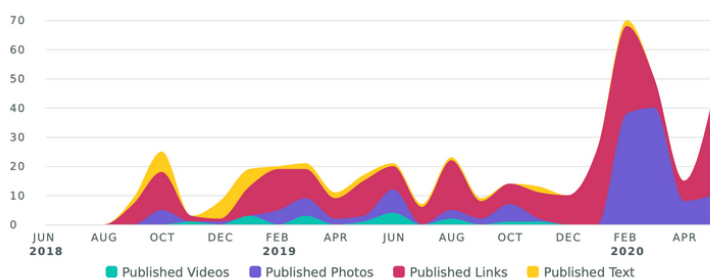
The growth of our Social Media accounts has been organic, so all "likes" are spontaneous.



Twitter Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Month

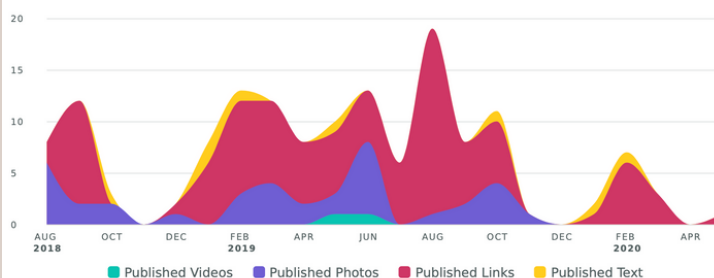


Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	434	↗-
Published Videos	16	↗-
Published Photos	137	↗-
Published Links	245	↗-
Published Text	36	↗-

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Month



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	147	↗-
Published Videos	2	↗-
Published Photos	37	↗-
Published Links	100	↗-
Published Text	8	↗-

The most liked and shared posts so far were the April edition of Deep Focus and a highly controversial article about Parasite's subtitles that sparked conversation in our community.

What we publish the most are links to third party information. We have not posted any videos and have posted very few photos.

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

Impressions
29,052 ↗-

Engagements
2,939 ↗-

Post Link Clicks
540 ↗-

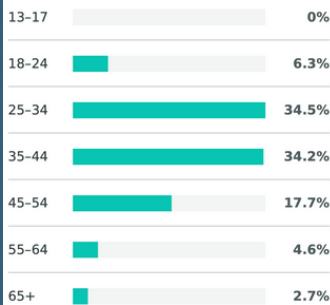
People do not comment much and share even less, but they take the time to react to our content.

Most of our audience is in the United States, Argentina, Italy, Mexico, and Spain. Around 80% of the audience is women, and between 10 and 20% is men.

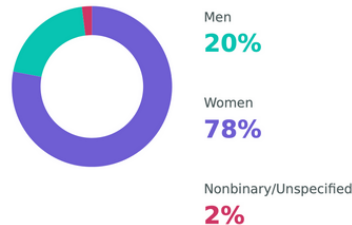
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age



People Reached by Gender



Women between the ages of **25-34** have a higher potential to see your content and visit your Page.

People Reached Top Countries

	Daily Average
Argentina	45.51
United States	25.08
Germany	18.59
Spain	14.56
Italy	13.15

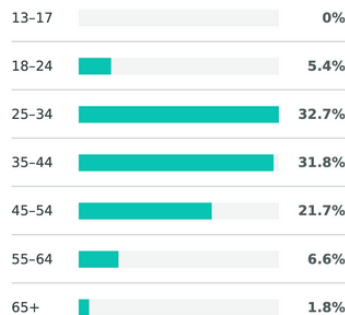
People Reached Top Cities

	Daily Average
Buenos Aires, Argentina	39.65
Rosario, Argentina	6.94
Berlin, Germany	6.82
Montevideo, Uruguay	6.53
Madrid, Spain	6.18

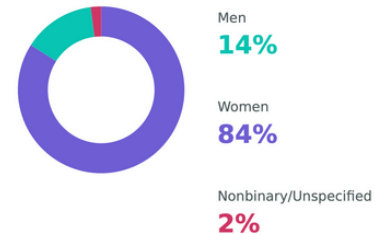
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Women between the ages of **25-34** appear to be the leading force among your fans.

