

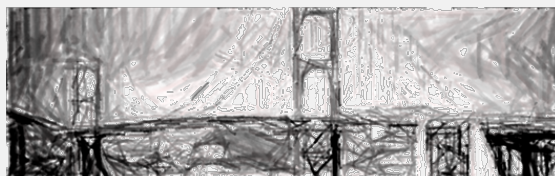
译风

THE ATA CHINESE LANGUAGE DIVISION NEWSLETTER

美国翻译协会中文翻译分会简报

Summer 2016

旧金山



ATA sessions

Meetings

Contacts

Dinners

CLD sessions

Meetings

Contacts

Dinner

atanet.org

November 2 to November 5
in San Francisco. Early register
by 23 September 2016 to save.

**ATA's 57th
Annual
Conference**

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FROM THE EDITORS

First off in this Summer 2016 issue, CLD Administrator Huilin Gao sends his greetings from sunbaked Arizona.

Dr. Chaowei Zhu, who teaches at the graduate school of Wake Forest University in North Carolina, describes how he trains the next generation of Chinese translators and interpreters.

Tian Huang explains how to signal quality in interpretation, followed by Jim Jones taking note of Chinese measure words. Jim is also our resident cartoonist.

In preparation for the 57th ATA Annual Conference, San Francisco resident Kathy Mok Reichardt takes us on a virtual walking tour of the fabled city.

Pency Tsai writes about the relationship between translation and interpretation in her column “Bird’s Corner”.

Finally, we encourage more CLD members to contribute articles for future newsletters. The deadline for the next issue is December 1, 2016.

ABOUT THE EDITORS



Editor

Eric Chiang translates academic and other technical texts.
E-mail: echiang@atecworld.com



Layout Editor

Tianlu Redmon is a legal, medical, and business interpreter and translator currently based in Oklahoma City, Oklahoma.
E-mail: tianlu.redmon@gmail.com

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SUBMISSION GUIDELINES

Suggested lengths:

Articles: 800 to 1,500 words

Reviews: 600 words

Letters: 300 words

Include a brief bio and a photograph.

Illustrations and links, etc., are
encouraged.

Submissions may be edited.

Opinions expressed in this publication
are solely those of the authors.

Send submissions for future issues to
echiang@atecworld.com

Submissions deadline for the next
issue: December 1, 2016

A Warm Welcome from the CLD Administrator



Huilin Gao, the current CLD Administrator, has been an interpreter and translator for 12 years specializing in medical, legal, multimedia, and gaming domains. He is an experienced conference and court interpreter.

Hi fellow CLD members,

I hope you all are enjoying summer! The southwest summer welcome was quite dramatic with temperature reaching around 120 degrees! While a hot summer is nothing new here, 120 degrees certainly makes fall and winter quite appealing – especially ATA 57th Annual Conference which will be held November 2-5 in San Francisco. I am looking forward to meeting up with fellow ATA CLD members as well as meeting new ones. A few reminders as the conference date nears:

- 1) Early Registration, which includes a deep discount on the conference cost, opens mid-July and ends September 23rd. A Preliminary Program will be included in the July/August issue of *The ATA Chronical*. Standard Registration runs September 24th to October 14th, and Late Registration is available after October 14th. Registering early is strong encouraged to save a few dollars.
- 2) If you plan to stay at the Hyatt Regency San Francisco (where the conference is located) book very early not only to get the early bird rate but because rooms often fill up fast. Discounted rates run until October 10th, but spaces often fill much earlier. If you are looking to share a room with someone, send a note on any of our social media outlets (Facebook, Yahoo Group or LinkedIn) or go to ATA Roommate Blog at:

<http://ataroommate-conference.blogspot.com/>

- 3) Also the administrative team will be organizing the annual events: where to meet up for our annual dinner, CLD meeting time and place, and other social gatherings that may be of interest. If you have suggestions, please share on our social media outlets. Participation in this helpful social gathering and professional improvement event is encouraged. We will share finalized dates and locations a few weeks before the conference.

In administrative news, as noted on the ATA CLD Yahoo Group regarding this year's administrator candidates, we have Pency Tsai and Feng Xiao running for CLD's Administrator and Assistant Administrator respectively. Both candidates have been actively serving ATA CLD aspects the past couple years, and I'm confident their combined passion and experience will keep ATA CLD strong. So thank you, Pency and Feng! We look forward to meeting you this fall in San Francisco!

In addition, our newsletter editor, Eric Chiang highly encourages all CLD members to write articles for the newsletter. You don't have to be a professor or literature expert to write an article for the CLD Newsletter. You can just be yourself and share personal experiences in translation and interpretation from your everyday work life. Perhaps you have a funny translation or interpretation story to share, an interesting translation or interpretation event in your area, or some helpful advice or suggestion about translation or interpretation. Please send along your written thoughts to Eric Chiang. The more we can share, the more we can learn from each other.

Have a great, refreshing summer!

