

Dear Readers: Welcome to the first SlavFile of 2010!

We are happy to report that the 50th Annual ATA Conference held in New York City, which drew unprecedented attendance, was a success for SLD as well. The banquet in particular, held in the famous Samovar Restaurant was a really gala and enjoyable event (see write-up on page 11). Although we had fewer SLD presentations than we are used to, the ones we did have were of especially high quality and the illustrious interpreter, translator, and dictionary author, Pavel Palazhchenko gave both a preconference seminar and the annual Greiss lecture. Some of the presentations are reviewed in these pages. Palazhchenko's pre-conference seminar on dealing with typological differences among languages in interpreting (of course, relevant to translating as well) is reviewed by Lucy Gunderson on page 15. Jen Guernsey and John Reidl's presentation on Pharmaceuticals for Slavists, which included a 100 term glossary of relevant terms translated into 7 (!) Slavic languages, is reviewed by Irina Knizhnik on page 6. A highly informative overview of Larisa Zlatic's presentation on new terms in Serbian and Croatian written by the presenter herself can be found on page 23. Reviews of the Greiss lecture, a presentation on Legal Terminology (Fred Grasso, Maksym Kozub, and Tom Fennell), one on making the best of Internet resources in Translating (Eugenia Tumanova and Megan Lehmann) and a Literary Division presentation on translation of the opera Boris Godunov (Mark Herman) will appear in subsequent issues of our publication.

This year the SLD meeting was held during lunch hour to free up an extra slot for SLD presentations. This was an innovation we talked ATA into trying that may perhaps be continued in subsequent years when proposed sessions outnumber allocated slots. At any rate, the minutes of the meeting appear on page 16 of this issue. The conference newcomer column this time was written by Vitaliy Plinto (page 10), who focused on acquiring tips for running a freelance business at his first ATA conference.

The relative paucity of Slavic sessions at the last conference did not result from a paucity of acceptable proposals. Rather, faced with unprecedented proposals across the board, those responsible for the conference gave precedence to those that were accessible to the greatest number of members, and this meant fewer language specific presentations. We are very happy to report that, on the basis of member and attendee feedback, for the foreseeable future (at least in 2010) "the conference will focus on advanced level sessions targeting members with 7-10 years of professional experience." In addition 90 minute sessions are a thing of the past and all sessions will last 60 minutes. The deadline for [submitting proposals](#) is March 8.

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Seen Any Good (Slavic) Movies Lately?



Susan Welsh has suggested that *SlavFile*, regularly provide brief reviews of Slavic movies that our readers recommend (or not) to other Slavic translators and interpreters. She has furthermore volunteered to accept responsibility for this feature. If you have recommendations, or would like to help, please contact *SlavFile* or Susan

Welsh (welsh_business@verizon.net). The emphasis will be on new or relatively new films, but there could be exceptions, if an older film is outstanding and is not widely known. If possible, please include the date, whether there are subtitles, and whether an English title exists (to help find a DVD on such English-language sources as Netflix).

Graphic credit is iStockphoto.com.

WELCOME TO THE FIRST SLAVFILE OF 2010

Continued from page 1

Another innovation planned for the 2010 ATA conference in Denver involves holding 12 separate FREE division networking events directly after the Wednesday welcome reception. I do not have further details, but this event does not of course preclude us from having our banquet either in the hotel or outside it.

I would also like to call your attention to the two new features included in this issue. First, Yuliya Baldwin of Charlotte NC, formerly of Voronezh, will be writing on the latest developments in Russian vocabulary and other linguistic features, a topic sure to be of high interest to those of us working into and out of Russian. Her first column, *Word Buzz*, can be found on page 17. Secondly, at the urging of Assistant Administrator, Elana Pick, we are incorporating a new feature (name to be determined) highlighting the accomplishments and contributions of our members. The first report under this rubric describes (see page 4) the "Life Stories" project, publication for the benefit of the Russian hospice movement of a series of works by current Russian authors. A number of SLD members contributed their translation services to the English version of this *pro bono* endeavor. Finally, above there is an announcement asking you to contribute to Susan Welsh's new feature (which we will begin to publish in the spring issue) reviewing Slavic films. No, we have no plans to discontinue any of our other features, so you can look forward to an even more diverse and information-packed *SlavFile*.

For future *SlavFile* issues, as always, we are delighted to receive unsolicited contributions and, also as always, we are especially seeking articles from those who work with Slavic languages frequently under-represented in these pages, most notably Polish and other West Slavic languages. Deadline for submission is the last week in March, but requests for reasonable extensions will certainly be considered.

FROM THE DESK OF THE ASSISTANT ADMINISTRATOR

P. Elana Pick



Greetings! It feels as if the jubilant 50th ATA Conference that we enjoyed so much ended just a couple of days ago, but a reality check shows we need to start thinking and getting ready for Denver. This includes preparing our proposals for presentations, inviting a Greiss Lecturer, thinking about fun things we want to do in Denver, including our traditional Slavic banquet.

Looking back at the past year, I would like to say that my call to fill a 'void' in the *SlavFile*, that is, to better represent the art of interpreting in its pages, was beautifully responded to by our distinguished colleagues. Not only did we have a special interpreting edition, but since then we have had an article written about interpreting in every issue. That's great, and though I'd love to take credit for it, I believe it just means that there is a need to pay attention to issues interpreters face in their everyday professional life as well as challenges in translation. Though not strictly necessary, it would be nice if we had a catchy rubric or title to identify articles about interpreting in our pages. However, what is more important than a witty identifier is that we are learning from contributions on interpreting and had the pleasure of welcoming the Grandmaster of Interpreting, Pavel Palazhchenko, as a distinguished speaker at our conference last year. If you have any ideas for the name for our interpreting rubric, please send them our way.

There is one other way I would like to see our, otherwise perfect, *SlavFile* improved—through regular publication of and information on our members' interesting achievements and contributions to our profession, especially those of members we may not hear about so often. And not just to our profession. I believe that significant changes in our personal lives, such as marriages, retirements, changes in jobs and location, which make us who we are, mold and shape us, are also important. Now, can we make reporting such events a tradition in *SlavFile*? I mean, a bit of bragging could do no harm, could it? SLD has members of different

age groups, different levels of experience and 'getting the hang' of our profession, so it is difficult to find a set of criteria for what to call 'an achievement.' It might be something anyone would consider a major accomplishment in a career, or simply a personally significant stepping stone on the way, or perhaps a small but important contribution to someone's well-being or the world in general, or an ethical or linguistic issue successfully and cleverly resolved. No matter! What matters is that we learn from each other, share with each other, and help each other become better professionals or better people.

I myself am always proud and happy to hear my friends/colleagues tell me about a new book, article, award, translation project, course taught, conference and/or difficult court case or medical encounter they interpreted at, or hear about a personal milestone. I would love to see this sort of thing in our pages.

The first article in the series of our planned publications of SLD members' achievements is an article written by our own Nora Favorov, see below, about her pro bono translation work for the English edition of *Life Stories: Original Works by Russian Writers*.

We'll always find space for your contributions, articles, notes, information, comments on your own achievements and those of any other SLD members that you know. Whether it's just a book title, date, and publisher or even a whole article about writing it, an award received, a marathon run, a course taught, or a suggestion about the name of this new feature—send it to:

Elana Pick at rulinguist@optonline.net and pick.ep@gmail.com

FROM A PRESS RELEASE FROM RUSSIAN LIFE BOOKS

Russian Life, in collaboration with the Russian Arts Foundation, Vera Hospice Fund, and Galina Durstthoff Literary Agency, has published *Life Stories*, a special short story collection by 19 of Russia's most acclaimed contemporary authors, translated by 14 prominent American and British translators. All proceeds will be donated to benefit hospice care in Russia.

The Russian edition, published in March 2009, was hailed by critics in Russia as "the best of contemporary Russian fiction." One of the year's top fiction bestsellers, it has already sold over 40,000 copies.

Jay Parina, author of *The Last Station*, says: "Only once in a great while does such a rich collection of stories appear—so many voices, moods, temperaments, takes. *Life Stories* lives up to its title: it's a life enhancing compendium, full of variety and color, humor, sadness and—in the best Russian tradition—wisdom."

Life Stories: Original Works by Russian Writers

Nora Seligman Favorov

From Lydia: SlavFile is proud to note that several of the translators who worked on this book are SLD members, including 2006 Greiss lecturer, Michele Berdy, SlavFile Editorial Board member and frequent contributor, Liv Bliss, Associate Editor, Nora Favorov, as well as Marian Schwartz and Anne Fisher. As the first of what we hope will be a regular SlavFile feature reporting on the achievements and contributions of our members, I have asked Nora to write a few words about her work on this volume.

The story behind the creation of this marvelous volume is an inspiring tale of how the wellsprings of literary creation and translation were drawn on to help alleviate human suffering. The original Russian edition of this book, entitled “Книга ради которой объединились писатели, объединить которых невозможно” [*The Book for the Sake of Which Writers Who Are Impossible to Unite United*], was the brainchild of well-known Russian writer Lyudmila Ulitskaya, who has become involved in the cause of spreading the hospice movement within Russia. Indeed, the authors and stories are so varied in subject and style that it is easy to believe that their authors would not ordinarily have come together to support a common cause. However, they came together for this one. The sort of organized palliative care and legal and emotional support for the dying and their families that hospice provides has, until recently, been missing in Russia. As Ulitskaya writes in her compelling introduction: “This is not only about helping people who are suffering and dying—this is about building a better society, about fostering people’s respect for themselves.”

Ulitskaya serves on the Board of Trustees of the Vera Hospice Fund, which does the “unpopular” work of raising money to support an endeavor that does not cure but instead seeks to alleviate suffering and help people die in dignity. She persuaded 23 of Russia’s top authors to contribute a short story and donate the copyright to benefit hospice care. (Neither the Russian nor the English edition features all 23 stories, although most of the stories appear in both. In some cases, contracts with publishers prohibited stories from appearing in one edition or the other.)

The English-language edition was brought about by a fortuitous crossing of paths between Paul Richardson (editor and publisher of *Russian Life* magazine and *Chtenia*, a journal of translation from Russian he founded in 2008) and a German literary agent involved in the Russian publication. Richardson ap-

proached the small army of translators in the U.S. and U.K. with whom he has worked in recent years and soon put together a team willing to donate translations to the cause. He himself undertook the far from trivial task of editing, layout, printing, and distribution, contributing all his time and effort (he also translated one of the stories). The U.S. edition has already generated \$1500 for the Vera Hospice Fund.

For those of us who became involved in the project, it was a great opportunity to publish a translation of a well-known contemporary author. But the payoff for the volunteers went way beyond that. Here is what *SlavFile* regular Liv Bliss has to say about the experience:

One of the best parts of the *Life Stories* experience for me—along with being asked to participate in the first place—was the strong spirit of cooperation within the translation contingent. Paul Richardson, doing his usual sterling service as project supervisor and general herder of cats, set up a site where schedule updates were posted and where we could exchange requests and offers of mutual editing or other linguistic assistance. And people stepped up, time after time, increasing their own workload to help out a colleague and receive help in return—not crowdsourcing by any means, but translators supporting translators in the best way.

Many translators paired up to edit one another’s translations (in my case, Liv and I gave each other’s work a critical look). I am extremely grateful for her suggestions and corrections. (The “catch” I appreciate most is that she noticed I translated «с дружного хохота взрослых» as “good natured laughter” rather than “chorus of laughter”—ay, yay, yay!). And it was an honor to be able to make my own modest contribution to her marvelous translation of «Сердце Снарка» [*The Heart of a Snark*] by Sergei Lukyanenko (of *Day Watch/Night Watch* fame).