Audience Top Countries

United States	97
Argentina	61
Italy	35
Mexico	18
Spain	13

Audience Top Cities

Buenos Aires, Argentina	32
Athens, Greece	8
Los Angeles, CA	7
Mexico City, Mexico	7
Rome, Italy	6

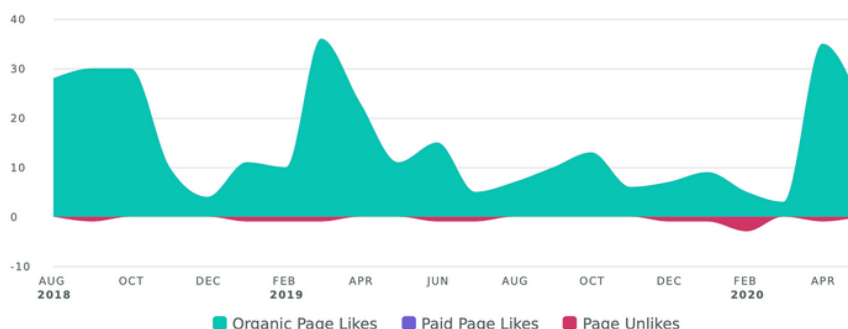
Since June 2018, the month with the most participation and movement in our Social Media accounts has been February 2020.

It was due to the conversation generated by the subtitling of the movie "Parasite" and its coverage by the press.

Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Month



Audience Metrics

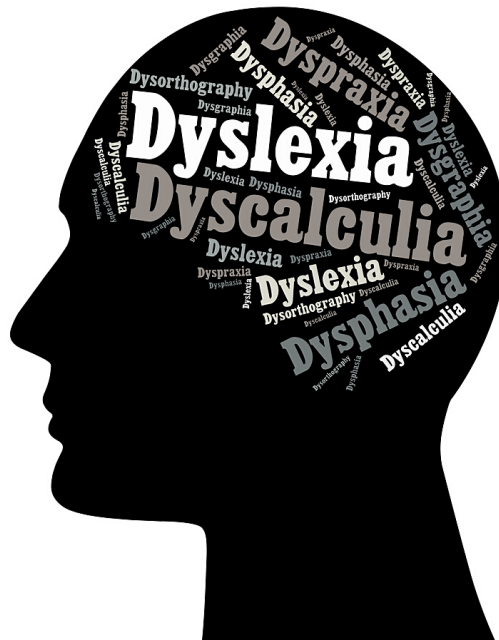
	Totals	% Change
Fans	336	-
Net Page Likes	319	↗ 100.00%
Organic Page Likes	331	↗ 100.00%
Paid Page Likes	0	→ 0.00%
Page Unlikes	12	↗ 100.00%

TRANSLATING ACCESSIBILITY AND SENSITIVE CONTENT

BY DANIELA COSTA

A few months ago, I was assigned the subtitle translation of a documentary. So far, nothing new to me. Before starting a project, I usually do some research about the director, characters, and theme. In this case, it was a documentary about a camp for teenagers, and

how it changed their lives. Little did I know what translations for these terms and ended up using “minusválido”, “deforme” and “retrasado mental”, respectively. I don’t like these words— it’s even difficult to write them—but as translators, we have to reflect the tone of the original text, and this was how people with disabilities were seen back then. Once I started translating the subtitles, I understood why words like these were commonly used to talk about disability or disabled people. Disability was considered a disease. Disabled children were often not allowed to study at the same schools as “normal” children, and if they did attend the same school they were hidden in another classroom in the basement.



I was about to see the impact it would have on my perception of disability.

Before having access to the video or the English file, I was asked to translate a list of recurring terms, taking into account the different historical periods in which these terms were used. Again, nothing out of the ordinary. But surprisingly, I found terms such as “handicapped”, “deformed”, and “mentally retarded”. I had forgotten about these hurtful words, and by going deeper into the theme of the documentary, I understood these were the terms commonly used in the '50s, '60s, and '70s to refer to people with disabilities. I had to come up with Spanish

I also researched the Rehabilitation Act of 1973 and Section 504. Despite this law meant to protect the rights of disabled people, for a long time it was not enforced, and it was even vetoed by President Nixon. This was the first civil rights law in the United States that prohibited discrimination against people with disabilities in programs that receive federal financial assistance. It set the stage for the Americans with Disabilities Act of 1990.¹

Another interesting element of the film was the change in discourse over the years. In the seventies, some politicians were against remodeling train stations, for instance, because



it was unnecessary spending if just “a few people” needed ramps or better access. Unbelievable. We’ve come a long way and while there’s always more to be done, accessibility is a term that’s resonating in the translation field as well. And that made me wonder about the task and role of the translator in society, and how we can help others access content that would otherwise be inaccessible for them.