Huilin (Alex) Gao

Training the Next Generation of Professional English-Chinese Translators/Interpreters in NC



Dr. Chaowei Zhu teaches full-time at the Graduate School of Arts & Sciences, Wake Forest University, NC. ATA-certified, he has translated several books and specializes in financial and academic texts. He may be reached at zhuc@wfu.edu

As a new member of the ATA and its Chinese Language Division (CLD), I was honored when Eric invited me to write something for the CLD's Summer Newsletter. Eric and I both agreed that sharing a bit about my work with CLD members might make for an interesting topic. So here I would like to talk about my teaching of Chinese-English translation at Wake Forest University (WFU) and what I am doing to help train the next generation of professional English-Chinese translators and interpreters in the Southeast of the US.

In addition to teaching full-time, I have been working as a part-time translator for the past ten-plus years specializing in business, academic, and educational translation in the English-Chinese language pair. The highlight of my translation career has been my involvement in the establishment of a new Chinese-English track in the Interpreting and Translation Studies (ITS) graduate program at WFU. WFU is "a collegiate *university* in Winston-Salem, North Carolina distinguished by small classes and faculty-student engagement." It is "consistently ranked among the top 30 universities in the nation."¹ ITS at the Graduate School of Arts and Sciences at WFU has been offering three MA degrees in the fields of translation and interpreting since fall 2011, with one track committed to the English-Spanish language pair. In response to the large number of inquiries regarding a Chinese program, and in order to meet the increasing need for qualified Chinese-English translators and interpreters as a result of a strengthening trading partnership between China and U.S., in the fall of 2015, I helped design a Chinese-

¹ <http://www.wfu.edu/>

English track in the MA program, under the joint leadership of Dr. Olgierda Furmanek and Dr. Sally Barbour.

The Chinese-English track in ITS is a two-year program with the first year focusing on translation and the second year more on interpreting. After a strong beginning in the first year, the number of applicants for the Chinese-English track almost doubled in 2016. To better prepare our candidates as qualified interpreters and translators in the future, the ITS program honors one of WFU's proudest traditions of a small teacher-student ratio (usually less than ten students for each teacher) and only admits 8-10 candidates each academic year to guarantee that each candidate has sufficient access to our faculty team. The Chinese-English track is now one of the largest graduate programs of its kind in the U.S. Our current candidates are from Chinese-speaking communities all over the world with diversified academic and working backgrounds.

One of the goals of the Chinese-English track is to get our candidates ready for potential translation and interpreting job openings here on the East Coast. Indeed, over the years, more states along the East Coast have been strengthening their commercial relationship with China. For example, North Carolina where WFU is located has maintained an active trading partnership with China. According to the data from the *Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China in the United States of America*, in 2014, the trade volume between China and North Carolina reached 15.15 billion dollars, including 2.66 billion dollars in exports and 12.49 dollars in imports, making China North Carolina's third export partner and first import partner.² Some world-class Chinese companies, such as Lenovo, have chosen to headquarter in NC. WFU is about 90 minutes away from both the Research Triangle Park of NC, "one of the largest research parks in the world" and "the home to over 200 companies employing 50,000 workers and 10,000 contractors",³ and the city of Charlotte, "the second largest banking center in the United States (after New York City)".⁴ Promising prospects for collaboration between North Carolina and China is likely to lead to

² <http://us.mofcom.gov.cn/article/ddgk/states/201407/20140700681678.shtml>

³ https://en.wikipedia.org/wiki/Research_Triangle_Park

⁴ https://en.wikipedia.org/wiki/Charlotte,_North_Carolina

more translation/interpreting-related jobs in the future. To take advantage of these opportunities in NC and in other states, the Chinese-English track will continue to work closely with local companies and business associations to provide internships for our candidates and to respond both to the needs of the regional communities as well as the entire East Coast.

Another goal of the Chinese-English track is to enhance our candidates' connections with professional translation/interpreting associations to better train them as young professionals. As an illustration of how we seek to achieve this goal, I include real-life translation projects in my translation and localization classes, and ATA certification exam procedures and criteria are used to assess students' translation. By reviewing their translation and correcting errors in accordance with the accepted industry standards, in our program we intend to help our candidates not only improve their translation skills, but also become more familiar with ATA certification exams.

Our candidates are also encouraged to take the initiative and explore the translation/interpreting industry landscape and to become more actively involved in professional and non-profit organizations in both the U.S and China, such as the ATA, Translators Association of China (TAC) and Translators without Borders (TWB), etc. Being such a distinct language from English, the Chinese language is usually underrepresented in most of the translation/interpreting professional associations outside of China. We believe that the Chinese candidates coming out of the ITS program are able to contribute more to the promotion of Chinese translation and interpreting in the professional associations they choose to join in the future.

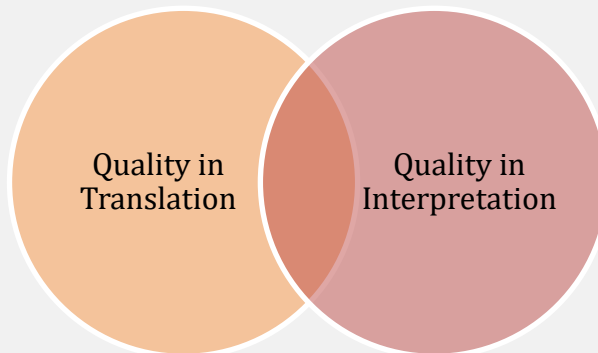
Signaling Quality through Interpretation



Tian Huang is a conference interpreter between English and Chinese and holds a 2-year MA in interpretation from Newcastle University, England. She works with government and corporate clients, and provides services through Intran Solutions (www.intransolutions.com).

