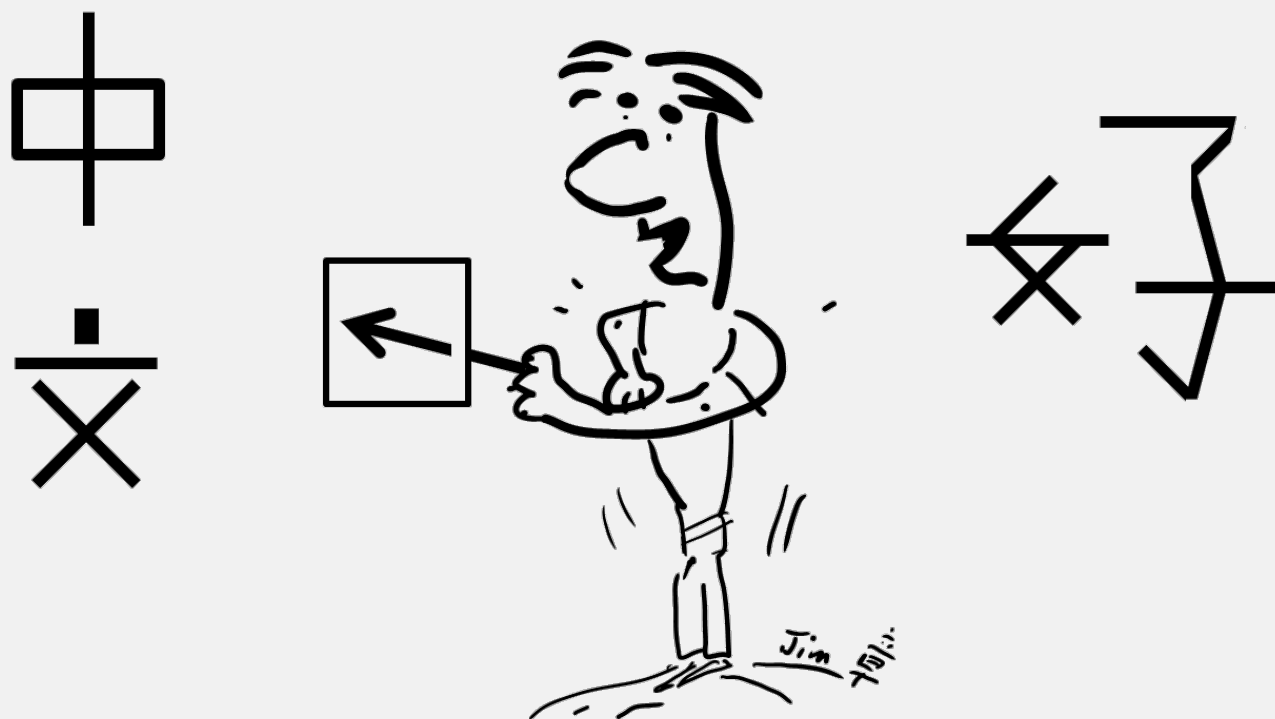


译风

THE ATA CHINESE LANGUAGE DIVISION NEWSLETTER

美国翻译协会中文翻译分会简报

Winter 2016



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FROM THE EDITORS

We introduce a new feature in this Winter issue: CLD Bulletin Board. Here we list items of interest to CLD members. Please write to the editors if you have noteworthy information to share in this space.

Jim Jones, our regular cartoonist, is pursuing a linguistics degree and he talks about some of the topics in his studies.

CLD Administrator Alex Gao tells us what is going on in CLD while Assistant Administrator Pency Tsai writes about lifelong contacts in her column "Bird's Corner".

For those CLD members who didn't make it to the Miami conference, Tianlu Redmon writes about the sessions she went to and her impressions of Miami.

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

ABOUT THE EDITORS



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Special thanks to Jamie Padula for his help in producing this newsletter.

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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: July 1, 2016

Letter 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.

Hello fellow ATA CLD members,

We had a fun and informative 2015 ATA Annual Conference in Miami this past November, and a big thank you to all who attended, supported, and helped this year's ATA CLD group events. At our annual meeting, we had some initial discussions about the ATA Chinese-to-English certification test and finding and hosting a Guest Speaker for the 2016 ATA Annual Conference in San Francisco. Regarding the certification test, we continued the discussion on having updates and revisions and our goal this year is to gather CLD members' opinions. The administrative team hopes to have more news soon in the new year.