Creating Subtitles for the Deaf and Hard of Hearing

This brings me to the second task I was assigned: SDH (subtitles for the deaf and hard of hearing). I had to work from an English template, which included all the cues, so half of the job was already done. In the process, you convert regular subtitles into SDH subtitles by adding sound descriptions and speaker IDs and re-dividing the text, because the character limitations may be different and because you are introducing extra text, you need more time and space. In this specific case, there were 1662 regular subtitles, while SDH subtitles totaled 1870. The guidelines to convert regular subtitles into SDH are usually provided by the client or project manager. Sometimes spotting is provided, but usually the transcriber must also do the spotting.

In SDH, sound descriptions are sounds that may have an impact on the plot and that the

viewer needs to know about for a better understanding of what’s going on. Speaker IDs are included when it’s not clear who is saying what or when the narrator is not seen onscreen. I was lucky enough to have an English SDH reference file and only had to translate sound effects and IDs in the file, but this is quite an unusual case. For most SDH tasks, you start from scratch, and that’s when your good judgment takes the lead. I realized that the best way to achieve the desired result is to watch the whole video without sound and with the subtitles on. If you can understand the whole plot and laugh, cry, be terrified, shocked, or outraged, then your job is done. Of course, the acting and directing are responsible for some or all of these emotions, but subtitles, SDH, closed captions, dubbing, and audio description pave the way to an immersive experience and democratize audiovisual materials. There are 466 million people in the world with disabling hearing loss. This is over 5% of the world’s population. 34 million are children. Unless action is taken, by 2030 there will be nearly 630 million people with disabling hearing loss. By 2050, that number could rise to over 900 million.²

The protagonists of this documentary went a long way from the teenagers at the crazy “psychedelic” camp of the ‘60s until their rights were properly acknowledged by the government and society as a whole. They taught me that no fight is over until it’s over, and that empathy is

what makes us human. Subtitlers have also come a long way, and quality SDH and closed captions are the norm nowadays, rather than an exception to the rule.

¹ <https://www.who.int/news-room/facts-in-pictures/detail/deafness>

² <https://dredf.org/legal-advocacy/laws/section-504-of-the-rehabilitation-act-of-1973/>

Daniela Costa is an Argentine English>Spanish translator and attorney at law. She has been working as a freelance subtitle translator for major subtitle localization companies since 2000, and has taken part in blockbuster theatrical projects, series and films for DVD and streaming. She is currently taking a masters in audiovisual translation at the University of Cadiz.



Contact: dcosta000@gmail.com.

THREE ELEMENTS THAT AFFECT SUBTITLING PRODUCTIVITY

BY CATALINA ESPINOZA

Almost every audiovisual translator has been asked their daily productivity. In an effort to win clients, sometimes we rush to respond: "x" minutes a day. But it's difficult to predict the complexity of a project knowing only how long a file is.

The purpose of this article is to show that the length of a video file is not equivalent to its complexity and, that throughout a 30-minute material, there are hidden challenges of varying complexity that the audiovisual translator has to face.

These challenges are not easy to predict just by mentioning the length of the file.

What makes audiovisual material more or less complex?

1. Intertextuality: There seems to be a consensus in the linguistic community that "Intertextuality" is a concept coined by the Bulgarian writer Julia Kristeva in the late 1960s.

Kristeva's term refers to the traces, quotations, or allusions to other literary works found in a text.¹ Later, Ana Moreno Peinado listed the following intertextual elements that can be found in an audiovisual work: quotes, allusions, slogans, author songs, parodies, rhymes, popular songs, conventional formulas, prayers, riddles, clichés, common formulas, locutions, and paroemias.²

What does this mean for us audiovisual translators? Well, each of the elements listed by Peinado must be detected, isolated, traced to its origin, and then translated in a way that considers target culture and conventions that allow the translator to deliver an idiomatic text in the target language. For subtitle editors, it means condensing an acceptable intertextual translation to the necessary reading speed while preserving the fluency and correctness of the target language. For dubbing translators, it means adjusting the translation to the speaker's lip synchronicity.

Biblical references are an example of the complexity of intertextuality we can all recognize. The Bible is undoubtedly one of the most translated books in the world. Every church or congregation has its translated and accepted version. So, we not only have to find an idiomatic translation while considering intertextual elements, but we must also stick to the version accepted by a religious community. In other words, are we talking about one or two quotes from the Bible or is it a 30-minute sermon with biblical references one after the other?

2. The Number of Subtitles in a Template:

Nowadays, almost every subtitle professional

receives an assignment from the client in the source language with a certain number of subtitles. This task is called "origination with template". I would like to highlight there is a big difference between a 30-minute assignment with 200 subtitles and that same file with 400 subtitles. More text in the same amount of time forces us to redouble efforts to translate the material.