Every time I chat with a new friend at a party, that question comes up: What do you do? And every time I answer it, I find myself using those two words: interpreter and translator. I am an interpreter.

Interpreters do their work 'in-action' while people speak to one another. That's quite a different working environment from translation, where there is more time to do things like proofreading and correcting errors. This means that these two activities have differences, but also similarities:



Sure, the middle ground holds lots of similarities between the two – both interpreters and translators need to be bilingual, have specific topical knowledge, and have the highest ethical standards, for example. Yet, there are real differences, especially when it comes to 'signaling' quality.

What's signaling? Signals* come in 'good' and 'bad' types. Certification, like ATA's, is one type of good signaling, because it shows that you have a certain standard of quality to people that don't know you. Interpreters signal quality in interpretation through other certifications, like through state courts. Unfortunately, bad signals can happen as well. Think of arriving late for a meeting with a client.

Here, I'll focus on one of the less obvious types of signals – called linguistic signals. These are things that an interpreter does while speaking that signal either good or bad quality in

interpretation. If done poorly, they signal bad quality because they just don't sound natural*. Examples discussed here include overly long pauses* and restarts*. Pauses are too long when they are more than 1 second. Restarts happen when a full word or phrase is repeated. If their frequency is small enough, participants never notice anything wrong with the interpreter's speech, and that's just what the interpreter's goal is: to be heard but not noticed.

Let me unpack these linguistic signals a bit.

Think of an interpreting scenario in a boardroom. There is an interpreter present and several participating members that speak one of two languages. The meeting starts, and the first speaker speaks. Then, the interpreter speaks in the other language.

Bad Signal!

While speaking, the interpreter pauses several times in a way that signals to the participants that:

1. There is some kind of problem
2. The problem might be the interpreter's skill level, and...
3. The participants are not being understood.

Good Signal!

On the flip side, picture the same scenario, but without the unnatural pauses. This signals to the participants that the interpreter has good skills and everyone is being understood.

The same type of scenario happens with restarts. If they happen too much, the interpreter's speech sounds unnatural. Where there are few restarts, a positive signal is sent instead.

From Bad to Good Signals

Frequent pauses or restarts indicate that the interpreter is experiencing 'cognitive load*', which is just a way of saying they are thinking too hard. When an interpreter thinks too hard, the brain's processor locks up, and bad linguistic signals happen. A good analogy is when your computer's processor locks up because it's got too many background programs running.

The good news is that these linguistic signals can be mitigated and minimized through practicing 'consecutive interpretation' (where interpretation is spoken after – not during – the

speaker's speech). My favorite way to do this is to meet on Skype with a colleague who has the same language combination as mine. We choose a video from Youtube or some other video-sharing website, and we alternate back and forth between interpreting and listening. After each iteration, the listener provides feedback on the number of pauses and restarts, and if there is any pattern. Here's an example from President Obama's speech at the 2016 White House Correspondents' Dinner.

Obama:

In just 6 short months, I will be officially a lame duck...

Interpreter:

在短短的6个月之后，我很快就会迎来我总统最后任期一无... (1.0 seconds pause) ...总统最后任期这段很难有... (0.5 seconds pause) ...很难有进展的这段时期了。

The interpreter repeated the phrase 总统最后任期 and the phrase 很难有, along with two pauses of 1 second and .5 seconds, respectively. These indicate to the listening partner that the interpreter was experiencing trouble. Once the interpretation has been completed, these facts are presented to the interpreter and together we discover why this occurred and develop strategies to deal with such situations in the future.

In this situation, it was discovered that the interpreter was having trouble with the phrase lame duck, and the correct translation was then identified. Also, a strategy for dealing with such situations was developed to deal with similar situations in the future. Here the team decided that, in situations like this, the interpreter should make quicker decisions about word choice rather than trying to achieve perfection.

I find that practicing like this can improve the strategies I use while working in a real-world environment, and thus signal quality in interpretation. When clients get good quality interpretation, they communicate better because they can trust that they're being understood. And that's really the entire point of this story – that signaling quality in interpretation builds trust.

* Several terms and ideas in this article are referenced from academic resources. Please email me at huangt@intransolutions.com if you would like the associated links.

Measure Words



Jim Jones first learned Mandarin in the US Midwest 31 years ago in college. He is a 20-year and award-winning member of STC (Society for Technical Communication stc.org). He does translation, editing, writing, cartooning, and other things. Find him at [LinkedIn.com/in/jimxlat](https://www.linkedin.com/in/jimxlat).

Chinese has a lot of measure words. English only has a few.

If one says “I’m going to buy a gallon of milk,” then “gallon” or “gallon of” would be the measure words.

But the sentence “I’m going to buy milk” does not have a measure word; the sentence “I’m going to buy the milk” does not have a measure word either.