The story I translated was «Онтология детства» [*Ontology of Childhood*] by Viktor Pelevin, who has already been widely published in English translation by the prolific literary translator Andrew Bromfield. Pelevin is not a writer I would normally read “for pleasure,” and I have to admit that when I first read the story through I did not even like it. Fortunately, as I



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LIFE STORIES

Continued from page 4

studied it, it grew on me and I gradually began to appreciate the author's artistry. In fact, I became completely captivated by it. Luckily, I had someone to help me understand the work, someone I pestered with countless emails, sometimes going back time and again to the same sentence or phrase asking for additional explanations. I'm referring to my friend Lena Allison, an SLD member, periodic *SlavFile* contributor, freelance translator, department chief at the Defense Language Institute in Monterey, California, and a former professor at Tver State University where, among other things, she taught "stylistic interpretation of literary text." It was extremely fortunate for me that she loves Pelevin's writing and this story in particular, and was able to help me penetrate its meaning. The story is a monologue,

Life Stories

"Joan" by Andrei Gelasimov
(translated by Alexei Bayer)
"A Short History of Amateur Performing Arts Groups on the Ships of the Caribbean Pirate Fleet in the First Half of the 17th Century" by Boris Grebenshchikov
(translated by Nina Shevchuk Murray)
"Serenity" by Yevgeny Grishkovets
(translated by Paul E. Richardson)
"Shelter" by Alexander Kabakov
(translated by Anna Seluyanovna)
"Earplugs" by Alexander Khurgin
(translated by Anne O. Fisher)
"All Alone (An Excerpt)" by Eduard Limonov
(translated by Alexei Bayer)
"Oedipus Complex (A Short Story)" by Dmitry Lipskerov
(translated by Alexei Bayer)
"The Heart of a Snark" by Sergei Lukyanenko
(translated by Liv Bliss)
"The One-Day War" by Vladimir Makanin
(translated by Bela Shayevich)
"Trash Can for the Diamond Sutra (fragment)"
by Marina Moskvina (translated by Anne O. Fisher)
"Ontology of Childhood" by Viktor Pelevin
(translated by Nora Seligman Favorov)
"Joe Juan" by Ludmila Petrushevskaya
(translated by Lise Brody)
"Grandmother, Wasps, Watermelon" by Zahar Prilepin
(translated by Deborah Hoffman)
"Fog" by Dina Rubina
(translated by Michael R. Katz and Denis Komarov)
"Anyway" by Dunya Smirnova
(translated by Anna Seluyanovna and Marcia Karp)
"Black Horse with a White Eye" by Vladimir Sorokin
(translated by Deborah Hoffman)
"The Novel (A Tragedy)" by Vladimir Voinovich
(translated by Peter Morley)
"Rehabilitating d'Anthès" by Viktor Yerofeyev
(translated by Michele A. Berdy)
"The Storm" by Leonid Yuzefovich
(translated by Marian Schwartz)

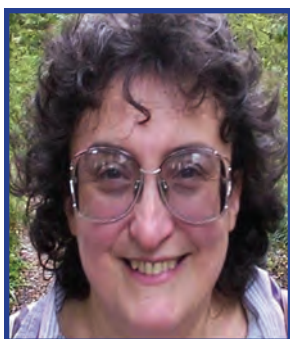
«Книга, ради которой объединились писатели, объединить которых невозможно»

«Охота на Одиссея. Фрагмент повести»,
Борис Акунин
«Роман. Трагедия», Владимир Войнович
«Жанна», Андрей Геласимов
«Краткая история художественной самодеятельности на кораблях пиратского флота Карибского бассейна первой половины XVII века», Борис Гребенщиков
«Спокойствие», Евгений Гришковец
«Убежище», Александр Кабаков
«Остался один», Эдуард Лимонов
«Эдипов комплекс», Дмитрий Липскеров
«Сердце снарка», Сергей Лукьяненко
«Однодневная война», Владимир Маканин
«Мусорная корзина для алмазной сутры» (фрагмент),
Марина Москвина
«Онтология детства», Виктор Пелевин
«Джо Жуан», Людмила Петрушевская
«Бабушка, осы, арбуз», Захар Прилепин
«По-любому», Дуня Смирнова
«Черная лошадь с белым глазом», Владимир Сорокин
«Отставная любовь», Людмила Улицкая
«Краковский демон», Макс Фрай
«Беруши», Александр Хургин
«Гроза, 1987 г.», Леонид Юзефович

an uninterrupted narration with only one voice. I felt that capturing just the right register was critically important, and Lena generously loaned me her "ear" as I struggled at first to find the narrator's (English) voice. The thought that I was translating such a rich and complex work, that my translation would appear in a beautiful edition alongside many other fine stories translated by fine translators and would benefit a good cause was more motivation than any financial remuneration could have been, and I spent more days, hours, and weeks than would appear reasonable agonizing over the 3190-word Russian text.

Life Stories is available from the *Russian Life* website for a very reasonable \$25 (plus \$6 shipping). All proceeds go to Russian hospice. It is also available on Amazon, but when you buy it there a little bit less money goes to the charity. It is a great way to acquaint yourself with a sampling of current Russian fiction. The Russian edition is available through kniga.com (\$18.95 plus shipping), books.ru, and several other online booksellers.

FREE COPY AVAILABLE IF YOU WILL REVIEW
THE BOOK FOR *SLAVFILE*: Write to Lydia at
lydiastone@verizon.net.



JUST WHAT THE DOCTOR ORDERED

ATA Conference Presentation by Jen Guernsey and John Riedl

Reviewed by Irina Knizhnik

As someone who has repeatedly voiced the need for presentations that build on translators' actual experience in solving practical problems, I wish to offer sincere thanks and unstinted praise

to John Riedl and Jen Guernsey for their "Pharmaceuticals for Slavists" presentation. For me, this was definitely a highlight of the recent ATA Conference in New York.

The topic of this presentation was the translation of product inserts and prescribing information, as well as what translators need to know about clinical trials. It included a number of exercises for audience members and provided a 200+ term multi-Slavic language glossary, as well as information on resources on the Internet.

As translators, we should be aware that the wording and format of medical documentation (this even extends to pharmaceutical commercials) are strictly regulated, and for us, such regulation is a blessing in disguise. Prescribing information, which is regulated differently in the US, Russia, and the EU, is a good source of parallel documents. In the US, the product information covering details and directions healthcare providers need to prescribe drugs properly is included in drug package inserts and must be approved by the FDA. A new format went into effect for all new products on June 30, 2006, and June 30, 2009 was the first deadline for conversion of existing labels to the new format. Both the FDA website www.fda.gov and sites of pharmaceutical companies are excellent sources of information for translators. A package insert, by law, consists of a highlights section and a full section. Major subsections include Indications and Usage; Dosage and Administration, Warnings and Precautions; and Drug Interactions, while a complete list of mandatory information to be provided is found in 21CFR (the section of the Federal Regulations that is reserved for the rules of the Food and Drug Administration). Similar

regulatory documents are in effect in Russia and the EU. Despite regulatory differences, product inserts are an excellent source of parallel documents. For example, for the drug Zocor: the US "Description" section is approximately equivalent to the RF "Pharmacological Activity" section and the EU "Pharmacodynamics" section. Within the EU, the package insert is a great source of parallel documents since all the text in it must be provided at least in the language(s) of the Member State(s) where the product is marketed. By law the content of all language versions must be identical.

For a number of reasons, standard practice is for certain medical documents to undergo the process of back translation. This means the involvement of two independent translators and the need to compare the translations and resolve differences. The presenters addressed a number of problems inherent in back translation:

- It does not ensure the readability of target text;
- It is susceptible to source-language contamination in the target text in multiple ways by inviting inappropriate syntax and false cognates;
- It is frequently done in an inappropriate stylistic register;
- It is costly and time consuming.

There is no standard procedure as to who must do the reconciling, the "forward" or the "back" translator, or, perhaps, a third party, but in the presenters' experience, it is the back translator who is put on the spot to finalize the product. From my own experience, I would like to mention a few problems that the presenters did not focus on. Translation companies may fail to inform either one or both translators that they will be dealing with a back translation. In addition, when the two translators are forced to interact via a translation manager, the original translator is routinely pressured to provide a word-for-word translation

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Type of differences	Original	Back Translation
Stylistic	<u>affiliated with</u> the XX University Medical School granting access to <u>research</u> information	<u>a branch of</u> the XX University Medical School granting access to <u>study</u> information
Unavoidable syntax differences	inserted into a vein in your <u>arm</u> or hand	inserted into a vein in your <u>forearm</u> or hand
Minor error	Persons <u>and</u> companies who have a contract with XX corporation granting access to research information <u>before</u> and after the study	Persons <u>or</u> companies who have a contract with XX corporation granting access to research information <u>during</u> and after the study
Major error	through a small cut made <u>into a large artery</u> in your leg	through a small cut made in your leg

PHARMACEUTICALS

Continued from page 6

because the back translator is not comfortable with idiomatic target language. Here are some recent examples: When the original English is “food” and the target Russian is “продукты”, the back translation reads “products.” Or, the back translator may want every item on the target Russian-language list to be capitalized. The onus of proof that the original translator “is not a camel,” as an old Soviet joke has it, is on the original translator. And the person in charge is the project manager, who, more often than not, is not familiar with the foreign language in question. In my opinion, back translation is unnecessary and even counterproductive since the product should ultimately be a matter of reconciliation between a translator and a bilingual editor. Thus, the only *raison d’être* for this practice is to allow those who are in charge to feel in control and have a documented process. This, in turn, means that whether we like it or not, back translation is here to stay.

Jennifer and John suggested that in back translation jobs translators try to classify their differences under one of four categories: stylistic (inconsequential); unavoidable syntax differences; minor errors, and major errors. This should greatly facilitate the reconciliation process.

Other pharmaceutical-related documents that often require translation include informed consent forms for clinical trials, privacy notices (HIPAA), and journal articles. A number of informed consent and HIPAA forms and templates are available online. A great deal of useful information on clinical trials can be found at www.clinicaltrials.gov. Parallel foreign-language documents available online also yield relevant terminology.

By law, informed consent forms are to be translated at the (US) 4th – 8th grade comprehension level. Terms that are deemed complicated are often explained, e.g., thin, flexible tube (catheter). The expectation for journal articles, on the other hand, is that they be written at a Ph.D./M.D. level. The translator should therefore make sure to translate into a language level or register appropriate to the document,

for example, choosing between the terms high blood pressure and hypertension; nursing/breastfeeding and lactation; heart attack and myocardial infarction, etc., is advisable. The chart below provides two good examples from the presentation.

The presenters gave a short list of useful Internet resources for translators of medical documents:

PubMed: www.nlm.nih.gov

Abstracts & articles

MeSH – medical subject headings

FDA: www.fda.gov

Regulatory info & legal definitions

Glossaries & consumer drug info

Clinicaltrials.gov: www.clinicaltrials.gov

English-language glossary

Current clinical trials

Drug company sites for approved drugs:

www.merck.com – parallel texts on 20 languages

(Make sure you use the international version of the site, then choose your country, and look for physician info on your product.)

Ministries of Health:

www.minzdrav.ru and www.minzdrav.by

Patent sites: www.patentstorm.us and www.uspto.gov

When using Google to search for appropriate terminology, it is a good idea to evaluate the popularity of the term and the quality of sites. The purpose is, among others, to avoid relying on translations found, for example, on translation-heavy sites such as springerlink.com and elsevier.com. For example, here are the numbers of hits you get for similar words.

Original: Medical journal language	“Translation” to informed consent language:
The most common adverse effects that led to treatment termination included headache, asthenia, angina, myalgia, abnormal dreams, somnolence, rhinitis, pharyngitis, cough, dyspnea, dyspepsia, pruritus, sweating, erythematous skin rash, bradycardia, and ataxia.	The most common side effects that caused people to stop taking the medicine included headache, weakness and lack of energy, chest pain, muscle pain, abnormal dreams, drowsiness, runny nose, sore throat, cough, shortness of breath, upset stomach, itching, sweating, red skin rash, slow heart rate, and poor muscle coordination.
Original: Informed consent language	“Translation” to medical journal language:
Inflation of the balloon within the blood vessel can cause a temporary slowing of the heartbeat and low blood pressure, which may result in the need for temporary intervention by connection to a heart rhythm regulator or medication that helps your heart to beat normally.	Balloon angioplasty can cause bradycardia and hypotension, which may require insertion of a temporary pacemaker or treatment with anticholinergics.

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БУРИМЕ

на ужине Славянской Дивизии АТА

New York, October 30, 2009

We left the site of АТА
И смело вышли на Бродвей;
Там миновали Sheraton,
Но не был это марафон.
Пришли сегодня на банкет,
Не проходя сквозь турникет.
Здесь собрались сплошь самородки,
И каждому со сковородки
Достался вкусный русский блин
(В него не вложен гвоздь иль клин).
Вечером в пятницу, в час пик,
Получит кто-то здесь шашлык
Or something better on a plate
From the menu's varied slate,
All our men here are astute
And our ladies smart and cute,
And here you have the explanation:
Translation is our inclination!
Нам переводы – как любовь,
От них вскипает наша кровь;
Должны настойчивое рвение
Мы сочетать с большим терпением,
В итоге чтоб не вышла жуть;
Чтоб чем-нибудь могли блеснуть
И, не признавшись, что устал,
Нагло залезть на пьедестал.
And having passed this grueling test,
We need, of course, a decent rest.
We may drive somewhere, walk or swim,
But only, as Jim* said, «с моим».
Бываем счастливы, как маленький ребёнок
Или припавший к вымени телёнок,
A po tym zjeść możemy małą gruszką
I włożyć się niehajnie na poduszką...
Как самый толстокожий бегемот,
Не огорчаемся, когда приходит счёт;
Никто из нас кассиру не кричит:
«Давай, мол, мне немедленно receipt,
Не то в тебя будет мной пущена стрела!...»
(Мало ли что я б там наплёл иль наплела).
Но лучший отдых – про свою забыть копилку
И взять за горлышко любимую бутылку!
Вот здесь мы пьём кто водку, кто вино,
И всем здесь интересно, как в кино.
Nobody's taking any bloody drug:
Все понимают, что наркотики – наш враг.
И после посещения «Самовара»
От нас нести не будет перегаром!