3. Scripted or Non-Scripted? Does this harmless half-hour file that our client is entrusting to us contain an audiovisual work that follows a script? If not, the audiovisual translator must become an editor to do the job properly as it will require syntactic polishing.

Meanwhile, when there is a screenplay, a professional writer has written a plot and dialogues that require minimal linguistic correction while maintaining the orality required for the enjoyment of the audience.

Anyone who has been commissioned to subtitle a Youtuber's video knows that the rhythm of the speaker and the nature of the speech is different than that of a TV series. In this case, a source language template by an English writer does not save time, because the effort simply passes from one hand to another within the production chain.

So, what do you do when you get a half-hour commission for an improvised reality show or a Christian minister's sermon with 500 subtitles contained in that same amount of time? Accepting or rejecting the assignment is a business decision. But it is necessary to consider that all the above-stated elements make the job more complex and underestimating how long it will take can generate misunderstandings with the client. Changing the price after the job is done or negotiating an extension of the deadline is not always an option and it tends to cast doubt on the competence of the audiovisual translator.

At the ATA's Audiovisual Division we would love to hear your thoughts on this subject. Are there other elements that could be added to these three factors of complexity?

How do you deal with these types of assignments? Do you have a strategy to increase productivity given these factors?

Share your opinion with us on social media: @ATA_AVDivision on Twitter and Audiovisual Division ATA on Facebook.

¹ NGAMBA AMOUGOU, Monique Nomo (2009) "Intertextualidad, Influencia, Recepción, Traducción y Análisis Comparativo", Revista Electrónica de Estudios Filológicos, número 17, julio 2009. ISBN 1577-6921. Available at: https://www.um.es/tonosdigital/znum17/secciones/estudios-14-intertextualidadycomparatismo.htm#_ftn2

² MORENO PEINADO, Ana (2005) "La traducción de la intertextualidad en textos audiovisuales: a la búsqueda de una metodología", at ROMANA GARCÍA, María Luisa [ed.] II AIETI. Actas del II Congreso Internacional de la Asociación Ibérica de Estudios de Traducción e Interpretación. Madrid, 9-11 de febrero de 2005. Madrid: AIETI, pp. 1207-1217. ISBN 84-8468-151-3. Available at: http://www.aieti.eu/wp-content/uploads/AIETI_2_AMP_Traduccion.pdf

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Longing for a career change, she moved to Spain to pursue a master's degree in Audiovisual Translation at the European University of Valencia. She has been working as a freelance translator ever since.



TEN THINGS LANGUAGE PROFESSIONALS CAN DO TO LOOK AFTER THEIR MENTAL HEALTH DURING THE PANDEMIC

BY FLOR MONTERO

Interpreters and translators are no strangers to stress. Whether dealing with a fast-paced speaker or juggling multiple deadlines, we are well acquainted with the physical symptoms—and consequences—of stress.

However, the current worldwide pandemic is a new type of challenge not only for our guild, but also for the whole planet. Our lives have been disrupted at all levels, in ways we could have never foreseen, and no person is exempted from having to adjust to this new reality.

I have been a conference interpreter and translator for 23 years, but I am also a licensed psychotherapist with a private practice. During the last few months, patients have been reporting numerous panic attacks, intense anxiety, insomnia, nightmares, irritation, aggressive impulses, exhaustion, hopelessness and depression due to the COVID-19 situation. The common denominator behind these symptoms seems to be fear.

And with good reason! In this case, our translation projects were cancelled overnight and numerous payment processes were frozen, posing a serious financial problem.

Many of us had to quickly learn how to use cutting-edge technology to do more remote work without having the time to reflect and plan for this change. There are also those who have lost loved ones or fear that they or the people they care about might get sick or die. If you add to that the complications of a prolonged lockdown (the constant bombardment of distressing news and not being able to walk freely, exercise outdoors, or see your friends or family), it is quite possible we could all be experiencing some degree of post-traumatic stress disorder. These are indeed traumatizing times!

In our different corners of the world, we are all struggling with an unprecedented level of uncertainty and pain.

How to Look After Our Own Mental Health

First, it is important to acknowledge that any problem that we may have had before the pandemic—in terms of our coping mechanisms or mental health issues—has probably worsened. However, in our society there is stigma associated with seeking the help of a mental health professional. That is the first thing that has to change! There is no shame in asking for help when not feeling emotionally well, just as there is no shame in seeking medical guidance when physically ill. Then, we need to learn more about how our nervous system is responding, and what the best strategies are to deal with its hyperactivation (anxiety) or hypoactivation (depression). Let us not forget that this is a marathon, not a sprint.