Patch of Grass

Piece of Floor

End of Hall

Swallow of Water

Drink of Water

Pang of Thirst

Many English measure words are used in literary contexts and not much in everyday colloquial usage. Chinese on the other hand has 10 to 30 specialized measure words that are used colloquially [and up to 200 in all]. This measure word phenomenon exists in English but is far more common in Chinese.

How many of the English measure words do you know? What about the Chinese ones?

San Francisco, My Adopted Hometown

Take a virtual walking tour of the fabled city with Kathy Mok Reichardt

As an eight-year-old child visiting the United States for the first time, I found countless contrasts with my native Hong Kong - wide open spaces, a sky full of stars, fresh air, and a myriad of natural marvels like the Grand Canyon. But even with all that natural beauty, it was actually an American city that I most fell in love with - San Francisco. At only a fraction the size and population of Hong Kong, I wasn't quite sure why that was; but even back then I felt strongly enough to tell my father, "I'm going to live here someday."

So when ten years (and a couple hundred American movies) later, my parents decided to send me to college in San Francisco, I certainly didn't complain. And after another ten years of even more fortuitous life events, here I am actually calling the City my home. And yes, I still love it.

But I'm still not sure if I could pinpoint exactly why that is. For my husband - whose migration consisted of the 40 miles from his Silicon Valley birthplace - it's the cool Pacific fog that rolls in through the Golden Gate as the rest of California begins to bake, being able to feel a little bit of old world Europe without leaving the States, and the convenience of walking to a movie theater, a cafe, or the dozens of restaurants within blocks of our front door.

But as a History major, my opinion is that what's made this City special is the century-and-a-half procession of people who've been coming here looking for something special, and who've each left something even more special behind. From the International medley of miners who came looking for a better life during the Gold Rush, to the Bohemians and Beatniks and Hippies who came looking for theirs, to the Yuppies and Techies who've brought us full circle, and every dreamer in between. Words may not be able to describe what each of them has added, but it's something I feel when I walk through the streets here. And I think you will too.

So if you're up for it, what say we put on our walking shoes and take a little tour of my "new" neighborhood? For those of you who'll be attending the ATA 57th Annual Conference in November, be sure to save this issue of the ATA CLD Newsletter in case you find some free time!

Let's start at the Transamerica Tower on the corner of Montgomery and Washington Streets. Also known as the Pyramid Building, this tallest skyscraper on the San Francisco skyline shouldn't be hard to find. Now, depending on your preference, you can either head up Washington Street to Chinatown, or up Columbus Avenue to Little Italy. Yes, this is truly East meets West. I'll be heading to Chinatown first, but if you opt for the latter, just read the rest of my directions backwards!

However, before we embark, take a look back at the Transamerica building where you're now standing. Before its construction, another building stood here; and in that building there was a bar. It was in that bar that a man named Mark Twain met a fireman named Tom Sawyer.

Okay, let's head East! Well, East is actually to the west, so let's go one block up Washington Street, and then cross diagonally through **Portsmouth Square Plaza**. Once the town center of the Spanish village known as Yerba Buena (the predecessor of San Francisco), this park is now a favorite gathering space of Chinese Chess players (larger crowds often indicate a little gambling is going on). Through its history, this square has also been home to California's first public school, as well as the newspaper that announced the discovery of gold in the Sierra Nevada (that newspaper disappeared shortly after, when all its staff headed to the gold fields).

From the far corner of Portsmouth Plaza, continue up Clay Street past Grant, and mid-block you'll find a loop of five short alleys that I would consider the heart of Chinatown - and I suggest you explore them all. On **Waverly Place**, you'll walk past the Tin How Temple (125 Waverly), as well as the childhood home of *Joy Luck Club* author Amy Tan. On **Hang Ah Street**, you'll hear the clickety clack of Mahjong tiles being shuffled behind closed doors, and get a view of the park referenced in Bill Lee's book *Chinese Playground* (which describes one of the most violent gang clashes in Chinatown since the Tong Wars). It's said that **Spofford Street** is where Chinese revolutionary Sun Yat-sen (aka "The Father of China") hid from assassins while struggling to overthrow the Qing Dynasty (which he successfully accomplished in 1911). And on **Ross Alley**, the oldest alley in Chinatown, you'll walk past the school where Will Smith dropped off his son in the movie *Pursuit of Happyness*.

On Ross, you'll also likely notice a line of tourists at the Golden Gate Fortune Cookie Factory. But if you're in the mood for a snack at this point, I would instead recommend the **Eastern Bakery** at 720 Grant Street. Take a look at the photo in front, and you'll see that Bill Clinton agrees with me!

However, aside from the Eastern Bakery, Grant Street is generally considered "tourist Chinatown". So let's step back into authenticity by heading up Washington for one block to Stockton Street.

Now if you'd like a short detour from Chinatown, head another two blocks further up Washington to Mason Street, and spend a few minutes inside the **Cable Car Museum**. This is the one and only museum that I bring all my visiting friends to, because it's not just a museum - it's the powerhouse from which all the City's cable cars are pulled by underground cables. It's a quick stop, absolutely free, and absolutely fascinating.