*Walker

ABOUT BOUTS-RIMÉS

by Vadim Khazin



Editors' note: To the left is the tenth bouts-rimés Vadim composed during an SLD banquet. We thought it appropriate to mark this event by asking Vadim to tell us a little about the history of the genre and his personal history as one of its devotees. We append the first of Vadim's SLD banquet bouts-rimés, which was written and read at the 1999 ATA meeting in St. Louis and published in the subsequent Winter 2000 issue of SlavFile. Perhaps the more literary minded among our readers will enjoy finding the recurrent themes in these two poems. It should be noted that the greater length of the 2010 poem is a testament to the higher attendance at more recent SLD dinners. It also should be explained that in 1999, the SLD had decided to try a reception-type event at the hotel instead of a sit-down dinner. Unfortunately, most of us had been expecting to find a buffet with at least a somewhat satisfying facsimile of an evening meal, but instead found that the food ran out far before either the vodka or our appetites.

According to some reliable sources, like *Encyclopedia Britannica*, the poetic genre of *bouts-rimés* (meaning “rhymed ends” in French) was invented in the 17th century by a French poet named Dulot (apparently unknown for other achievements). This genre (or rather literary game), requiring one person to write a meaningful “poem” using, at the ends of the lines, pairs of rhyming words assigned by other people, was popularized in the 19th century by the famous Alexandre Dumas, père, who challenged poets and versifiers to compete in creating poems using his rhymes. Later in the 19th, and then in the 20th century, this game (*буриме* in Russian) became one of the favorite amusements, along with charades, among intellectuals in various countries.

As I learned from my father, himself an active master of *буриме*, such innocent games were widely practiced, being one of the few not presenting danger of dire consequences at parties in the pre-war Soviet Union. In my time, after Stalin's death, their popularity for some reason declined: only once or twice did I witness *буриме* played at a public concert. Furthermore, my impression was that even these games were rigged to a certain extent (e.g., my beloved rhyme *морз-восморз* was rejected by the presenter). I, however, having inherited this passion from my father, was doing my best to amuse people at every possible gathering and to encourage others to do the same. And since 1999, I have been writing *bouts-rimés* at annual dinners of our ATA Slavic Division, where rhymes are given by participants in Russian, English, and occasionally in Ukrainian and Polish.

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BOUTS-RIMÉS

Continued from page 8

Compared with the early *bouts-rimés*, the rules have somewhat changed: the early authors had plenty of time to compose a poem, and the sequence of lines was predetermined by the order the rhymes had been given, while, the way we play it, I have to prepare the poem ASAP (during—not after!—the dinner) but am permitted to use the rhyme pairs in any sequence. In both cases the poem produced should have some sort of “plot,” however absurd it might appear. To achieve this, I have had to sacrifice some pleasures of dining and conversation. However, I do have the advantage of being able to write in Russian using shorthand (here again my father was my role model), so I can save some precious time.

In conclusion, I would like to encourage my colleagues to try playing this game, which is not as hard as it seems (some of my Russian friends have been doing this for a long time now), and is language-challenging, thus directly useful to fellow translators. However, if you decline this offer but still attend our dinner, please participate in this game by preparing a good rhyme prior to the event. My practice has shown that the more challenging the rhymes the more interesting the resulting *bouts-rimés*. Especially nice are bilingual rhymes (I still remember *caught-kom* once given by Paul Gallagher).

Vadim Khazin's 1999 Burime, St.Louis, November 5, 1999

ОБИДЕЛИ СЛАВЯНСКУЮ ДИВИЗИЮ—

НЕ ДАЛИ ВДОВОЛЬ СТУЛЬЕВ И ПРОВИЗИИ!

Пришли сюда сегодня мы голодные,

Но водку предложили нам холодную.

This certainly did much to raise our mood,
Which suffered from a paucity of food.

Не важно, сколько выпили здесь водки,

Мы понимаем, что в одной сидим мы лодке,

And even though we chat, or eat, or drink,

We all keep doing what we must—we think—

Of how translations really can be true

Without replacing yellow birds with blue;

How to retain a poem's native melody

Without imposing on it some quite dreadful malady.

И если должен перевод представить срочно,

Насколько может перевод тот быть неточным?

А если переводить ты кантаты,

Как не взорвать себя последнюю гранатой?

And even if the text is quite a mess,

How to petition God your work to bless,

And finally to win this dreadful battle

Without expiring with an awful rattle.

We may be white or black, or even brown,

But all of us enjoyed St. Louis town

Well-known for its ball team and soaring Arch.

Although, perhaps it's warmer here in March...

May all our ladies wear the finest silk,

And may us gentlemen drink liquor, never milk!

PHARMACEUTICALS

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Example:

- Multicenter 3,410,000 – including Wikipedia, NEJM
- Multi-center 771,000 – including Clinicaltrials.gov, Harvard
- Multicentered – 46,700 – including mostly non-medical
- Multi-centered – 33,300 – including Springerlink, Elsevier

If I may add, sometimes you may want to limit the domain you are searching under Google's Advanced Search options: e.g., to identify the term preferred by the US government, you can search for it in the *.gov domain. Or, by entering an English term in the search line and limiting the search domain to *.ru, you might come across instances of this English term used in parentheses to confirm its Russian equivalent.

The presenters handed out a 220-entry, 8-language glossary of terms used in the documents they discussed. The following translators contributed or have offered to contribute their expertise to this work in progress.

Russian – Jen Guernsey, John Riedl, Elana Pick

Polish – Magda Buzniak

Ukrainian – Ann Nosova, Lyudmila Bilenka

Macedonian – Marina Karamitrova

Bulgarian – Krasimira Kalcheva

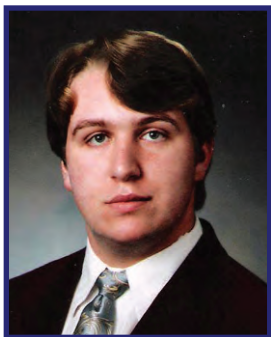
Slovene – Marta Stemberger, Alenka Satler

Bosnian / Croatian / Slovene – Eric Bullington, Paula Gordon

Still needed are Czech/Slovak, Belarusan. (Since the Conference, Peter Hinchliffe has kindly offered to work on adding Czech.)

The current version of the glossary, which starts in English with absorption and ends with well-being, is posted on the [SLD website](#) and is sure to become a valuable resource for all of us. It is a wonderful example of a selfless contribution to the translation community. It is my sincere hope that Jennifer Guernsey's and John Riedl's presentation will be the first in a series of experience-based presentations.

Irina Knizhnik has been a translator and editor for over 30 years. Currently, she translates full-time for the USPTO and freelances part-time. She can be reached at irinak@bikinfo.com. The presenters' e-mails are: translatingcultures@gmail.com, and jenguernsey@gmail.com, for John and Jen, respectively.



CONFERENCE NEWCOMER'S REPORT

Vitaliy Plinto

Before describing my experience at my first ATA conference, I would like to share a few biographical details about myself. I was born in Kiev, Ukraine, where I spent the first 13 years of my life and completed my primary and part of my secondary education.

In December 1993, I immigrated to the U.S. with my family. My interest in learning foreign languages first became apparent in high school, when I began learning Italian and then also completed two years of German. However, the main source of inspiration for studying languages, literature, and the humanities in general was my mother, who worked as a department manager at the Kiev Public Library for almost 30 years and dealt with a wide range of books on foreign literatures. Even before high school I found it an incredibly interesting adventure to immerse myself in a new language and culture through reading, writing, and speaking! I also experienced a lot of pleasure from corresponding with a pen pal from Germany for a few years.

Upon graduation from high school in Ohio in June 1999 I went to Case Western Reserve University in Cleveland to pursue a B.S. program in Business Management. But I did not desert languages entirely; I minored in Italian. At this point I began applying my language skills at a practical level rather than just a theoretical one. This included conversations, compositions, and other linguistic applications. For example, I always enjoyed chatting in Italian with my instructor when we saw each other outside class at events such as trips to the opera, theater, plays, carnivals, or parties on campus. Beside Italian, I also completed two years of French at CWRU and learned to appreciate the unique beauty of this language. At the present time I do not offer translation and editing services in French, but I continue to work on building and developing my skills in that language.

Upon graduating from CWRU in May 2003, as I began my search for business-related jobs in the Northeast Ohio area, I realized the need to further develop my linguistic skills in order to be able to gain a competitive advantage over other graduates with business degrees in the job market for positions with international companies and global services organizations. Thus, in August 2006, I entered the M.A. program in Translation at Kent State University, which provided a great many useful and interactive tools to help me pursue my objective. These included in-depth study of localization and CAT tools, project management, terminology management and several other interesting sciences and concepts. Shortly after completing my M.A. program in Russian Translation, I decided to launch my freelance translation business. However, the learning process never stops. I joined ATA and NOTA in October 2008 and also decided to attend the 50th Annual ATA Conference

in October 2009. My main objectives for attending the conference were to obtain some useful tips and suggestions on how to successfully run a freelance translation business and to network with translation agencies, companies and other translators for potential job opportunities.

I would like to share some impressions of my trip to the 2009 ATA conference with *SlavFile* readers. It was a large conference this time with over 2,000 attendees! My favorite activities during the conference were the networking events and some of the sessions involved with marketing and targeting new clients. At times I did find the conference a little overwhelming (especially during receptions, when all or almost all of the attendees were at the same place at the same time and were talking simultaneously while mingling with each other), but overall I enjoyed it.

The hotel in which the conference took place (NY Marriott Marquis) was unique in my experience. The building had 48 stories with glass-windowed elevators and overlooked Times Square. I felt as if I was on an airplane every time I rode up or down, especially given the high speed of the elevators.

My trip to New York was exceptionally inspiring. My professor at Kent State, Dr. Koby, and I had decided to rent a car, and this turned out to be a great idea because of the beautiful landscape and incredibly colorful foliage we passed on I-80, especially in Pennsylvania. I only regret that I had not thought to bring a camera!

I would like to briefly comment on the sessions that I attended during the conference. Most of them focused on marketing and finding new clients. My favorite sessions were "The Entrepreneurial Linguist: Lessons from Business School" presented by Judy Jenner and "Making Portable Document Format Files Work for You" presented by Jill Sommer and Tuomas Kostianen. The first of these introduced strategies from different perspectives on business including marketing, accounting, and website integration. For example, the speaker emphasized how important it is to send resumes and other documents to translation agencies in PDF format, so nobody can alter the content once the documents are downloaded. Despite the practical nature of the presentation, Ms. Jenner was very entertaining and humorous. She showed us a video emphasizing how important effective communication and client education are when it comes to services and their pricing for establishing and maintaining good and productive relationships with clients. In addition she stressed the importance of being firm and knowing the value of your services during communication with the client to avoid misunderstandings and funny situations, examples of which were shown in the video.

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SLD's GALA BANQUET AT THE 50TH ATA CONFERENCE IN NY

Alex Lane



Permit me to begin with a confession: I attend ATA conferences as much for the SLD dinner as I do for the conference itself, and the prospect of meeting old (and new) friends, sharing some convivial laughs, raising a few glasses, and hearing Vadim Khazin's latest "lightning burimé" is enough incentive for me to attend an SLD dinner even if the menu were to offer military rations served cold on paper plates. How magnificent it was, then, this past October, to join SLD colleagues for dinner at New York's landmark "Russian Samovar" restaurant! Kudos to Elana Pick for her efforts in setting up this affair!

Our group was hosted in a private room on the restaurant's second floor, the stairway offering a bridge between 21st century midtown Manhattan and a fair impression of a 19th century St. Petersburg *salon*, with dark, solid wood planks spiked into the floor and antique samovars lining the walls, sharing space with old etchings depicting, for example, a landscape as viewed from Kammeny Island in the Neva delta.