Regarding our discussion on Guest Speakers, unfortunately, for the past couple of conferences, and once again for 2015, ATA CLD did not host a Guest Speaker. Finding a Guest Speaker is an ongoing process, and while we did not have a speaker for 2015, and have not confirmed a speaker for 2016 yet, we continue to search and discuss. The ATA CLD administrative team will keep you updated as we go. However, despite not having a Guest Speaker for 2015, we did have several new CLD session speakers – Dr. Zhesheng Cheng, Pency Tsai, and Feng Xiao. These sessions were fun and informative, and many thanks to those who presented and those who participated in these sessions.

Also, a special thank you to Pency Tsai, the ATA CLD Assistant Administrator for locating and reserving the wonderful gourmet dinner for us at Bali's Café (Indonesian cuisine) and for preparing the amusing prizes. Without Pency, this annual event might not have had so many happy faces and full stomachs!

I would also like to give special thank you to ATA CLD's newsletter team – Eric Chiang and Tianlu Redmon. Eric is always detailed and right on schedule; he tracks down all of us busy workers and makes sure that we put together something interesting to share in the CLD newsletters. Tianlu provides wonderful looking layouts to ensure that these articles are enjoyable to read. Together, they make sure that all ATA CLD members are well informed.

Once again, the next ATA Annual Conference will be held on November 2-5, 2016 in San Francisco. We hope to see more CLD members there. In particular, ATA CLD members who reside on the West Coast may find the 2016 conference a bit easier to get to. I hope to see a larger group so we can create even more connections between us. If 2016 is your first time to attend an ATA conference, we look forward to meeting you! Furthermore, I hope to see more CLD speakers in 2016. Even if 2016 is your first ATA conference, please consider submitting a presentation proposal. Presenting is a unique way to be recognized in your profession, and a rewarding way to share your hard work. More information about submitting proposals for the 2016 ATA Conference will be available soon, so stay tuned.

Please continue to engage in conversations and be informed about upcoming events through the ATA CLD social media outlets. As we embark upon 2016, may the New Year bring great success and happiness to all.

Huilin Gao
2014-2016 CLD Administrator

My Experience at the 2015 ATA Annual Conference

By Tianlu Redmon

2015 marks the second year of my ATA membership and my second ATA Conference. I enjoyed last year's conference in Chicago and decided to go this year to Miami. Both trips offered a unique opportunity for professional development and networking. If you have never been to an ATA Conference or missed the last few, please consider this an invitation to meet you in person at next year's conference in San Francisco.

Miami

I was thrilled to find out that the ATA Conference was going to be in Miami in 2015. I grew up in Guangdong, which has a subtropical climate, so Chicago's cold, windy weather last year didn't agree with me at all. In addition, I had been to Miami Beach once before and had a good experience, so I thought I would feel quite at home in Miami.

Miami was warm and lovely, and the Hyatt was a great location for the conference. The Spanish language is very important to the everyday life of Miami, and a tourist will realize this fact very quickly.

Here are a few examples: I had some trouble figuring out which bottle in my bathroom was the shampoo because the labels were all in Spanish; I wanted to make an online reservation at a Brazilian steakhouse but the website didn't have an English version; finally, I had to talk to a Uber translator to tell the driver where to pick me up for the airport.

But nothing stopped me from having a great time in Miami, and Miami Beach was as lovely as before.

My Sessions

The ATA Conference App was my best friend. I was able to pick out sessions and events ahead of time and get a quick view of my preferences in "MySchedule" while bustling around in the hotel during the conference. Without planning it purposefully, I attended an array of different sessions: They covered particular topics and general skills of both translation and interpretation, and discussed serving and marketing to direct clients as well as working with language companies. Some were in English only, while others were intended for language-specific linguists; some examined current standards within the profession, while others reviewed the ways of collaboration with government entities. Whether you enjoy sampling like me or would rather focus on a few particular topics at a conference, I believe we can easily fill up our schedule with sessions and events to attend. After all, the ATA Annual Conference is such an invaluable opportunity for professional development. On the other hand, it can also be an overwhelming experience, especially for newcomers. After a few exciting and sleep-

deprived nights in Chicago, this year I deliberately left a few time slots open, so that I could grab a cup of coffee with friends, wander in the exhibition hall while most people are in a session, or simply relax and explore the city.