Want to extend this detour? Head two blocks up Mason Street (yeah, it's a climb), take a

right on California, and then sit down for a few minutes inside the gothic **Grace Cathedral** while reflecting on its insight-inducing stained glass murals. You'll see everything from Adam and Eve to Albert Einstein up there. Or rest your eyes for a bit while imaging yourself listening to Martin Luther King, Jr. give his sermon here back in 1964.

If a church isn't your style, I might suggest getting a drink while taking in possibly the best view in San Francisco at the **Top of the Mark** lounge in the Mark Hopkins Hotel (back at Mason Street). But don't expect cheap or casual here - this is the Nob Hill district, which is sometimes referred to as Snob Hill for good reason. Nob Hill got its name from the Big Four railroad barons (nicknamed Nobs for their near-nobility) who built mansions here in the 19th Century.

Alright, for those of you still back on Stockton Street, let's head north (downhill), and experience six blocks of modern day Chinatown. What Little Italy is to its European parent, this street is to Southern China, and you'll no doubt hear as much Cantonese being spoken as English. As you cross Jackson Street, take a look to your left - it was on that block that **Bruce Lee** was born!

And when you reach Green Street, take a look to your right - the intersection a block over, Grant and Green, was to the Beatniks of the 1950s what the intersection of Haight-Ashbury was to the Hippies of the 1960s. Following the Beat poets, artists like Janis Joplin, Credence Clearwater, and Led Zeppelin also performed at various venues down there.

Now in case the change of scenery didn't let on, we've just entered Little Italy. Let's veer to the left for a block-long stroll down Columbus Avenue, and the contrast with Chinatown will become even more obvious. You'll even be passing a couple doors that required secret knocks during Prohibition!

At the corner of Columbus and Union, cross kitty-corner into Washington Square and take in the view of neo-gothic **Saints Peter and Paul Church**. In case you get lost, let me give you the address: 666 Filbert Street. That's right, the church occupies almost the entire block, and that's the address they chose. I've never asked why, but maybe I don't want to know!

If you were taking in this view on June 5, 1957, you would have seen Joe DiMaggio and Marilyn Monroe taking photos on the steps of the church after their civil ceremony. In 1964, you'd be one of thousands listening to President Lyndon B. Johnson give a speech from those same steps. And in 1971, you might have been in a sniper's crosshairs in the Clint Eastwood movie Dirty Harry! Of course, that'd still be safer than in 1926, when real-life anarchists bombed the church five separate times.

Okay, if you're in the mood for a snack, stop in at **Liguria Bakery** near the far corner of Washington Square. Though I can only rate the customer service here as "European", the focaccia is the best you'll ever have - and there's nowhere like a park bench in Washington Square to enjoy it. You might even be sitting on the same bench where Jack Kerouac used to enjoy drinking wine while writing his long and dash-infused lines of literature.

By the way, if you hear a flock of unusual-sounding birds in this neighborhood and would like to know more about them, check out the movie *The Wild Parrots of Telegraph Hill*. Or just watch the YouTube trailer before visiting, so you'll be able to recognize their call. Nobody knows where they came from, but my guess is that it's the same place that all lost pets come from. These guys just happen to be doing quite well on their own.

Ready to burn some of those focaccia calories? If so, head up Filbert Street to **Coit Tower**. Filbert Street gives way to the Filbert Steps, and those steps lead directly to the Tower. Or if you'd like more of a challenge, head six blocks in the other direction on Filbert to Hyde Street, and you'll have climbed one of the steepest streets in the world - congratulations! Enjoy the as-often-seen-on-TV view from the top.

If you decide to pass on both those challenges, then from Washington Square just head two blocks up Filbert to Grant Street. Take a right and enjoy a few blocks of that Euro-quiet one-way alley. At 1232 Grant you'll see a bar called "**The Saloon**" (next to a restaurant called "The House"). It's the oldest bar in San Francisco (in the same location since 1861), and I've been told that inside you can still see a trap door where drunk men sometimes got Shanghaied (kidnapped to work on ships) back during the Barbary Coast days. However, I've never actually gone in to confirm, as it looks like the crowd there hasn't changed much since those times.

Say, have you noticed the scarcity of chain restaurants on our walk? That's because this part of North Beach (as the locals call Little Italy) has a moratorium on them. Not even Starbucks has been able to wedge its way in, can you believe it? But if you're up for a real coffee, take a couple of steps back to **Cafe Trieste** at the corner of Grant and Vallejo. If you'd been a regular here in 1970, you might have found yourself sitting next to a young man working on a movie script. His name was Francis Ford Coppola, and the movie would be *The Godfather*. He's been pretty busy since then, but if you're real lucky, you might still catch him a couple blocks away at the corner of Columbus and Kearny (the green building). He now owns that beautiful structure, including the ground level **Cafe Zoetrope**. His studio upstairs has contributed to such films as *American Graffiti* and *Apocalypse Now*, and is where he once saw potential in a young carpenter named Harrison Ford.