Our crowd's first arrivals set about intensifying the atmosphere by rearranging some of the furniture, creating long tables to accommodate larger groups. A line formed at the bar, which offered--in addition to more conventional libations--a collection of vodkas infused with a spectrum of flavors, including horseradish, garlic, coriander, and at least a dozen others.

The menu was, of course, Russian. The appetizers served on a buffet table included herring with potatoes, pickled veggies, vinegret, salad Olivier, green Russian salad, and bliny with smoked salmon (the activity around this last item was particularly enthusiastic!). The main course was a choice between Beef Stroganoff, Pelmeni, Chicken Kiev, Salmon Shashlik or a Vegetarian Entrée, preordered and served individually. A rich dessert and tea or coffee were also provided. This banquet could well be considered our greatest success. (Now, if "Samovar" would only open a branch in Denver!)

Alex Lane is based in Pagosa Springs, Colorado, and is a former SLD Administrator. He can be reached at words@galexi.com.

NEWCOMER'S REPORT

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The second session I mentioned, "Making Portable Document Format Files Work for You," was of particular interest to me since I have been using PDFs for quite some time; however, at times I haven't been able to figure out how to make use of some of the features PDFs offer. After the session was over, I felt ready to be on more intimate terms with this format. One thing that I had been desperately longing to learn was how to edit PDF files; this session addressed this question to the fullest extent.

Beside the above-mentioned sessions there were also some other interesting sessions such as "Project Management as a Profession," "Conflict Resolution with Clients," "How to Make Your Resume Sing," and many more. There was a very interesting Slavic session on "English to Russian and Russian to English Translation of Legal Texts," which

focused on various scenarios that RU<>EN legal translators encounter when dealing with different types of legal documents. I enjoyed this session especially because of the examples given accompanied by several possible translation variants for the same source segment that can be viewed as correct or incorrect depending on the context. I think that the ATA Conference would be very useful to recent graduates of translation programs and to freelance translators who are in the start-up stage and who are seeking to learn more about how to run a successful translation business. In addition, the conference was very enjoyable and gave me the opportunity to make new friends and professional contacts.

Vitaliy provides freelance translation, editing, proofreading, localization, and interpreting services in the areas of business/commerce, marketing, healthcare, law/immigration, law/contracts, tourism/travel, scientific popular programs, films, media, and literature. He translates from Russian into English, English into Russian, Italian into English, English into Italian, Italian into Russian and Russian into Italian. He can be reached at vvp13ster@gmail.com.



What's in an Ethnonym?

R. B. Worobec

Once while browsing among the history books at the Chicago Public Library very many years ago—I was still in high school then—I came across a history of Hungary in German published in the 1920s or '30s. Skimming through it, I came to the chapter where the author dealt with the population of the Carpathian mountains controlled by the Hungarian partner of the Austro-Hungarian Empire. What has remained with me all these years is the following approximately-recalled beginning: We now come to the people generally known as *Ruthenians*, who call themselves *Rusyns*, *Rusniaks*, *Ruskymys*, etc., and now tend to go by their newest name—*Ukrainians*.

While this was no revelation to me, I wondered how an opening like that would strike someone not familiar with that corner of Europe. Would such a reader conclude that the group referred to suffered from what is now called an identity crisis? The nomenclature that was employed for Ukrainians over the centuries depended to a large extent on political and ecclesiastical considerations and local whims and involved a plethora of variant spellings in local and other languages. Years later I saw what a challenge this situation posed for a translator who had to deal with this confusing array of names and listen to talking heads' confused blabber on TV when discussing global events and their historical antecedents.

The name of the territory populated by Ukrainians has varied greatly over the millennium, with the designations *Rus'* (with a soft 's') and *Ukraine* dominating. The name *Rus'* was well established by the ninth century to designate the people and their territory, with its capital Kyiv. The individual inhabitants of *Rus'* called themselves *Rusyns* (male *Rusyn*, female *Rusynka*, plural *Rusyny*; adjectives *Rus'kyi*, *Rus'skyi*) and by less frequent variants such as *Rusy*, *Rusy-chi*, and even less frequently *Rosy* and other permutations based on *Rus'*. But the country itself was always *Rus'*.

Rus' was a peculiar and variegated polity encompassing many Slavic and non-Slavic peoples. However, the native inhabitants of the northern territories did not employ the self-appellation of *Rusyn*. This situation was somewhat analogous to what prevailed centuries later in the British Empire: although India was a part of the British empire and Victoria was the Empress of India, the Indians did not self-identify as Britons.

Things were further complicated with the fall of Kyiv to Genghis Khan in 1240 and the rise of *Muscovy* with the appointment of Yuriï as the Prince of Moscow in 1318 by the Golden Horde. Showing political prescience, the princes of Moscow soon added *Rus'* to their title, later modifying it to *Rusia*, while retaining the name *Muscovy* for their country.

To avoid confusion between two *Rus'-es*, the Patriarch of Constantinople designated *Muscovy* as *Great Rosiia* and

the *Rus'* centered on Kyiv as *Little Rosiia*. This was analogous to the practice of naming distant Greek colonies in southern Italy and Sicily as *Great Greece*, and the original Greek homeland as *Little Greece*. Here *Rosiia* reflected the Greek rendition of *Rus'*, while in *Canterbury Tales*, Chaucer preferred the transliteration, *Ruce*.

The other terms to be considered are *Ukraine* and *Ruthenia*. The term *ukraïna* is of Slavic origin and dates to 11th century sermons. It began gradually to be used interchangeably with *Rus'* and *Ruthenia* to designate Ukraine and Ukrainians. *Ruthenia* (or *Rutenia*), on the other hand, is a Latin derivation of *Rus'*, which first appeared in 1089 and gained wide acceptance in Western Europe. In fact, the Vatican continued to use *Ruthenian* for *Ukrainian* in official documents until the middle of the 20th century. Occasionally, the term *Ruthenians* was used by Western writers in the Middle Ages for all the eastern Slavs—Ukrainian, Belorussian and Russians—but Ukrainians alone described themselves as *Natio Ruthenica*.

Finally, evidently to resolve some of the confusion for English readers, in 1538 Sir Thomas Elyot published a *Dictionary* in which he offered the following explanation for Ukrainians, Russians and Tartars: "They be nowe called Rusyans, Moscovites, and Tartarians."

As Muscovy grew in power and importance, the tsar's title was modified in 1654 to "Tsar of Great, Little and Other *Rosiia*" and his court began using the name Little Russia—*Malaia Rossiia*, *Malorossiia*—for newly annexed Ukrainian territories. In 1713 Tsar Peter I (Magnus Moscoviae Dux) broke with the past and officially changed the name of *Muscovy* to *Rossiia* (Russia), declining a suggestion to name it *Petrovia* in his own honor. In 1721, when Peter established the Russian Empire, Ukrainians became entrenched as *Little Russians* and for the majority of educated Ukrainians that became the self-designation of choice.

However, Western Ukrainians in the Austro-Hungarian Empire remained *Rusyny/Ruthenians* well into the 20th century. Thus, the people of a common speech community were divided by two different ethnonyms.

Around the 1820-40s the name *Ukraine* became revitalized and started gaining ground in the Russian Empire, and *Little Russian* acquired a pejorative connotation. This process was to some extent catalyzed by heavy-handed suppression of local culture by tsarist authorities. At first, only a few intellectuals began calling themselves *Ukrainians*, but a hundred years later millions of people had voluntarily adopted the name. This unforeseen development astounded some tsarist officials. Anton Denikin (1871-1947), the commander of the White Russian troops from 1918 to 1920 during the Bolshevik Revolution, wondered "Where did all those Ukrainians come from?"

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Dear Lydia,

I have a few observations to make about your comments on the translation of хам in the uncredited Dover Thrift Edition translation of Chekhov's *The Cherry Orchard* (*SlavFile*, Summer–Fall 2009, p. 8). According to Lopakhin, Gaev “говорит про меня, что я хам.” This is trans-

lated as “Your brother says I am a snob.” You go on to say that “[t]his is the exact opposite of the name the impoverished gentleman Gaev would call the upwardly mobile, but slightly uncouth Lopakhin. A complete mistranslation.” I do agree *snob* may be regarded as a mistranslation (even though not complete) from the point of view of contemporary English usage. Historically, however, this translation appears to me quite germane. From my university days, I still recall the debate about the so-called diachronic vs. synchronic approach to Russian translations of Shakespeare. What kind of Russian should the translator use: the kind that appears as archaic and obscure as Shakespeare's English to the 21st-century English reader or spectator, or the kind that makes Shakespeare as comprehensible and lucid as he was to his contemporary audience? Similarly, should Chekhov be translated into the English of his period, i.e., late 19th–early 20th century, or into the English spoken more than a hundred years after his death? Even though my answer to these questions would most likely be, “a combination of both, with the relative amount of contemporaneous element gradually decreasing in proportion to the time elapsed after the original text was created,” I still believe the diachronic approach is as valid as synchronic for the purposes it may serve. If not, we would probably have to discard thousands of historical translations rather than draw upon them in creating new ones.

You mention the Thrift edition was a reprint of the 1929 edition, i.e., the translation was published about 25 years after *The Cherry Orchard* was first performed and published. Evidently, the play must have been translated into English even earlier than that. (It may have been reprinted from a translation made in Britain, too; if so, *chemist*, as opposed to *pharmacy worker*, would appear quite appropriate in light of its historical and geographical context.) In other words, the time elapsed between the play's first production and translation appears relatively short and justifies the somewhat archaic translation choices that the reader encounters. (By the same token, I don't believe *full-blooded* is a mistranslation, either, as this word means not only “vigorous and healthy,” as you correctly suggest, but also “florid” and “ruddy,” according to Webster's *Third New International Dictionary*, and, as such, may have been interpreted in the early 20th century as a symptom in people likely to have stroke. Consider, too, something I hit upon on the present-day website of the Sovereign Medical Order of the Knights Hospitaller: “The disease [apoplexy]

is not confined to *full-blooded* people, but thin and pale are sometimes attacked” [emphasis added]. “High blood pressure” sounds way too technical even from the mouth of a turn-of-the-20th-century Russian *barin*, whereas “full-blooded” seems to be a 100% match for полнокровный.)

Back to хам and *snob*, however. (It seems I launched into digressions even before making it clear what exactly I had in mind.) Хам is a very complex notion in the Russian psyche. The least obvious overtone—noticeable, perhaps, only to more cultured Russian speakers—is a biblical one: the word originates from the name of one of Noah's sons, Ham, who “saw the nakedness of his father” (Genesis, 9:22) or did something even worse than that. His father placed a curse on him (or, rather, on his son Canaan), which gave Ham a reputation for villainy throughout history. So much so that, in the Russian world, the word was applied, at the outset, to serfs, peasants, and all members of the lowest social classes and, subsequently (since members of these classes were often regarded by their superiors as worthless and having no human dignity) to all vulgar, ill-mannered, and presumptuous persons. The four-volume *Dictionary of the Russian Language*, published by the highly reputable U.S.S.R. Academy of Sciences Institute of the Russian Language in 1984, makes a reference to Griboyedov's *Woe from Wit* (“Горе от ума”) to illustrate this meaning:

Секретари его все хамы, все продажны,
Людишки, пишущая тварь,
Все вышли в знать, все ныне важны...

Note this remarkable treatment of хам: all those second-class, mediocre, useless folk, scribblers and such like, climbing up the social ladder (or, as you say, “upwardly mobile”)—how dare they! Incidentally, a much nicer way to refer to a person's lower-class origin is listed in your table, too: “она у меня из простых.” I do agree with you that the Thrift translation, “a nice straightforward creature,” is absolutely wrong, as reference is clearly made to the fact that one of the daughters is *of humble origins* (which I think would be a more appropriate translation than *from a peasant family* [we don't know that] or *from a lower-class background*, as you suggest).

Let's move on to *snob* now, before we forget the historical meaning of хам from the previous two paragraphs. Webster's *Third New International Dictionary* lists, among others, the following definition (marked as archaic): “a person not belonging to the upper classes: one not an aristocrat : COMMONER, PLEBEIAN.” Hence the next definition: “one who blatantly imitates, fawningly admires, or vulgarly seeks association with those he regards as his superiors.” This latter definition is illustrated, too, by the following quotation from W. S. Maugham: “a [snob] ...would put up with any affront ... would ignore any rebuff ... would swallow any rudeness to get asked to a party he wanted to go to.” Well, so would a хам like Lopakhin, wouldn't he? The more common applications of *snob* derive from this

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“primary,” historical meaning to describe those “convinced of [their] superiority” or “inclined to social exclusiveness” (Webster’s *Third New International Dictionary*). But it should be borne in mind that the meaning perceived as archaic nowadays was very much alive in the days of Chekhov and, apparently, his early translators.