Below are some highlights of a few of the sessions I attended:

Running Your Own Business

Whether or not you have registered as a company, and no matter its size or form, as freelancers each of us is a business—you may have heard it a thousand times, but I have found it to be very true. This year I went to quite a few sessions on running a business, including “How to Price Your Work and Stay on Top of Your Business” by Jonathan Hine, “How to Use Blogging and Social Media to Grow Your Client List” by Catherine Christaki, “Client Satisfaction Surveys for Freelance Translators” by Michael Farrell, and “Get More Business: Successful Sales Techniques for Translators and Interpreters” by Paul Urwin.

Both Jonathan and Michael reminded me that one should look at things in the right perspective. In terms of setting a rate for your work, which is a common question among beginners, Jonathan believes there is no magic number. Everyone has different expectations of A) how much money they would like to make annually, and B) how much time they can or want to work per year. The key is to find your own break-even point, an hourly rate, by dividing B into A. If you are a translator, you can then calculate your per word rate based on how fast you translate. Of course this break-even point is only the bottom line in negotiation, but it is useful for deciding whether to take on or reject a project.

This turned out to be a great way to develop his business and to maintain relationship with his clients. In reviewing the survey results, Michael pointed out that you should look at them in relation to the percentage each client contributes to your income, that is, how much weight each response should be given. These weighted results tend to be more helpful and relevant. You can find the survey on his website (www.transcreate.it/satisfaction-survey/).

Both Catherine and Paul offered many very useful tips on sales and marketing. For example, regarding marketing, instead of having “Translation and Localization” as your industry on LinkedIn, try using your area of specialization, such as “Legal Services” or “Medical Devices.” Your content, be it blog posts, tweets, or shares, should be client-oriented rather than things interesting only to you and other linguists. A good way to market your services is to join potential clients’ groups or circles and post things that would help them. In terms of sales, it’s important not to be afraid of rejections. Try to relate to clients on a personal level, show passion for their work, and again, be there to help. Once the client shows interest in your services, it’s essential to give them a quote or a proposal and be very clear with your price, terms, and conditions. Lastly, when trying to close the deal, be proactive and ask questions such as “Are you ready to sign the contract tomorrow?”

Creative Translation

CLD member Evelyn Yang Garland presented “Translate Creatively: What Would Steve Jobs Do?” The session focused on translating proper nouns. Evelyn first shared a list of “Creativity Power Sources,” from which translators can draw ideas on how to be innovative. She then pointed out that there are three ways of translating names: sound, meaning, and connections. She illustrated the three ways with possible Chinese translations of the title of the Disney movie *Frozen* as well as with real-life examples. For instance, “辉瑞” in Cantonese sounds similar to “Pfizer”, “这个杀手不太冷” provides contrast in meaning, and “奔驰” not only sounds like “Benz” but also carries the appropriate connotation of a fast-running horse. Evelyn even included some tongue-in-cheek yet very creative examples such as “one/three (万岁)” (sound) and “follow your heart (怂)” (meaning). Finally she concluded the session with an interactive translation exercise of names of six music albums. The main takeaway for me from the session is that we should allow ourselves to be “stupid” and make mistakes when trying to be creative. After all, according to Picasso, the chief enemy of creativity is good sense.

Beyond the Sessions

Going to the conference is more than attending sessions. Before I went to my first conference, a colleague told me that the most rewarding part of the conference is networking. Networking was certainly on my agenda this year: I had a wonderful time making new friends, catching up with old friends, meeting project managers in person for the first time, and reaching out to language service providers for new collaboration opportunities. I also wanted to spend some quiet time with two friends, so I made appointments with them ahead of time and was able to leisurely sit down and talk with them one on one. I had hoped to do the same with a third friend, but I ended up having a meal and a drink with him as well as his friends. This turned out to be a great experience to meet new friends and to learn more about the profession, as we all work in various language pairs and serve in different capacities in the profession. In a word, I’m glad that I made plans before the conference, but I also enjoyed the pleasant surprises it brought to me.