The Role of the Nervous System

The fight/flight/freeze response is a mechanism the body has to protect us from danger. If used occasionally, as was its natural purpose, it can save our lives. But if its use is prolonged beyond our thresholds, it can have serious effects on our mental and physical health. It can also weaken our immune response, a luxury we currently cannot afford. So we must be proactive in reducing our use of this stress response.

Strategies vary because we all respond differently to interventions and have different preferences. The following are suggestions that work well for my patients and others. Give one (or all) a try!

Most of the poses are done lying on the floor with props to reduce muscular effort and let gravity do the work of opening up your fascia and deep connective tissues, where much stress is stored in the body.



1. Meditation

Meditation involves choosing an anchor for your attention. When you get distracted—and you will—you return your attention to your anchor. Noticing your distraction and refocusing your attention changes your brain. Resulting mindfulness might sound like a buzzword, but it means giving your ruminating mind a break, so that the body can reset and return to a healthy baseline. Neuroscientists have proven the many benefits of this ancient practice: focused attention positively impacts brain structures, and provides more equanimity to the nervous system, and bolsters the immune system. My favorite free meditation website is that of a Buddhist meditation teacher and psychologist, Tara Brach, at www.tarabrach.com. You might also find her guided meditations soothing and inspiring.

2. Yin Yoga

Yoga is another incredible ancient practice from the East, but yin yoga is different in that it specializes in gently triggering relaxation and restorative responses in the body. It combines

yoga asanas (poses) with traditional Chinese medicine and Taoist principles. The poses in yin yoga are held for longer than in other types of yoga, inducing meditative states and teaching us to breathe through discomfort. By doing this type of gentle stretching, we are opening blockages so that body flows can move freely. You might be surprised by how much better you can feel with so little effort. I recommend following Melissa West at <https://melissawest.com/> or at her free YouTube channel.

3. Breath Work

Strengthening your lungs is essential to resisting coronavirus because the lungs are often most affected by it. Many Eastern breathing techniques, called pranayama, not only increase your respiratory strength, but are also very beneficial to your parasympathetic nervous system, which controls relaxation, sleep and digestion. Intentionally oxygenating your body also improves your cognitive function, making your translation work easier. You can find my own personal breath work practice, which because of my parents influence I have done since I was a teenager, at Udemy.



4. Emotional Freedom Technique (EFT)

Emotional Freedom Technique, also known as Tapping, is a modern form of psychotherapy that uses the principles of acupuncture to ease emotional or physical pain. The practice follows a structured procedure to establish the intention of the session, release what no longer serves and reorient the mind and body energies into a healthier state. Instead of using needles, a gentle tapping is done with the fingertips on different meridian points. It can be done following pre-written or pre-recorded scripts, but it is also very easy to do on your own. Because EFT is all about establishing clear communication with ourselves, language professionals will find its linguistic aspect aligns with the way we reason. My favorite EFT YouTuber is Brad Yates. He has a creative, humorous and insightful approach. You can also find him at: <https://tapwithbrad.mykajabi.com>.

5. Hypnosis

Hypnosis and Neuro Linguistic Programming (NLP), tools to access the subconscious mind, are two of my favorite practices. These forms of brief psychotherapy do not dwell on the pain and the heightened state of consciousness produces fast improvement and endorphins –highly desirable aids for the current times, especially if you are experiencing anxiety or sleep problems. If you have never tried hypnosis, I encourage you to try it. You can find good hypnosis materials

online, but hypnosis works best when it is customized to a person's current and specific needs. Many sessions are available on YouTube.

6. Tai Chi and Qigong

These are two forms of martial arts that seek to integrate mind and body through controlled movement and conscious breathing. Even though their purpose is to awaken the flow of qi (life energy) in the body, there is also scientific evidence that they benefit the nervous and immune systems. Dr. Paul Lam is a family physician and Tai Chi expert you can get to know on YouTube or his website:

<https://taichiforhealthinstitute.org/about-dr-paul-lam/>. If you are interested in Qigong, you can visit Yoqi Yoga and Qigong at <https://www.youtube.com/channel/UCq6iAv6Ydn5-ccJ5Nm6Mcdg>.

7. Binaural and Isochronic Beats

The principle behind this auditory therapy is that binaural beats, delivered between 1 and 30 Hz, create the same brainwave pattern one would experience during meditation. Not enough research has been done on this still controversial practice, but I personally find that playing isochronic beats (binaural beats that do not require headphones) while translating helps my focus, energy levels and concentration.