As the meaning of хам evolved over history, the word increasingly acquired its current meaning, *lout* or *boor*, or perhaps, in some circumstances, *philistine* (even though I believe обыватель or мещанин would be a more appropriate translation of *philistine*). As a possible translation of хам, however, *philistine* appears to be quite strongly validated by Dmitry Merezhkovsky’s prophetic essay, *The Coming Vulgarian* (“Грядущий Хам”, also known in English as *The Ham of the Future*), in which the author claims that “достигшее своих пределов и воцарившееся мещанство есть хамство” (“a philistinism that has reached its bounds and proceeds to reign means vulgarianism,” in my own word-for-word translation).

The three-volume *New Great [sic] Russian–English Dictionary* (1997, Lingvistika Publishers, Moscow) also adds *churl* and *cad* to the list. P. Palazhchenko’s *My Unsystematic Dictionary* endorses *bully* or *arrogant bastard* (in certain contexts) and even goes as far as to suggest that хамство is less common in the English-speaking world than in Russia, adding that *arrogance* could be regarded as its “civilized version” (p. 119). (Which parenthetically brings us back to *snob*.)

Хам is all of the above and much more. Even though Noah had no son named Snob, and a latter-day snob may appear good-mannered and courteous, the historical paths of хам and snob seem to have crossed at a certain point, and both translators and critics should take this into account.

Thank you very much for your indefatigable enthusiasm and for keeping the *SlavFile* alive despite all the reluctant contributors like myself.

Best regards,

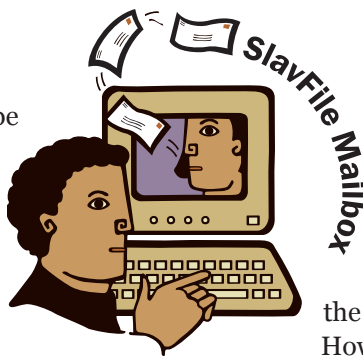
Michael Ishenko

Michael Ishenko translates from English into Russian, from Russian into English, and from Ukrainian into English. He lives in San Francisco Bay Area and can be reached at ishenko@aol.com.

*** Lydia replies ***

Dear Misha,

Thank you for your letter. As has been the case before I am impressed with both your erudition and your feel for English. I like your version of из простых better than either of mine and I think you are correct to point out that because of semantic changes some of the English translations



I criticized may well have been perfectly appropriate at the time and place that translation was performed. (I was not criticizing the early 20th century translation so much as Dover for reproducing it in the U.S. 70+ years later without editing.) I

even acknowledge that, although I do not prefer it, the diachronic approach to translation is a valid one.

However, I would argue very strongly that diachronically correct translations should not be used if the dominant current meaning of a word or term is likely in its context to confuse or bewilder a contemporary reader or impede full understanding of the original. (Furthermore, I think such considerations are even more crucial for play translations meant for performance rather than scholarship.) I would argue that the terms *snob* and *chemist* would do just this for American readers and theatergoers. You may have a point that Pishchik would not use the term *high blood pressure*, even though I believe it is commonly understood by almost all English speakers today. If I were the Dramaturge I might simply drop this and say: “I’ve had two strokes already, and they tell me not to exert (or tire) myself.” Please keep your contributions coming, reluctant or not.

All the best, Lydia

P.S. Two weeks after this exchange of messages, I discovered the following in Natalia Gogolitsyna’s *93 Untranslatable Russian Words* (2008: Russian Life Books).

Хам denotes a person who behaves in a crude disgusting way and has no respect for herself/himself or others. Boor is nowhere near as abusive as хам.

WHAT’S IN AN ETHNONYM?

Continued from page 12

In the westernmost corners of the Ukrainian lands a similar shift in self-designation was propelled by the events in the Russian Empire, but this time the change involved the transition from *Ruthenian* to *Ukrainian* and was not completed until the 1940s. The way one identified oneself was, at that time, a personal choice within any one family, resulting in ‘mixed’ families and cases where one twin was a *Ruthenian* and the other a *Ukrainian*.

To paraphrase Shakespeare’s lines, a Ukrainian will be a Ukrainian by any other name, but the names have contributed a great deal to the Ukrainian people’s present plight of being little known to the outside world.

R.B. Worobec, our Contributing Editor for Ukrainian, received his doctorate in immunology from Tulane University Medical School in New Orleans. After a stint as a medical researcher and educator, he switched to biomedical information management at the Library of Congress in Washington, DC and freelances as a medical editor, translator, and lexicographer. He can be reached at rbw@inbox.com

REVIEW OF PAVEL PALAZHCHENKO'S PRECONFERENCE SEMINAR ON TYPOLOGICAL DIFFERENCES

Reviewed by Lucy Gunderson



In his pre-conference seminar *Dealing with Typological Differences among Languages in Interpreting*, Pavel Palazhchenko addressed many of the structural differences between Russian and English of which interpreters must be aware. These differences are, I believe,

equally relevant to translators; at least I learned a great deal at this seminar that I have been able to apply to my own translation work.

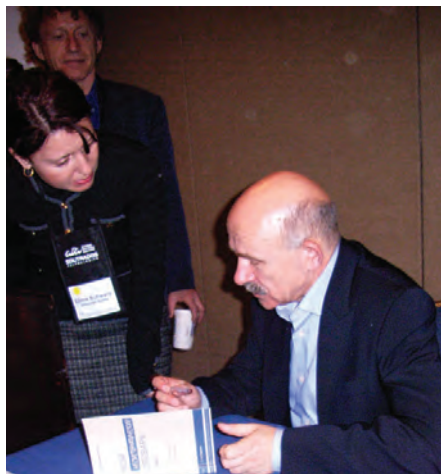
Mr. Palazhchenko, a graduate of the Moscow Institute of Foreign Languages, has interpreted at the UN and for the Soviet Foreign Ministry. And, of course, he has acted and continues to act as Gorbachev's interpreter. His dictionary *Мой несистематический словарь*, which I purchased at the conference and have been reading with great interest, examines many of the issues that he discussed during this seminar.

There are, naturally, cultural differences between English and Russian, especially since development frequently occurs in the West first and is only later assimilated into Russian language and culture. It can be difficult to separate the cultural differences from linguistic ones, but Mr. Palazhchenko helped shed some light on this issue.

The principal difference is that English is subject-focused, meaning that it is a subject and predicate language. Russian, as we know, does not require this structure at all. As Mr. Palazhchenko put it, the structure of the language affects the way in which things are thought. On the surface this would appear to be a cultural matter, but it actually illustrates the way language can affect culture.

One of the most interesting differences discussed was the English time grid vs. the Russian cause and effect relationship. Russian has a specific vocabulary of words and phrases like *в связи*, *связано с*, and *привести к* to emphasize the cause and effect relationship. Translating or interpreting these words as "in connection with" or "related to," while not incorrect, ignores the fact that English prefers time relationships to cause and effect relationships. A really good English rendering of these phrases would use strong verbs like "put," "prompt," or "force," depending on the context.

Pavel Palazhchenko signs a copy
of his dictionary
for a conference attendee.



A sentence like "Девять людей погибли в результате аварии" might best be translated as "The accident left nine people dead."

English uses strong verbs, while Russian has an abundance of impersonal, vague, passive, and reflexive verbs. These verbs are weak and even meaningless in themselves, but they are often accompanied by nouns that carry the meaning. Mr. Palazhchenko suggests that the way to deal with this is to translate verb-based Russian nouns into English as verbs.

These weak Russian verbs also have the effect of what could be called the avoidance of responsibility. Here again we see an example of a seemingly cultural difference actually turning out to be a linguistic difference. At the end of the session, Mr. Palazhchenko played a speech that Putin gave to a group of business people. He used this grammatical feature of Russian to scold his audience in an impersonal manner that made it seem as if he was not scolding them at all.

Russian also tends to sound negative, but this does not mean that Russians have a negative way of thinking. Rather, the negative is used as a way of putting things euphemistically. For example, the word *невысокий* might be used to describe someone who is short, but who you don't want to say is short. Again, strong English verbs come into play here. When confronted with a word beginning with *не-*, the translator or interpreter should see if there is a way to use a "pseudo-affirmative" verb like "fail," "omit," or "lack."

English verbs are very broad in meaning and its nouns are not, while the opposite is true of Russian. So, for example, the word *претензия* can mean "claim," "grudge," "complaint," "issues," or "concerns" depending on the context. My personal strategy for dealing with words like this is to come up with a translation based on the context rather than looking for a precise translation. This issue is not so difficult for translators because they have the time to consult resources to get at the specific meaning used, but interpreters must carry all these meanings in their heads.

Translators and interpreters must also be aware of differences in stylistic register. English uses many common stock words that can appear in a wide range of texts. Russian, on the other hand, makes less use of common words and instead has very specialized vocabularies for different documents or situations. These differences in register mean that English and Russian have different styles of presentation. English uses the PowerPoint style, which I understand as being "to the point" (and sometimes insufferably boring). Mr. Palazhchenko called the Russian style of presentation "part-khoz-aktiv" (picture a meeting of

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SLD MEETING MINUTES

New York, NY, October 30, 2009

Recorded by Jennifer Guernsey

- 1. Call to order**
- 2. Request for volunteer to take the minutes**
- 3. Acceptance of agenda**
- 4. Approval of minutes of last year's meeting**

Becky Blackley, SLD administrator, called the meeting to order and reported that Jen Guernsey had volunteered to take the minutes. The agenda for the meeting was accepted, and the minutes of the 2008 division meeting were approved.

5. General comments from the administrator — Becky Blackley

Becky thanked those who submitted proposals for conference presentations, and noted that we had moved the annual meeting to a lunch slot this year in order to fit in an additional conference session because we had so few sessions available to the SLD this year. She also expressed her gratitude to Pavel Palazhchenko for his presentation.

Becky reported that there has been talk of bringing back dues for division membership. There are outstanding questions on how to allocate the funds and the impact on membership numbers. (Note: the ATA Board failed to adopt the proposal to reinstitute dues.)

Becky mentioned the prospect of a mid-year conference, and noted that the Portuguese division (smaller than ours) holds one at a university, and the university students are invited to attend.

Becky reviewed a list of divisions by size and reported that the SLD ranks tenth in size (out of 15).

6. Report from the SlavFile editor — Lydia Razran Stone

Lydia reported that there were only three issues of *SlavFile* this year; the last issue was particularly long. She reported that notification that a new issue is available on the SLD website is now being sent by headquarters to SLD members. She noted that this is an improvement over the notification situation last year, but still considers that it would be better if she or the Division Administrators were permitted to contact members directly with this and other news. If this were allowed, there could be a system by which members who did not want messages from SLD could opt out of receiving them by email.

Lydia is looking for young/new members to “intern” at *SlavFile* to perform such duties as setting up an index and proofreading. She is particularly interested in finding speakers of Slavic languages other than Russian to participate.

Lydia provided additional information regarding this year's conference presentations. Four or five presentations were rejected because they were considered not to be of sufficient “general interest.” She outlined the process by which presentations are chosen. First, the administrator and

assistant administrator review the presentation proposals along with the review committee members. They then pass on all those deemed suitable to the ATA, where the conference chairman is responsible for the final selection. Lynn Visson asked who else besides the conference chairman was involved in the final selection; Lydia did not know.

Lydia brought up the idea of having a division “bill of rights” which would include the right to have a full, or nearly full slate of conference presentations and support for languages of limited diffusion in the form of a designated room at the conference.

7. Website update — Nora Favorov

Nora said that she wants to “retire” from the duty of keeping the web site content updated. She noted that Dina Tchikounova, an SLD member living in Moscow is responsible for the uploading and design. She hopes to find someone to step in to the position of managing the web site content.

8. SLD 2010 — Becky Blackley

Becky asked for suggestions for next year's Greiss lecturer, as we have none yet for next year.

Regarding the SLD banquet, she noted that having it at an outside facility is a headache because the person or persons responsible have to find the restaurant, make all the arrangements, collect the money, arrange for transportation, and so on. Other divisions arrange their banquets through ATA to be held at the hotel. She suggests that we consider having a hotel-based reception rather than an SLD dinner.

Ideas were solicited for conference presentations as follows:

- A brush-up on Russian grammar, syntax, and stylistics—an informal audience poll showed there was interest in this topic.
- The ethics of editing – how to deal with poor-quality translations, correcting fellow interpreters.
- Cultural issues for Slavic languages other than Russian, particularly for those translating into English.
- Code of ethics for interpreters in different venues.
- Panel presentation of individual situations with ethical challenges.

9. Additional business

No additional business items were raised.