All in all, I think the ATA Annual Conference is a good investment in career development for professional translators and interpreters. It is an occasion for me to learn from my colleagues and to make friends in the same profession. If the location happens to be a popular tourist destination, you can also go on a little vacation before or after the conference. Like Miami, San Francisco is a great place to be in November and has so much to offer, including delicious authentic Chinese food—that alone would make me feel at home. See you in San Francisco in 2016!

Semantics, the Mental Lexicon, Word Roots, and the Translator of Chinese



Jim Jones first learned Mandarin in college 30 years ago. He is a 20-year and award-winning member of STC (Society for Technical Communication stc.org). He does translation, editing, writing, and cartooning. Find him at [LinkedIn.com/in/jimxlat](https://www.linkedin.com/in/jimxlat).

This short article hopefully will raise questions. No attempt is made to answer any questions here, but feel free to send short relevant questions to me at Twitter @han4yu3. Many undefined specialized terms will be presented as examples of items that are in the lexicon.

Some words in language are clearly related: knitting, crochet, embroidery, and needlework constitute just such an example. Handicrafts, artwork, hand worked, mass-produced, one-off, upstream, factory outlet, and retail outlet are expressions related to production and, especially, to marketing.

In Linguistics (I'm working on an MA degree in Linguistics) there are ways of describing the relations between and among words. Some specialized terms are metonymy, synonymy, antonymy, polysemy, and hyponymy. Word groups can be led by lemmas.

Here is another list. Most of these 10 words are language related; some, certainly, are not.

ELLIPSIS
EMPHASIS
METATHESIS
PARADIGM
PARALYSIS
PARENTHESIS
PROSTHESIS
SOLIPSIS
THESIS
TMESIS

My point is that, regarding words and the structure of the lexicon, many words are not at all related, in spite of really looking as though they would be related.

I'm working on a series of beginning Mandarin tutorials. The first part, which presents 100 to 150 Mandarin words in Pinyin, is almost ready for me to publish (a cartoon of this

newsletter issue shows part of a glossary from it).

Eric Chiang, current editor of this newsletter, asked me how I selected the particular vocabulary items.

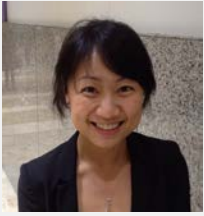
Guesswork was my first answer. Now that I've had a few days' time to consider Eric's question some more, I see that this issue has to do with the Chinese lexicon, in a threefold sense: the Chinese lexicon in general, the Chinese lexicon that I myself have developed over the last 30 years of my life, and the small version of the Chinese lexicon that I want new beginning students of Mandarin to begin possessing.

Jim Jones

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Bird's Corner: Lifelong Contacts



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.

After 8 years at the same job, a friend of mine decided that he needed to try something new. Having a sales background, it was a natural progression to move into real estate as an agent. Now, he entered the game a little bit late so it was a risky move. Here he was, a little minnow trying to navigate the shark-infested waters of the real estate business. Nearly a year in now, he was in a reflective mood, and shared some thoughts about his new career while sipping from a glass of wine. What struck me was how similar it was to my own experience when I took the plunge into the interpreting profession.

My friend struggled in the beginning, moving from one brokerage firm to another, finding no support wherever he went. Then he made contact with someone he hadn't seen in 20 years and that person became his mentor. His mentor gave him leads which enabled him to build the foundation he needed. My friend surpassed his own expectations; his lack of pretense served him well as he started getting leads from others. But now he questioned if he would be disloyal to his mentor if he pursued these new leads.

Ken gave me leads from the beginning and I feel like I'd be doing this behind his back.

I responded from my own experience.

Tommy, everyone needs a little help. We were all new once.

In an industry as competitive as real estate, it is nice to see that there are people who don't have the mentality that it is a zero-sum game. I've been lucky to have found many mentors during my career as an Interpreter. It's a blessing when someone that you admire invites you into his world. You can learn so much from others when you approach things with an open mind, genuinely eager to learn their craft through their advice. It's not just a one-way street, this mentor-pupil relationship; showing support has always been important in my mind. I can only hope that one day I can do all my mentors proud and pay it forward as they did with me.

The flip side of this is the zero-sum mentality that prevails in many lines of work. It's a shame, this "your gain is my loss" frame of mind. Not sharing for fear of losing out on future business is sad. Sabotaging rookies of the profession is even worse. Casting aside those who are no longer useful is shameful. Tommy brought someone he met at a

conference to his brokerage firm a few months ago. The person was struggling and new to the game. He had relatives who were successful in real estate so Tommy asked him why he didn't seek out their help.