On your way to Coppola's cafe, be sure to pay a visit to **City Lights Bookstore** on the corner of Columbus and Broadway. And even if you're not a big reader, step down into the basement

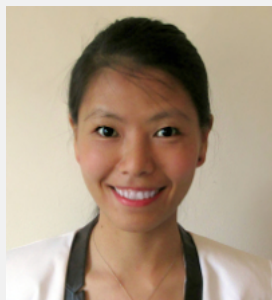
level for a glimpse into modern American history. Full of books that you might not find on Amazon, in the 1950s this basement was where the likes of Jack Kerouac and Allen Ginsberg would present their poetry to jam-packed audiences. Known as the Beats (short for Beatniks), few young people today realize that these guys were the counterculture predecessors of the Hippies. That means you're now standing at the epicenter of 1960s San Francisco.

If you'd like to learn more about the Beatniks and their incredible legacy, visit **The Beat Museum** a half block away at 540 Broadway. It's just past the **The Condor**, which is a piece of American history in its own right - the country's very first topless bar! The nearby and now nudie “**hungry i**”, though previously on Jackson Street and fully clothed, is where a young and unknown Barbra Streisand once begged for a chance to get into the spotlight; Woody Allen also got a career boost there. Walk the 400 block of Broadway, and you'll be tracing the footsteps of Miles Davis, John Coltrane, Tina Turner, and many others.

Alright, I'm going to leave you at Coppola's copper-green corner. Please don't jaywalk in front of his building, as Spock and crew did in *Star Trek IV (The Voyage Home)*. On the other hand, Mrs. Doubtfire got mugged while using a nearby crosswalk, so just be careful either way. Finding your way back to the Transamerica Pyramid from here shouldn't be any problem (just look up).

If you're hungry, Yelp definitely has you covered in these neighborhoods. Its headquarters is just a 15-minute walk past the Pyramid, and I think half their staff lives around here.

It goes without saying that my short tour tells only a tiny fraction of San Francisco's story, but I hope that somewhere along the way you'll be able to experience a little of the energy that's magnetized me, my husband, and millions of others to this amazingly special city. And if you're coming for the ATA Conference in November, I hope you get a chance to leave your footprints as well!



Kathy Mok Reichardt is a professional Chinese translator living in San Francisco.

A Partial List of San Francisco Conference Sessions

The following is a list of recommended sessions for CLD members:

Code	Session Name	Presenters
*AST-1	Long Consecutive Bootcamp: An Applied Skills Workshop for Interpreters	Laura Burian, Jacolyn Harmer
*AST-2	Sight Translation Skills for Translators and Interpreters	Holly Mikkelson, CT
*AST-9	Improve Your Note-taking for Dialog Interpreting	Katharine Allen
C-1	The UN Interpreter, Part I	Feng Chen**
C-2	The UN Interpreter, Part II	Feng Chen**
C-3	Sense and Sensibility: Translating a President's Words	Michelle LeSourd, Evelyn Yang Garland, CT
C-4	I Swear	Pency Tsai
IC-4	Yes, It's about the Money: How to Price Your Work, Part I	Jonathan Hine, CT
IC-5	Yes, It's about the Money: How to Price Your Work, Part II	Jonathan Hine, CT
LAW-3	Comparison of Civil Law and Common Law Systems: How It Affects Legal Translation	Liming Pals, CT
TI-1	Language Services Industry in China: Opportunities and Challenges	Gangyi Wang, Yang Yu, Hui Tao

*Advanced Skills & Training (AST) Day takes place Wednesday, November 2. A separate fee and registration is required for each session.

**CLD Guest Speaker

Bird's Corner: Translation or Interpretation?



Pency Tsai has been a community interpreter for the past 5 years, specializing in Canadian immigration and refugee tribunal hearings. She currently serves as the CLD Assistant Administrator.

Translation and Interpretation – the two are obviously intertwined but how does each benefit its practitioners? Which one should one concentrate on?

Let me introduce you to a little bird...let's call her Pansy (no relation to me, I swear), a freelance interpreter/translator who's been doing this full-time now for seven years. Everything's been very rewarding for this bird; there's always been something new to learn on the job. That's how a career should be – one full of challenges and stimulation – and this oblivious bird has been eating it up from day one.

She has been blessed to have interpreted at business conferences, in courtrooms, for refugees and immigrants, mayors and foreign delegates, doctors and lawyers, and even for large groups of pregnant ladies—the toughest and by far the best of the bunch. I won't go into details about those soon-to-be mothers but the agency told me that the assignments were very hands-on. I soon discovered that they were breastfeeding classes.

Pansy has also been fortunate enough to have had the opportunity to work on a broad range of subjects spanning many different industries during her life as a translator. The research and lessons gathered from those assignments, some disasters and some magnificent pieces of art, made life much easier in her other line of work—that of an Interpreter.

So did translating a business document for a Fortune 500 company help her interpret better for a refugee claimant during a hearing? Absolutely.

Translation allows one to carefully review the source document and to write and rephrase the original source into an accurate and faithful representation in another language. The research and the pursuit of perfection driving one forward as a translator pushes her to continuously seek solutions and methods to better herself when interpreting (i.e. brainstorming with colleagues, self-reflection, classes like note taking, etc.). There's something about taking the time to formulate an accurate sentence and to recreate the flow and meaning of what's being said into another language. The whole thought process remains with you and becomes habitual and intuitive if you do it over and over again.

Upon accepting an interpretation assignment, one's mindset is already prepped to do research and gather the information needed, process the words and ideas, and then formulate everything into another language.