<https://www.youtube.com/watch?v=Y3Zp8M81iqM&t=85s>

8. Journaling

The father of interpersonal neurobiology, psychiatrist Daniel Siegel, first said, "Name it to tame it." This statement is based on the fact that when you find the right terminology for your sometimes not too clear mental or emotional states, you automatically activate the part of the brain that can help process them. The key is to explore and expand our emotional jargon, so as to hit the jackpot and find the exact translation for every second of our experience, a challenge that suits translators' inquisitive orientation quite well. Writing about your thoughts and emotions is a highly therapeutic practice that does not require anything but your mind and a piece of paper.

9. Art Therapy

Similar to journaling, expressing your inner experience through other forms of art has the same effect. When you paint, draw, sculpt, take photos, dance or do anything artistic to express your emotions, you have a cathartic release and put some distance between you and what could be considered a problem. Then you look at your art and ask your creativity to find a solution for the problem, and draw or put it on top of the first design, using the original elements. Art is something that comes directly from the unconscious mind, so it can help provide you with insight into your motivations and unknown beliefs (those that were seeded in you without your full awareness). You will be surprised by the amount of inner knowledge you can acquire by something so simple and yet powerful.

10. Bodywork

Another neuroscientific principle states: "my issues live in my tissues". It means that we store all our painful emotions and experiences in our muscle and cellular memories, causing all sorts of tension. If your body is tense, you will not be able to relax or think clearly. So, exercising is good for your physical wellness, but it can also promote mental health.

There is also a specific form of therapy called somatic therapy that can help establish direct communication between body and mind, learning that what the mind holds to be true is not necessarily what the body believes.

So, move your body, or if you're so inclined, find a body psychotherapist.

I hope you will find inspiration in these resources, and in knowing that there are things you can do to feel better, increase your resilience and regain a sense of balance. Language professionals tend to be perfectionists, so I highly encourage you to let go of that for the time being. There are many things that are completely out of your control, so accepting this is how things are right now will give you more flexibility to relax within imperfection and cope better. Hope is a skill that can be learned, and it only requires some self-compassion (because this is difficult for all of us!) and treating yourself with the utmost kindness and loving self-acceptance. Stay safe and mentally healthy! *Buen camino, amigos.*

Flor Montero is a conference interpreter, translator, and licensed psychotherapist and hypnologist. She is a graduate of the Instituto Superior de Intérpretes y Traductores (ISIT). She was recently a featured presenter at the 2020



ProZ Freelancer Success Summit, speaking on mental health and wellness for language professionals during the COVID-19 crisis. She is also the administrator of *Foro para Intérpretes*, a Facebook group that brings together more than 2,100 language professionals from around the world.

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ENHANCED PRODUCTIVITY WITH TEXT EXPANSION

BY NORA DÍAZ

I haven't typed my full name or email address in years. Instead, I type abbreviations that get expanded after I type a punctuation mark or press a trigger key, such as the spacebar or Enter key. I also use text expansion for standard email replies, such as my reply when I receive a job that I can or can't accept, for the email body that accompanies my invoices and for phrases and long words in general. I use text expansion when translating, transcribing, and subtitling. I have abbreviations and expansions that I have used for years, but I also add new ones all the time, even when they will just be used for a short period of time, such as a company name that appears in a corporate video subtitling job.

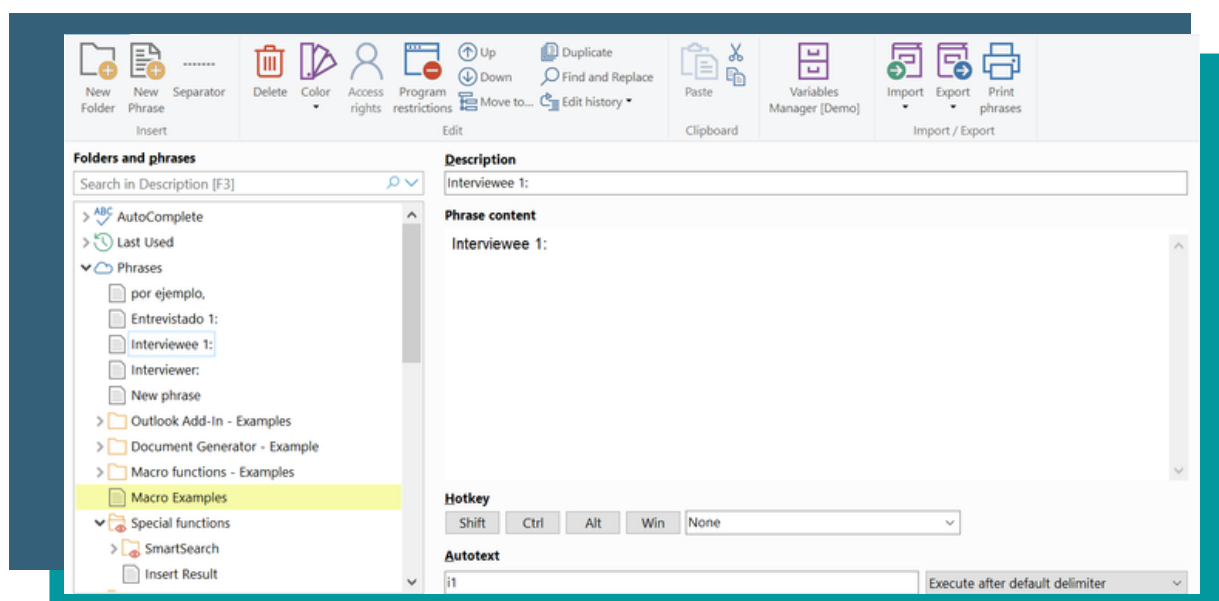
Text expansion can be a great productivity boost, and given that it is so easy to set up and start