Yeah right. They have their own businesses to take care of.

This person thanked my friend for hooking him up with the brokerage firm. Now, in a supportive environment, he is thriving. He no longer returns Tommy's calls, possibly because he's too busy or maybe he just doesn't care anymore; after all, he has his own business to take care of. This illustrates that you don't need to be helpful to others to be successful, but I don't see this selfish attitude as one that attracts lifelong contacts. He may be reaping financial rewards now but how long can he go on with that attitude? Where will he turn to when he hits a rough patch or needs to seek advice? Surely he can't burn bridges and then expect them to be there when he needs them.

Lifelong contacts – I've come to realize that that's the biggest benefit to attending the ATA conferences. It's at these conferences that I've met many people whom I consider not only my colleagues but also my mentors. Where else can you find the cream of the crop all in one place? The best place to find like-minded people is the place where they congregate. For anyone who feels that it is not worth it, take a trip to San Francisco in 2016 and see for yourself. When you are a big fish in a small pond, it may seem that you've attained all that there is. When they place you in a lake, it is only then that you realize there are many fish out there that are bigger than you. You will see firsthand how amazing your colleagues are. You will see what you can be and what you might become. By cultivating these lifelong relationships you can achieve the goals that you set out for yourself. Take the plunge like Tommy and dive in. We'll see you in San Francisco.

CLD Bulletin Board

Certified Translators:

The following CLD members have passed the ATA certification test recently:

Ms. Xiaoxiao Huang (黄潇潇), who translates texts in art, religion, and history and teaches medical interpreting at Memorial Sloan Kettering Cancer Center in New York City.

Dr. Chaowei Zhu (朱超威), who teaches at Wake Forest University in Winston-Salem, NC, and specializes in financial and academic translations.

Published Authors:

A History of the Nanjing Massacre, translated by Michelle LeSourd, has just been published in China. It is the first comprehensive narration of the Nanjing Massacre, also known as the "Rape of Nanking," written by a group of Chinese scholars from that city. It offers a complete story of the event from the Chinese, Japanese, and Western perspectives. Michelle was responsible for translating the text and performing English citation research, while Kan Liang acted as editor and proofreader. The book has also been translated into Japanese.

A History of the Nanjing Massacre

Edited by Zhang Xianwen, Zhang Lianhong, and Wang Weixing.

Translated by Michelle LeSourd and Kan Liang

ISBN: 978-7-305-15850-6

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Pages: 568

Publisher: Nanjing University Press

Employment Opportunities:

China Translation Corporation (formerly China Translation and Publishing Corp.) is looking for project managers working in Chinese and English in North America. Project managers lead translation teams in localization projects, evaluate end clients' needs, track the progress of projects, and are in charge of TM (translation memory) and MT (machine translation) systems. Compensation is competitive. For a full job description, please contact shisimei@gtcom.com.cn.

[Please send member news or information on translation and cultural events to the editors. See Page 3 for email addresses.]

Y4 Yes ..
 DUI4 Correct ..
 DUO1 Many ..
 DUO1SHAO3 How many ..
 E4 Hungry ..
 FANG2KA3 Room card ..
 FEI1CHANG2 Uncommon ..
 FEI1CHANG2 Very ..
 GAI1 Should ..
 HA14PA4 Fear ..

NA3LI3 Where ..
 NA4LI3 There ..
 NAR3 Where ..
 NAR4 There ..
 NI3 HAO3 Hello ..
 NI3 You ..
 NI3MEN You plural ..
 OU1 Sample sound ..
 OU1YANG2 Sample name ..
 OU1ZHOU1 Europe ..

WEI2 Ph ..
 WEI4SHEN ..
 WO3 E4 LE ..
 WO3 I, Me ..
 WO3MEN W ..
 XIAN4ZAI4 N ..
 XIN4YONG4 ..
 YE3 Also ..
 YING1GAI1 S ..
 YOU3 Have ..
 ZHU3YI4 Ide ..
 ZAI4 At, On ..
 ZAI4 JIA1At H ..
 ZUI4JIN4 R ..

Glossary, Mandarin to English