It's instantaneous...most of the time. In this regard, the translation work that one has done becomes instrumental in improving one's interpretation skills. I'm sure clients are glad that they don't have to pay for your skills as a translator. It would be nice if you got paid for them, but wait...you do! That's where translation comes into play in your repertoire of skills.

What about the opposite case? As a translator, how does interpreting help you when you're focusing on the work in front of the computer screen? Ask yourselves if these statements hold true:

- When I translate, I'm already thinking about how I would say things if I do interpretation for the same work. I have this mindset.
- How do I approach a translation assignment? The approach is one where, using my intuition from interpreting, I write the translation as if it were a consecutive interpretation and then I go back to review it. Oftentimes you will find that your sixth sense is fairly accurate and your initial take on a phrase that is to be translated is fairly good. Granted, you do have to go back and fine tune things but that's the beauty of translation.

When you have the luxury of extra time on your hands, it's always great to be able to double check and proofread your work. Can you incorporate this into your interpretation assignments?

Many of us are introspective. We are our biggest critics and we do have to uphold our own standards that we set for ourselves. When reviewing events that have just unfolded, sometimes you will come across errors in your work and when it's possible, acknowledge them and correct them immediately.

Pansy has often stated on the record during immigration hearings, "for the record, earlier the Interpreter said so and so for this term, when in actual fact blah blah blah is the more accurate interpretation and I'd like to replace so and so with blah blah blah." It's a force of habit that she developed thanks to translation.

Another habit that has been reinforced has to do with consistency. Recently, Pansy and a colleague were at a company with in-house interpreters and translators. Not professionals,

mind you, but people who had language skills that were utilized on the job.

One thing that struck Pansy was an answer that was provided when her colleague asked a simple question regarding consistency. The blank look of “huh” and the response were baffling.

They had never thought of maintaining a system that ensured the consistency of terms used in an article or a recorded segment. After thinking about it, I realize that it actually isn't the norm that non-professionals would seek to maintain this level of accuracy in their work.

We have been conditioned by our translation work and by the software that we use. As perfectionists, our minds subconsciously seek to maintain this orderly world. It's why the same strategy, or thought process, is there when we are interpreting. We seek to maintain this consistency.

Pansy is occasionally guilty of what is commonly known as Google Translate syndrome. That is, word-for-word interpretation. Here is an example of what happens when your mind isn't working properly.

世界最大的体育盛宴即将爆发！

The biggest world sports meeting will be blown up.

That is an example of bad interpretation that could have been avoided if the interpreter had been a regular translator and often dealt with the proper meaning in the right context. It also involves the choice of words between language pairs. This type of misinterpretation could have been avoided even in the heat of the moment.

The point of these examples is to show that preparation is important and the best way to educate oneself and improve one's knowledge is to write things down and to think thoroughly about their meaning.

What better way to do this than to have done translation on the topic at hand? We are familiar with the vocabulary not just because we have encountered the words before during interpretation, but also because we've been asked to provide translation of such terminology in the past.

How about translating? Did you learn to translate first? Who learned to interpret first? How did we come to learn our craft?

Daniel Gile, who wrote the book *Basic Concepts and Models for Translator and Interpreter*

Training, lists professional experience, introspection of one's own performances, intuition, and one's own methods that were taught or observed as the foundation for many Interpreters.

I find these statements ring true, especially for Pansy. I see her, Interpreter/Translator version 6.0, as a combination of many different resources. We're all very much like amoebas, adapting and changing as we assimilate new and different skillsets in our journey through life.

It's a wonderful thing to be able to facilitate communication between people who otherwise would have no way to make connections with one another. We're all high achievers. We're all disciplined and capable individuals with linguistic skills that are coveted by society.

Should one stick with interpreting over translating? If my speaking skills are subpar, should I leave that to others and focus on my translation work? Why limit ourselves by selecting one discipline over the other when the two go hand in hand. Interpreting very much complements translating.

The sharpening of one's skills in the language pair in question, whether it's English and Mandarin or French and Spanish, happens when doing interpretation or translation. It is a no-brainer when choosing which field to practice. Practice both.

So the next time someone asks you what you do for a living, straighten your back and hold your head up and proudly state that you are a professional freelance interpreter slash translator, or vice versa.

Bay Area by BART

By Eric Chiang

Some of the best sights and sounds of the San Francisco Bay Area can be reached by public transportation. I'll suggest some of the interesting places CLD members can go by taking BART, the Bay Area Rapid Transit system, as well as by bus and foot.

SAN FRANCISCO

The conference hotel Hyatt Regency is situated close to Embarcadero, the first San Francisco stop of BART, which then goes in a southwesterly direction toward the peninsula. A large portion of San Francisco is not served by BART but by MUNI buses and trains. The Ferry Building is across the street on the east side of Hyatt and houses mostly gourmet food shops and restaurants. Fisherman's Wharf is about a 20-minute walk north of here. If you would like to see the Golden Gate Bridge up close, you can take a bus there from Fisherman's Wharf. The bridge is about a mile and a half long and takes about 35 minutes to walk to the other side in beautiful and expensive Marin County. The Presidio, the large surrounding area of the Golden Gate Bridge, is a good place to explore. The Walt Disney Family Museum is well worth a visit.