PhraseExpress

Not only is PhraseExpress easy to set up and use, it's also free for personal use. The user can set up keyboard shortcuts and abbreviations as triggers to input specific words and phrases. For example, for transcription work, it's easy to create an expansion with "i1" as the abbreviation that, when triggered, inputs "Interviewee 1: ", including the space after the colon, and even with any formatting required.

Abbreviations and expansions are set up in seconds, are immediately available in every program, and can be set up to use plain or formatted text. PhraseExpress runs in the background and can easily be opened to make changes to the existing list of abbreviations by clicking on its icon in the taskbar.

But PhraseExpress is much more than a simple text expander. It includes templates that can help the user get started, and there's a great smart search feature that will launch a search in a number of websites right from wherever we're editing text. The built-in autocorrect feature will smoothly fix any typos and spelling errors, and there are boilerplate templates to easily insert dates and times, a very handy feature that I have



using, I believe every language professional can benefit from it. There are a number of text expansion solutions available, but in this article I will focus on two: PhraseExpress and TextExpander.

combined with an abbreviation so that whenever I type "td", today's date is automatically inserted wherever my cursor is. I use this all the time to quickly append the current date to the end of file names before sending them to clients.

Another favorite feature of mine in PhraseExpress is text prediction. The program can be set up to watch what we type and identify frequently used phrases, which are automatically memorized. After using the same string of words a number of times, PhraseExpress will offer them for insertion the next time we start to type the same words.

PhraseExpress can also keep track of everything that is saved to the clipboard, so we can use it later. This feature must be used with caution, though, as sensitive information will also be saved when enabled.

PhraseExpress is highly customizable, so the user has full control over how, where and when text will be expanded. For example, I like to keep text expansions off when I'm working in a CAT tool that has a great AutoSuggest feature, but I keep them enabled when working on subtitling and transcription programs, where there isn't much native help in terms of automated text suggestions.

TextExpander

TextExpander is a much simpler option than PhraseExpress. It doesn't have any of the additional features such as autocorrect or clipboard management, but its simplicity may actually be one of its strengths. TextExpander does one thing and it does it very well: it stores and triggers text expansions. Adding new abbreviation + expansion pairs is simple and fast, and expansions are offered with a satisfying sound, which can be disabled if desired. The term used in TextExpander for expansions is snippets.

Users can create snippets based on text, images and links. Text snippets can be plain or formatted. There are a number of customizations, such as hotkeys and triggering options, that are just enough to adapt the program to the user's preferences without making it overly complicated. While the program has a free trial, using it beyond the trial period will require a monthly license, which can be purchased for individual users or for teams who can share snippets. This cloud-based feature can be very valuable when working on projects involving multiple people.