10. Election of officers

Becky reported that John Riedl, Fred Grasso, and Irina Knizhnik had served as the nominating committee, and asked Lydia Stone to present the election results.

Lydia reported that in the contested election for Assistant Administrator, Elana Pick had won re-election. Becky thanked Svetlana Ball for also running for Assistant Administrator, and offered to find other ways for her to get more

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NEW COLUMN: WORD BUZZ

Yuliya Baldwin

As the author of the newest SlavFile column, I would like to introduce myself. For me, as a daughter, granddaughter, and ex-wife of a military officer, home is complicated. Since the dismantling of the USSR, I usually simply answer 'Russia' when asked where I am from. It's easier

than explaining that my home technically no longer exists. Born in Ukraine, I attended university in Minsk, Belarus, lived on the Volga banks, then in the Jewish Autonomous Republic, until I finally settled down in Voronezh, 350 miles south of Moscow, with my parents and a daughter. Every relocation for me meant at least changing jobs, and often undertaking a new unexpected career. In this case, it included high school teacher, kindergarten principal, interpreter, editor, manager, and business owner, to name a few.

In 1999 I won a U.S. State Department Business for Russia internship and came to Charlotte to learn about entrepreneurship in America - and met my future husband. Here I started to rebuild my life once again by volunteering and looking for work opportunities.

At present, I have been teaching part-time at UNCC for eight years, having been awarded the "Excellence in Teaching" award in 2006. When time allows, I love to do translation and interpretation assignments for local agencies. As a volunteer writer, I maintain a monthly column "Tolkovy slovar" (Толковый словарь) in the Russian language newspaper Russian Carolina, educating people in a popular manner on the etymology of everyday Russian words. In 2008, I was featured in Charlotte Woman magazine as one of the three international women making an impact in the Queen City.

My current professional interests are earning a PhD with the research topic of cultural specifics of Russian-speaking patients in the American healthcare environment. I have multiple academic publications in the journals of leading Russian universities.

My personal interests and hobbies are reading, "if it survives, it lives" gardening, cooking, and a charming 22-pound cat named Lilichka.

In Word Buzz, I would like to share with my readers and colleagues words recently acquired by the Russian language, perhaps not yet listed in printed or online dictionaries, but being widely used in a real-life or virtual environment.

Thank you Lydia and Nora for giving me this opportunity and for your help!

1. A COOL VISITOR FROM JAPAN

It's truly hard to follow new acquisitions by the Russian language; every day brings some extravagant addition to the vocabulary. This plethora of borrowings is certainly a result of the Internet's rapid advancement and its reigning supreme over contemporary culture. The current trend in Russian linguistic development is actually the reverse of what it used to be. In the past the intelligentsia and official media were in charge of bringing "the word" to the people; today it's "the people" who rule language and educate the educated. Blogs, forums, social networks and tweets are the movers and shakers of modern language.

Among the latest and the coolest newcomers to the Russian language is a Japanese guest: **"кавайность"**. I imagine that the meaning of **кавай** (*kawaii*) in English is unknown to many readers (it was to me). Yet this word is widely used by a growing subculture of Japanophiles internationally. **Кавай** is a Japanese adjective and has a narrower definition than the English word *cute* – it's sort of a mixture of liking, affection and protectiveness for the innocent and vulnerable (think: "миленький," "прелестный," "хорошенький," "славенький"). Since the criterion is subjective, any object can, in theory, be "кавайный". Forums and blogs are littered with phrases like "кавайный мальчик, кавайный кот, кавайный бутик, тестик на кавайность." Consider this quotation, for example, "Учёные-кавайнологи до сих пор спорят о том, какая должна быть шкала кавайности и именно поэтому каждый человек сам вправе определять, какую кавайность считать I, II и III. Для этого достаточно определить, какая девочка наиболее кавайна и определить, какую кавайность вызывают незнакомые девочки." (<http://forum.ichip.ru/index.php?showtopic=13829>).

It became even more apparent that the word is here to stay when the respectable, quite linguistically conservative website "Взгляд. Деловая газета", in its preview review of the upcoming American movie "Hachi: A Dog's Story" (Russian title: Хатико. Самый верный друг), wrote: "Вообще, Гир, а также Джоан Аллен и Кэри-Хироюки Тагава поступили весьма смело, согласившись присутствовать в одном кадре с Хатико (the Akita who is the main character), чья, как принято говорить в Рунете, **кавайность** затмевает взрослых людей, человеческих детенышей и даже кошечек".

The Russian "Википедия" has recently posted an article defining and explaining **кавай**, thus making the word semi-official.

It is too late to argue over whether this word was truly needed or not, but I personally find it absolutely *кавайно* that Russian has welcomed a rare Japanese visitor...for a change.

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2. Swine Flu VOCABULARY

As a global outbreak, the 2009 A/H1N1 flu pandemic introduced not only a new strain (**штамм**) of influenza but also some related medical terms into household use. First, there is the distinction between **сезонный грипп** (*seasonal flu*) and **пандемический грипп** (*pandemic flu*). The latter is often described as **высокопатогенный грипп** (*highly pathogenic influenza*) with the degree of **патогенность** (*pathogenicity*) of an organism known as **вирулентность** (*virulence*). Russian websites are flooded with expressions similar to **число инфицированных высокопатогенным гриппом; план по подготовке к пандемии высокопатогенного штамма гриппа; вирус свиного гриппа не такой вирулентный как птичий и большинство людей, заболевших им, выздоравливают даже без госпитализации; отмечается высокая вирулентность и патогенность этого штамма вируса.**

It is noteworthy that the term **инфицированный**, which used to belong exclusively to the language domain of HIV and AIDS (**ВИЧ-инфицированный**) has spread to references to flu pandemics.

A/H1N1 has a few nicknames in English (*swine influenza/flu, pig influenza/flu, hog flu*) and, accordingly, several in Russian: **свиной грипп, свиногрипп, грипп свиней.**

I find it interesting that under the threat of pandemic, at least semantically, “people” have lost some “individuality” in the Russian bureaucratic tongue and become a statistical mass: **лица категории риска, лица с предрасположенностями, молодая неиммунная популяция, восприимчивая популяция, детский/взрослый контингент.**

Превентивные меры (preventive measures) are similar to those in USA, among which **вакцинация, иммунизация** (vaccination, immunization), **персональная гигиена** (personal hygiene) and **маски** (flu masks) are the most promoted. People are encouraged to wear face masks in public places: **маска** can be **защитная, анти-вирусная, противовирусная, противогриппозная, респираторная, медицинская**. The problem is that pharmacies ran out of masks within a few weeks and so the old-fashioned hand-made ones have become increasingly popular and even trendy, as everybody is on the look-out for **повязка от гриппа, марлевая повязка** or **хэнд-мейд модная маска от Маши!**

Two kinds of Russian-manufactured vaccines (**вакцины**) are available – “**живая**” (live) and **инактивированная/“убитая”** (dead). The first (with the brand name “**Инфлювир**”) is a nasal spray (**назальный спрей, интраназальная**), the second (“**Пандефлю**”) is a shot (**укол**).

Therapy based on **интерферон** is known as **интерферонотерапия** (*interferon therapy*) and is very popular and has been widely prescribed. Tamiflu (**тамифлю**) is sold under the generic name (**дженерик, препарат-генерик, генерический препарат осельтамивир**). Other recommended drugs (**противогриппозные препараты**) are well-known only in Russia: **арбидол, кагоцел, ингавирин**.

We all would have wished that neither **свиной** nor **птичий грипп** (swine or bird flu) had ever gotten to the point where it could be described as **зоонозное заболевание** (zoonosis), i.e., an infectious disease that can be transmitted from animals to humans, or at least had ever crossed the **эпидпорог** (epidemic threshold). **Будьте здоровы (Be healthy)!**

PRECONFERENCE SEMINAR

Continued from page 15

party and economic officials). To native English ears, this style is extremely convoluted and uses lots of the impersonal verbs and constructions discussed above.

Mr. Palazhchenko’s advice for interpreters is “to jettison by means of compression.” His is a strategy of simplification that can be mastered by bearing in mind all the elements discussed above and having enough flexibility to use them skillfully. Most importantly, he advises interpreters to work with the overall meaning, not the word. But all the points he made are equally important for translators. I gained a much deeper understanding of both Russian and English from this seminar and my work is already starting to reflect this.

Lucy Gunderson is an ATA-certified freelance translator based in New York. She specializes in journalism, military-related materials, and business. She has a BA in Russian Studies and an MA in Russian Literature and holds a Certificate in Translation Studies from the University of Chicago. She can be reached at russophile@earthlink.net.

SLD MEETING MINUTES

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involved in the division. It was also reported that Becky Blackley was re-elected as Administrator in an uncontested election.

11. Open discussion

An SLD member expressed concern that the acronym we have been using for Slavic languages other than Russian, SLOTR, has a negative connotation.

Another member inquired as to whether non-Slavic languages from the former Soviet Union are welcome in the SLD; the answer is yes.

Lynn Visson recommended connecting with ATSEEL as a pool of potential SLD members/contributors.

It was noted that Eastern European countries are now dealing much more with medical interpretation.

A discussion was held on the merits of pricing translations by target versus source word.

The meeting was adjourned.

SLAVFILE LITE: NOT BY WORD COUNT ALONE

Lydia Razran Stone



Twelve days before Christmas: When I was small, I found out (as we all eventually do) that there was no Santa Claus. I cannot remember that I was emotionally devastated by this revelation, but I did feel it necessary to revise my belief in the other exotic and improbable creatures that adults had told me about. So for years and years, I did not believe in the actual (as opposed to storybook)

existence of pigs and American Indians (who improbably wore feather headdresses and said things like "How!").

As a translator of poetry I do fervently believe in a lesser-known counterpart of Santa; call him/her the Rhyme Elf. If adherents of the Rhyme Elf cult have been good and worked hard all year and have believed with all their hearts (and I have, I have) they are rewarded by eventually finding a rhyme when they really, really need one. Sometimes the rhymes are a little, er, forced, but, like Santa, the Rhyme Elf has many petitioners to satisfy (though not nearly so many as in the 19th century) and it would be downright unreasonable and ungrateful to demand unalloyed perfection.

I have just learned that the Rhyme Elf has a close confederate and collaborator; call him/her the Column Elf. Up to two days ago, I had no idea what I was going to use to fill up this column, having collected only a few odds and ends since my last one. Just as I was beginning to despair, I received a message from Lyudmila Razumova through the Yahoo Russian Translators Group (if you would like to join, write to Nora Favorov at norafavorov@gmail.com) asking if anyone knew of an acceptable English translation of Pushkin's *Дар напрасный, дар случайный* AKA *May 26, 1828*). Being unable to find one in either my library or through Google, I decided to take a stab at translating it myself. This occupation generated enough material to form the centerpiece of the current column. Hooray for the joint offices of the jolly old Rhyme and Column Elves (or, given the mood of the poem, perhaps not so jolly). And many thanks to Lyudmila.

Working on this translation made clear to me what I suppose I have long known implicitly. It is very rarely, if ever, true that there is no way to translate any particular poem and maintain rhyme and meter. Rather there are many (potentially infinite) ways to translate any line and certainly any poem, no matter how many rhyme and meter restrictions one imposes. The real problem is that one has to choose the one that is most acceptable or, at a minimum, least unacceptable. This choice is difficult because every

translation has to correspond to the original as closely as possible on a number of dimensions and every choice entails a greater or lesser compromise on each one of them.

As an example consider the first stanza of Pushkin's poem. Below is the original along with a literal translation for those who do not read Russian. The meter is perfectly regular trochaic tetrameter with the first and third lines of each stanza ending in a feminine rhyme (i.e., one where the rhyming lines end in a stressed followed by an unstressed syllable, e.g., bisected/injected) and the second and fourth in a masculine one.

Дар напрасный, дар случайный,
Жизнь, зачем ты мне дана?
Иль зачем судьбою тайной
Ты на казнь осуждена?

Futile gift, accidental gift
Life, why were you given to me?
Or why by some mysterious fate
Were you condemned to death by execution?

Here is my draft translation, including variants of the first and especially the third and fourth lines.

A1. Gift haphazard, gift unbidden,
Life why were you lent to me?
Whence this gift, with motives hidden,
That ends in death, by Fate's decree?

A2. First two lines the same as A1
What prompts gifts, what motives hidden,
Entailing death, by Fate's decree?

A3 First three lines the same as A2
Bringing death as penalty?

B1. Gift haphazard, gift unwanted
Life, why were you lent to me?
Cryptic Fate, why have you granted
Life cut short by your decree?