San Francisco offers many museums. The de Young Museum, California Academy of Sciences, and the Japanese Tea Garden are clustered together in Golden Gate Park. To get there, take MUNI N train from Embarcadero and get off at Irving Street and 9th Avenue. Another good museum to visit is the Legion of Honor in the northwestern corner of San Francisco; it has an interesting collection and spectacular views of the bay to boot. Alfred Hitchcock fans will remember that *Vertigo* was filmed here. Combine the museum visit with lunch at the iconic Cliff House close by; the restaurant upstairs has good food and very nice views of the Pacific Ocean.

The largest ethnic minority group in San Francisco is Chinese, accounting for 21% of the population. There are at least three Chinatowns: the main one downtown, Clement Street in Richmond District, and Irving Street in Sunset District. The R&G Lounge downtown was voted the best Chinese restaurant by the *San Francisco Chronicle* some years back. It is always crowded during lunch time, so get there early and try their two signature dishes: salt and pepper crab and three treasures in black bean sauce. The Chinese Cultural Center is situated at the Hilton Hotel nearby. Buy a book or magazine at Louie Brothers Bookstore on Washington Street or City Lights Bookstore on Columbus Avenue, all within walking distance of the R&G Lounge.

As the name suggests, the Ferry Building is also a terminal for ferry services. A good way to spend the day is to pack a gourmet lunch from one of the food shops in the building and take a boat ride to Angel Island. You can eat your lunch at a dockside picnic table on the island and

take a guided tour of the Immigration Station where, at one time, all Chinese immigrants were processed. The island also has trails for hiking and running. The ferry takes about an hour to get to Angel Island, making a number of stops along the way. From the Ferry Building you can also take a ferry to Sausalito, a beautiful seaside town with a well-known artist colony.

BERKELEY

The biggest attraction here is UC Berkeley, reachable by taking BART's Red (Richmond) Line and getting off at the Downtown Berkeley station. Fun can be had on the cheap or at no cost in Berkeley. You can visit the University's botanical garden free on Wednesday or \$10 at other times. The East Asian Library has a large Chinese-language collection but you need to get a pass at the reception desk before visiting. Berkeley Art Museum and Pacific Film Archive (BAMPFA) on Center Street is close to the BART station and free on Thursday. Long Live Vegi House is a Chinese vegetarian restaurant on University Avenue and a stone's throw from the campus; its lunch specials were under \$6 the last time I ate there and the home-made hot sauce is to die for. If you have the time, come to Berkeley to visit the botanical garden or the art museum on free-admission day; have lunch at Long Live, then take Bus 51B outside the restaurant for a ten-minute ride (\$2.10) to the Berkeley Marina. If you can splurge a little, forgo Long Live and try Skates, a good seafood restaurant at the marina.

Another Berkeley landmark is the Claremont Hotel. The women of our group may be tempted to book a spa treatment there and explore the grounds. I've heard good reports of this sybaritic program but never tried it myself.

OAKLAND

Oakland has a lively Chinatown, reachable by taking the Red Line or the Yellow (Pittsburg Bay Point) Line and getting off at the 12th Street Oakland Center station. You can also take a ferry from the Ferry Building to Jack London Square, the most famous spot in Oakland.

WALNUT CREEK

This is where I live. You can reach Walnut Creek by taking the Yellow Line. Broadway Plaza is one of the most lucrative shopping malls in the country; the surrounding wealthier towns want to avoid excessive growth and traffic, so everyone comes to Walnut Creek to shop. Broadway Plaza has gone increasingly upscale, prompting one of my friends who has lived here his entire life to complain, "I can't get a shirt for less than \$95 now." This phenomenon may have a sociological explanation: as the middle class disappears, people are becoming either much poorer or much richer, hence the need for more and more expensive stores. But I'm not suggesting that you come here to shop; you can do that in San Francisco. There is one thing Walnut Creek does particularly well and for which it is in fact famous internationally: retirement living. There are a number of retirement establishments in town, most of them

small. The biggest and most famous is Rossmoor, covering about 1,800 acres; many people in the industry come here to learn how to run a successful retirement community. Rossmoor has huge expensive mansions as well as affordable apartment-type housing. If you are interested in retiring to the Bay Area, talk to a real estate agent, who will arrange a tour of Rossmoor for you.

It's a given that you'll spend quality time in the Bay Area. Here is a list of cultural events you can attend during the period of the 57th ATA Annual Conference:

Performances:

Nov. 1:

San Francisco Symphony: Dudamel Conducts the Los Angeles Philharmonic

Nov. 4:

CalPerformances at Zellerbach Hall, UC Berkeley: Afropop Spectacular, Mali's Trio da Kali

San Francisco Symphony: Yuja Wang (王羽佳) Plays Chopin

Nov. 5:

San Francisco Opera: Aida

Free Admissions:

Nov. 2:

UC Berkeley Botanical Garden, 9-5 pm.

Classics lecture on Greco-Roman antiquity, 5 pm, Dwinelle Hall, UC Berkeley

Nov. 3:

Berkeley Art Museum and Pacific Film Archive, 11-9 pm.

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