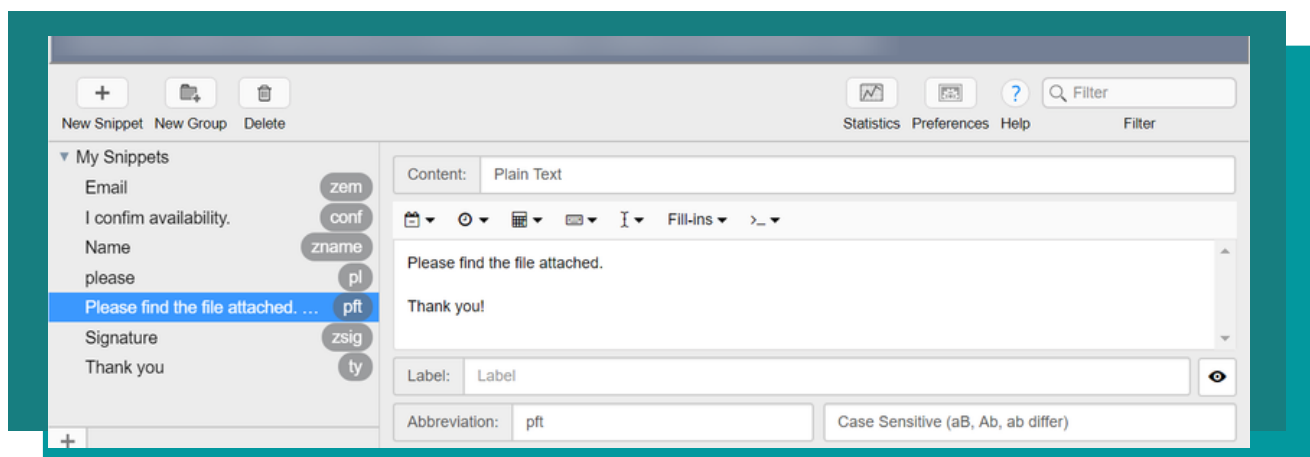
PhraseExpress and TextExpander are only two of a number of text expansion programs available today, and I hope this short article inspires you to look into the offerings and find the one that best suits your needs.

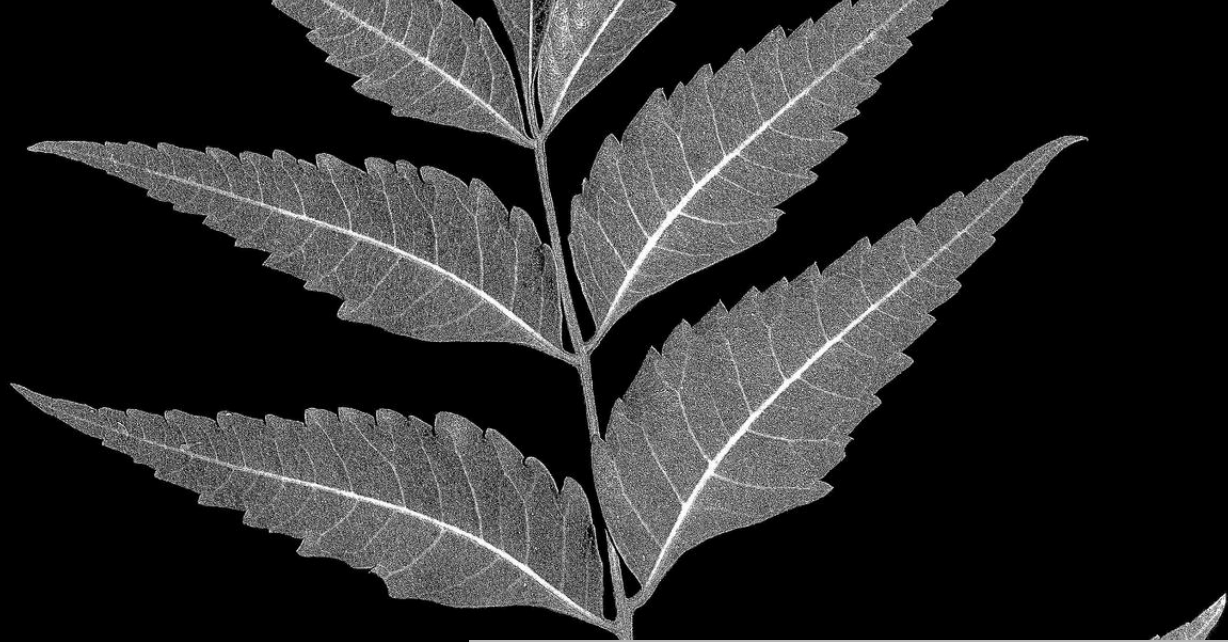
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As a technology enthusiast interested in enhancing productivity, Nora enjoys exploring tools that facilitate the work of translators and sharing her findings with others through her blog, Nora Díaz on Translation, Teaching and Other Stuff, and in webinars and training sessions.



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THIS EDITION IS DEDICATED TO:

THE MORE THAN 432,000 VICTIMS
OF CORONAVIRUS WORLDWIDE
AND
TO VICTIMS OF POLICE BRUTALITY
IN THE UNITED STATES

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AHMAUD
ARBERY

***Breonna
Taylor***

I can't breathe

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