B2 First two lines the same as B1
By what cryptic Fate's life granted
Just to end by Her decree?

Well, you see how it goes; some of these versions are closer in various details of meaning to the original than others. Unfortunately, I haven't been able to get all the details and the sense of the third and fourth lines into a single version. A1 has an extra syllable in the fourth line as does the third line of B2. I do not hear this as irregular but Russian native speakers sometimes do. I really like both the words *unbidden* and *cryptic* here, but I have not managed to get them in the same version, etc., etc. Here is the whole poem with the version of the first stanza chosen by the two Russian translators I consulted.

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1. Gift haphazard, gift unwanted, 2. Life, why were you lent to me? 3. Cryptic fate, why have you granted 4. Life cut short by your decree?	Дар напрасный, дар случайный, Жизнь, зачем ты мне дана? Иль зачем судьбою тайной Ты на казнь осуждена?
5. By what power was I fashioned, 6. Cruelly summoned from the void? 7. Who then filled my heart with passion; 8. Peace of mind with doubts destroyed?	Кто меня враждебной властью Из ничтожества воззвал, Душу мне наполнил страстью, Ум сомнением взволновал?..
9. All seems futile, vain and sterile; 10. Heart and brain alike are numb. 11. Gloom engulfs me at the puerile 12. Sounds of life's incessant thrum.	Цели нет передо мною: Сердце пусто, празден ум, И томит меня тоскою Однозвучный жизни шум.

There are still compromises, or call them shortcomings, with regard to retention of details of meaning, though the meter is regular and there is only one mildly inexact rhyme (lines 5 and 7), and no major distortions of English syntax. I am pretty satisfied, that is, until I or anyone else (suggestions welcomed) comes up with improvements—given my belief in the potentially infinite number of translations, I am sure there are some improvements out there.

Speaking of Pushkin, does anybody know how to convert old style dates to new ones? The official title of the above poem *May 26, 1828* is Pushkin's 29th birthday. I had always believed that the May 26 part translated to June 5, my own birthday. But when I checked on the Internet I found a large number of citations of June 6, especially in connection with the 200th birthday celebration in 1999. Surely there is a hard and fast rule for the conversion. I would be mightily disappointed to find the 6th to be the accurate date, but I would like to know. Nora has sent me a link to a web site that converts between the Julian and Gregorian calendars. The situation is complicated; as the number of days one adds to convert from old to new style changes on February 28, 1799. Thus, Pushkin's birthdate of May 26, 1799 converts to June 6, while his 29th birthday May 26, 1828 converts to June 7. Alas, neither of these are June 5, but at least he was a Gemini.

Do you hear that sound? It is the slow drip of the artifacts, if not the essence, of Russian culture permeating the international consciousness. Leading the charge is our friend the matryoshka, still tuber-shaped but currently dressed (and made up) for commercial success. We were sitting in a café in the most indigenous area of Guatemala reading the Guatemalan *Prensa Libre* when we spotted a political cartoon featuring Guatemalan political figures as matryoshka components. I do not pretend to have understood its exact meaning, but it was clearly some variation of the power-behind-the-throne or man-behind-the-curtain

theme. I meant to bring it home and get someone to decode it for me, but during a 10-hour journey on a bus without a restroom it somehow disappeared from my pocket.

On the more domestic front, I was recently given a hostess gift of a set of three matryoshkas that function as a six cup measuring set (top and bottom). If anyone is interested they are available at www.frendandfriends.com. Be aware, though, that only the bottom halves can be set down full on the counter.

Meanwhile, today's "Russia Now" section that appears every once in a while in the *Washington Post* has this to say in an article entitled "The Gift of Irony": "But traditional gifts are also adapting to suit modern customers. These days Russian souvenirs are more a comment on the culture and the nostalgia for the past than useful gifts. Irony is the new way to say you care." I suppose the writers are referring to such objects as U.S. hockey team matryoshka sets. The article mentions clocks made out of caviar tins and family portraits carved in chocolate and shows a photograph of a dress with relatively standard-looking matryoshkas painted on the back. Leaving aside the question of whether the original Russian souvenirs were ever "useful gifts," none of the objects cited seem to me to fit the actual definition of ironic — unfortunate perhaps (talk about *gifts haphazard, gifts unbidden*), but not ironic.

One last gift item, for the person who has everything. A Chicago doctor originally from Ukraine, citing the Chernobyl accident as her inspiration, has patented a brassiere that converts into an emergency face-mask (actually 2) to protect against dangerous particulates. She assures potential customers that any size cup capable of covering the distance between a person's face and jaw can be adjusted to fit perfectly.

Late breaking limerick AKA Yuletide visit from the Rhyme Elf. December 25. I told the story of the above gas mask to my first husband while chatting with him at a Christmas party earlier today and he immediately produced a limerick, which after some modification I am reproducing here—like our daughter and son it is a joint product.

*An expert who comes from Ukraine
Feared particulates would harm the brain.
So she sliced her brassiere,
Hung a strap on each ear,
Just in case some damn core blows again.*

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IDIOM SAVANTS: The Number Two

Vladimir Kovner and Lydia Stone



We have the number two as our theme for the current column. As always, we invite readers to contribute “two”-themed idioms, etc., in any of the non-Russian Slavic languages, or of course additional ones in English or Russian.

This was a particularly interesting set because we discovered a number of instances of partial overlap between the idioms/proverbs/catchwords in the two languages. Another intriguing aspect of this set is the significance of the number two. In some cases it clearly is meant to be simply a very small number, for example, in the expressions in two shakes or to be unable to put two words together, or to put one’s two cents in. In other cases, two implies simply more than one, and what is said about two could, equally be said about three or more. For example, I have just killed three birds with one stone. In a few cases, two is used to mean exactly two, for example two’s company or it takes two to tango, referring to what social psychologists sometimes call “human dyads.”

Next time: Idioms with the numbers 3-10, or if there turn out to be too many, perhaps 3-5 or 6. Contributions welcome here too.

A. Virtually Identical English and Russian Both Using Two

1. A man cannot serve two masters. Двум господам не служат (Владимир Даль); Никто (никакой слуга) не может служить двум господам. (Mathew 6:24; Luke 16:13)
2. Lesser of two evils. Из двух зол меньшее.
3. Two heads are better than one. Ум хорошо, а два лучше; одна голова – хорошо, а две – лучше. Two people thinking together are likely to make a better decision, plan, etc., than one.
4. Between two fires. Между двух огней. Under attack from two sides simultaneously. Probably more common in Russian than English.
5. If you chase after two hares, you will catch none. За двумя зайцами погонишься, ни одного не поймаешь. (Erasmus)
6. To be unable to put two words together. Не уметь двух слов связать. To be unable to express oneself coherently for whatever reason.
7. Eating for two. Refers to the supposed reasons behind the good appetite of a pregnant woman. Есть за двоих.

B. Same Meaning and Number But Different Nouns or Verbs

1. In two shakes (of a lamb’s tail). В два счёта. Without delay, right away. English tone is more jocular than Russian.
2. Like two peas in a pod. Как две капли воды. Exactly alike.
3. Two of a kind. Два сапога пара. Alike in the characteristics, usually of human behavior, referred to. Most frequently negative, especially in Russian.
4. Kill two birds with one stone. Убить двух зайцев одним ударом. Accomplish two things with the same action or at one time.
5. Double-(or two)-edged sword. Палка о двух концах. Something that can have either a positive or negative effect, in general or on some particular person or cause.
6. Lightning never strikes twice in the same place. Unscientific assertion that a particular unlikely event is certain not to happen again in the same place, to the same person, etc. *I don’t understand why he keeps buying lottery tickets. He already won the lottery once, and lightning never strikes twice in the same place.* Снаряд/бомба дважды не падает в одну и ту же воронку. The Russian version uniformly pertains to negative events. The English can be used for positive ones, too, but is more often negative.
7. Два медведя в одной берлоге не живут (не уживутся). Two dogs cannot agree over one bone. (English proverb uncommon in American English.)

C. Equivalent English and Russian Idioms or Sayings with Somewhat Different Phrasing or Numbers

1. Раз-два и обчёлся. There are no more than one or two; they can be counted on the fingers of one hand.
2. Как дважды два; как дважды два четыре. Equivalent numerical phrase in English is: As easy as one, two, three. Note that the seemingly more similar English phrase, “To put two and two together” refers to the fact that someone has figured something out, rather than the ease of the deductive process. Cf. *He put two and two together and got five.*
3. Дважды в год лето не бывает. Christmas comes but once a year.
4. Measure twice, cut once. Семь раз отмерь, один раз отрежь. The carpenter is either more meticulous or more error prone in Russian.
5. Действовать на два лагеря. To have a foot in both (or two) camps.
6. Сидеть между двух стульев: пытаться придерживаться двух несовместных точек зрения

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IDIOM SAVANTS *Continued from page 21*

одновременно/пытаться поддерживать две несовместимые позиции; быть в неопределённом положении (напр. у менеджера забрали один отдел, а другой ещё не дали). To be unable to choose between two alternatives, to be a fence sitter. To fall between two stools. To come somewhere between two possibilities and so fail to meet the requirements of either. *This material falls between two stools, it is not suitable as either an academic or a popular book.* May also be synonymous with to fall through the cracks, i.e., to be overlooked or neglected. Much more common in British English than in American English.

7. My two cents' worth. Feigned modest assessment of one's contribution to a discussion. Put one's two cents in. Contribute to a discussion. Мои пять копеек. В настоящее время часто используется в интернет-форумах в значении: "Мой небольшой/скромный вклад в дискуссию."
8. Two is company, three's a crowd. Третий – лишний.

D. Virtually Identical Phrases But Different Meanings

1. On one's own two feet. На своих двоих. The English phrase refers to standing, i.e., metaphorically to being independent and taking care of oneself. The Russian phrase simply refers to going somewhere on foot.
2. Put two and two together. Как дважды два четыре. The English phrase means that someone working from the "evidence" made the obvious conclusion. The Russian phrase simply means that something is clear and/or simple. Though the meanings are related the phrases are used in different context. My son put two and two together and decided he was getting a car for graduation, but he was wrong. *Многое, что для нас было так же ясно, как дважды два четыре, было ему непонятно.* See Number 2, in category C.

E. Equivalent Idioms, But One Lacks Any Number

1. Once bitten twice shy. Обжегшись на молоке, дуют на воду.
2. A bird in the hand is worth two in the bush. Лучше синица в руках, чем журавль в небе.
3. Two wrongs don't make a right. (Посл.) Злом зла не поправишь.
4. There are two sides to every argument, question. Assertion that there is no matter on which there is disagreement where the right lies wholly with one point of view. В любом споре/у каждого вопроса есть две стороны. У каждой медали есть обратная сторона.
5. Бабушка надвое сказала (may continue: либо дождик, либо снег, либо будет, либо нет). *Usage example. Мы надеемся что у нас будут дети, да бабушка надвое сказала.* It's anybody's guess (whether something will happen); it could go either way.

6. Старый друг лучше новых двух. New friends are silver, and old friends are gold.
7. За одного битого, двух небитых дают. Spare the rod and spoil the child.
8. Ни два, ни полтора. Neither fish, nor fowl; neither one thing nor the other.
9. От горшка два вершка. Knee-high to a grasshopper, i.e., very short, especially of a child.

F. Idiom Only in English or in Russian

1. For two cents (pins) I would... Expresses the idea that the speaker is so angry (or the equivalent) that it would take almost no additional incentive for whatever drastic action is specified by the verb. *For two cents, I would sell my business and go live on a tropical island.* Да я бы за гроши... *Да я бы за гроши продал свой бизнес и уехал бы жить на тропический остров.*
2. Have two left feet. Be very awkward physically, especially at dancing. Не уметь танцевать; быть неловким/неуклюжим.
3. Have two strings to one's bow. To have an alternative way of reaching one's goal, if the first one fails. Reference is to an archer who carries a spare string in case one breaks. Иметь какое-либо альтернативное/дополнительное средство про запас. Дословно: Иметь две струны (тетивы) для одного лука
4. It takes two to tango. A more recent form of: It takes two to make a quarrel. Statement that an argument, similar conflict or other deplorable situation must be the fault of both people participating. *She blames the entire ugly separation on him, but it takes two to tango.* Для танго нужны двое (современный вариант фразы: "Для ссоры нужны двое"). Т.е. в любом споре или подобном конфликте, или другой достойной сожаления ситуации всегда есть два участника.
5. No two ways about it. There is no room for discussion; there is no alternative. *There are no two ways about it: we will have to postpone our vacation.* Об этом не может быть двух мнений; это неизбежно, других вариантов нет.
6. That makes two of us. Statement of total agreement with an opinion just expressed by another. *A: I thought that movie was dreadful. B: That makes two of us.* Вы не одиноки в этом решении / вы не одиноки, думая таким образом и т.п.; я с вами полностью согласен. Дословно: нас уже двое.
7. The old one-two (one-two punch). A series of two punches in quick succession. Any quick destructive assault, physical or metaphorical. *From the Internet: Vaccine delivers one-two punch to herpes with antibodies and T cells.* Мощная эффективная комбинация / последовательность двух действий (напр. двух ударов). Из Интернета: Эта вакцина наносит лишаю эффективную комбинацию двух ударов с помощью антител и Т-клеток.

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Blind Date: How to Tackle the Sprouting of New Terms in Croatian and Serbian

Larisa Zlatic, Ph.D.



1. Introduction

This paper is an abridged and revised version of my presentation at the ATA09 conference in New York. I discuss the sprouting of new terms in Serbian and Croatian as the result of political and economic changes in Eastern Europe, and also as a result of the sociolinguistic trend toward English becoming a global language. Although my focus here is on Serbian and Croatian, translators working in other Slavic languages might find the discussion useful for their language pairs.

The paper is organized as follows. First, I review the current sociolinguistic trends and consequences of the fact that English has become a dominant, global language. I use examples from Serbian and Croatian to show such influence, and point out some common traps and typical errors in translation. Then, with examples that are more or less commonly accepted in the target language, I show that the examples should be retranslated to adapt to the target language's grammar rules and the existing lexicon. I will also discuss the possible standardization of terminology on the micro and macro level.

2. Sociolinguistic Trends and issues associated with English as a Global-Language

The twenty-first century is an era of globalization. What exactly does this mean? Most scholars agree that globalization involves breaking down geographical boundaries or the "deterritorialization" of social and cultural arrangements. Stuart Hall ("The local and the global: Globalization and ethnicity," in A. D. King [ed.], *Culture, globalization and the world-system: Contemporary conditions for the representation of identity*, pp. 19-39, Minneapolis: University of Minnesota Press, 1997) claims that "the new kind of globalization is not English, it is American."

As a result of this globalization process, English has become the dominant language. That means that a majority of people, irrespective of their geographical location and ethnic background, speak English as their second or third language. That makes English a *lingua franca*, or common working language of the globe.

Eastern European countries have been experiencing a boom in translation, especially in fields such as politics, economics, IT, and pharmaceutical research. The first question I address here is how English influences Serbian and Croatian and other Slavic languages through the process of translation.

On a linguistic level, every aspect of grammar is affected by English vocabulary, starting with pronunciation, orthography, and even syntax, i.e., word order, and of course, meaning and pragmatics. The examples in (1) below illustrate the multi-layered influence of English on the grammar of Serbian and Croatian.

(1) Influence of English on Serbian and Croatian grammar

- a. **Pronunciation:**
English: *e-mail*; Serbian: *i-mejl* or *e-mejl*, *e-pošta* or *i-pošta*
- b. **Orthography:**
English: *web*, *Wikipedia*; Serbian/Croatian: *veb* or *Web*; *Wikipedia* or *vikipedija*
- c. **Word order (syntax):** see Table 1
- d. **Meaning (semantics):**
English: *informed consent*; Serbian: *informisani/obavešteni pristanak*; Croatian: *informirani/obavješteni pristanak*
- e. **Usage (pragmatics):** English: *action*; Serbian: *akcija* (meaning in Serbian: *special offer, promotion*)

Starting with pronunciation, how do we pronounce *e-mail* in Serbian? In (1a), we have 4 different spelling variations for the English 'e-mail.' The most common pronunciations are [imejl] and [eposhta]. Are we violating the Serbian grammar rule, first imposed by Vuk Stefanović-Karadžić: 'Write as you speak, read as it was written' ("Piši kao sto govoriš, čitaj kako je napisano")?

Pronunciation and orthography are closely connected. For example, the English letter 'w' does not exist in either

Table 1: English Word Order and Its Influence on Serbian/Croatian*

	English noun phrase	Translation error	Suggested translation
a.	prostate specific antigen	prostata-specifičan antigen' (incomprehensible)	antigen specifičan za prostatu
b.	Community Mental Health Center	Državni mentalni zdravstveni centar (literal translation, semantically illogical)	Državna ustanova (centar) za mentalno zdravlje
c.	Hackensack University Medical Center	Medicinski centar univerziteta Hackensack (wrong meaning – Hackensack is not a university)	Univerzitetski medicinski centar Hackensack

*Examples a-b are taken from Egon Fekete, "Medicinske fraze (ne)prevođene u duhu našeg jezika" [Medical expressions (un)translated in the spirit of our language], *Srpski arhiv za celokupno lekarstvo*, vol. 135, br. 7-8, pp. 504-505.

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NEW TERMS IN CROATIAN AND SERBIAN

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the Serbian or Croatian alphabets, or in most Slavic languages. But we find that the word 'web' is spelled out as 'web' in both Serbian and Croatian, as shown in (1b). The word 'Web' is used as a proper noun, but, this is especially problematic for Serbian, as Serbian, unlike Croatian, transliterates all foreign words, and as a rule spells them the way they should be pronounced (as per the phonological rule mentioned above). But, evidently, not in the case of this word!

Interestingly, another popular internet word, 'wikipedia,' is spelled out as 'vikipedija' in Serbian, hence conforming to the requirements of the Serbian alphabet. These two examples illustrate that there is no standardization of spelling for relatively new English terms.

In addition to pronunciation and orthography, syntax or word order can be affected in the translation of new English phrases. For example, English allows stacked or compound nouns and adjectives before the main noun, as in Table 1 on page 23.

So, whenever we have a noun that is modified by a number of other nouns, we have to express such a noun phrase in looser terms, namely, descriptively. The Serbian and Croatian rule is that adjectives precede the noun and then all other modifying nouns go after the main or head noun, as in the suggested translation in Table 1.

The meaning of a translated term can also be altered if it is translated literally into the target language. A good example is the term 'informed consent,' as shown in (1d). The widely accepted translation in Serbian is: *informisani pristanak* or *obavešteni pristanak*, and in Croatian: *informira-*

ni pristanak. However, these choices change the meaning. The translation means: a consent that is informed, not the patient's decision to consent. Thus, the literal translation has generated not only an unnatural, but also a semantically inappropriate translation.

Not all words borrowed from English have the same usage in the target language. An interesting example is the English noun 'action,' which is translated in Serbian as 'akcija,' with the meaning of activity, drive, performance, etc. But, in Serbian, as shown in (1e), the word 'akcija' also has the meaning of 'special offer, promotion, sale,' which we don't find in English. This is an instructive case for translators, who should be aware of such changes in meaning when translating back, for instance from Serbian into English.

3. Common Traps and Typical Errors in Translation

In the remainder of this paper, we will look at common errors in translation in the areas of law, politics, information technology, and clinical trials. I will propose a tentative solution to avoid these frequent translation traps. These are translations that are not strictly errors or mistranslations, but are inadequate in one respect or another. Often, these terms are widely (but wrongly) embraced by both translators and non-translators.

3.1 Sprouting of New Legal Terms: 'Vaš slučaj vodi kejs menadžer'

Table 2 below provides examples of legal terminology that has recently come into Serbian and Croatian through English. Most of these examples are simply transliterations, rather than translations, and thus are culturally and linguistically inadequate.

Table 2: Legal and Political Terms (S=Serbian, C=Croatian)

	English term	Translation trap	Example sentences	Suggested translation
1.	case manager	кејс менаџер (S)	Шешеља ће наредне недеље посетити кејс менаџер и три правна саветника. Next week, a case manager and three legal advisors will be visiting Seselj.	voditelj predmeta/slučaja
2.	prejudged opinion	prejudicirano mišljenje (S)	Donošenje savetodavnog mišljenja tog suda ne sme biti prejudicirano , a rad suda ne sme biti ometan. Stating the advisory opinion of that court should not be prejudged, and the court work should not be disturbed.	prerano mišljenje, mišljenje pre suđenja
3.	ombudsman	ombudsman (S, C)	Vojvodanski ombudsman Petar Petrovic, koji je posetio RTV... The Vojvodina ombudsman, Petar Petrovic, who visited RTV...	narodni pravobranilac, (S) pučki pravobranitelj (C)
4.	deposition	depozicija (S)	Dao je depoziciju na sudu. He gave a deposition in court.	svedočenje, izjava pod zakletvom
5.	decisive	decidan (S)	Оно што је врло битно, јесте да поред закона постоје и одређени подзаконски акти и правилници који ће бити врло прецизни и децидни . What is very important is the existence of specific sublegal acts and regulations in addition to the Law, which will be very precise and decisive.	odlučujući, presudni

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In a few instances, transliteration might be the best choice, as there is no equivalent term in the target language. But in most cases, English terms should have been translated within the target language lexicon, as suggested in Table 2.

3.2 Economic changes, capitalist economy and the rise of new terms: 'Finansijski lizing unosan za grinfield investicije'

Table 3 illustrates some uninventive, merely transliterated new terms in the field of economy.

Table 3: Economic and Financial Terms (S=Serbian; C=Croatian)

	English term	Translation trap	Example sentences	Suggested translation
1	leasing	lizing (S, C), lising (S)	kupovina vozila i opreme na lizing purchase of vehicles and equipment through leasing	iznajmljivanje, zakup
2	greenfield investment	greenfield investicije (C), grinfield investicije (S)	Velike greenfield investicije u naprednijim tranzicijskim zemljama... Big greenfield investments in advanced transitional countries....	investicije na ledini, direktne investicije
3	brownfield investment	brownfield investicije (C) braunfield investicije (S)	Braunfield investicije gradu daju novi život Brownfield investments give a town a new life	investicije/ulaganje za oživljavanje napuštenih objekata
4	board of directors	bord direktora (S)	Ona je na čelu borda direktora . She is the head of the board of directors.	upravni odbor
5	feasibility study	fizibiliti studija /studija fizibiliteta (S)	...uputstva za izradu fizibiliti studijainstructions for developing a feasibility study...	studija izvodljivosti
6	facilitate/ facilitating	facilitirati, facilitiranje (S, C)	... facilitiranje direktne komunikacije... ... facilitating direct communications...	olakšati, olakšavanje

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8. The terrible twos. Reference to a stage of child development, occurring around the age of two, when a previously tractable child becomes stubborn and tantrum-prone. Ужасные двухлетки. Речь идёт о нормальной стадии в развитии ребёнка, когда в двухлетнем возрасте у послушного и предсказуемого ребёнка вдруг появляются вспышки упрямства, раздражения и злости.
9. To know a thing or two (about....). Ironic understatement about a proven expert in some area. *After all I did raise you and your six brothers. Don't you think I know a thing or two about taking care of a baby?* (Высказывание, иронически преуменьшающее заслуги, знания и т.д.) Быть опытным человеком; знать, что к чему; кое-что знать.
10. Two can live as (or more) cheaply as one. A purported economic argument for marriage. Вдвоём можно жить за те же деньги, что и одному. (Экономический аргумент в пользу женитьбы.)
11. Two-bit. Cheap, small-time. *He started out as a two-bit gambler.* Reference is to the *bit*, an old coin, two of which made a quarter. Дешёвый, мелкий, никудышный, ничтожный; грош цена. Он начинал, как мелкий игрок.
12. Twofer (s). Offer made by a business to sell two items for the price of one. *I have a coupon for twofers at the pizza place.* Две вещи, продаваемые по цене одной. У меня есть купон в пиццерию на две пиццы по цене одной.
13. Two-time (verb). To be sexually and/or romantically unfaithful. Two-timer: one who is unfaithful. *Get rid of this lousy two-timer!* Изменять/быть неверным/-ой (жене, мужу, любовнику). Избавься ты от этого мерзкого обманщика!
14. Two-way street. A matter of mutual compromise. *It took both of us a while to learn that marriage is a two way street.* Взаимозависимое положение. Нам потребовалось какое-то время, чтобы понять, что супружество – дело взаимных компромиссов.
15. Чёрта с два. Hell, no!
16. Два собаки грызутся, третья не приставай. Said when two people (especially family members) are arguing, with the meaning of keep out of it—it is not your business. When the argument is between two intimates, the English idiom, *Don't get between the bark and the tree*, might be used.
17. Двум смертям не бывать, а одной не миновать. A person can only die once. I (you) have to die sometime anyway.
18. Две большие разницы. Preceded by the names of two things or people, to mean there is a huge difference between the two.

3.3. IT Terms: 'Idi na web i klikni na link da aploduješ fajl'

The lack of inventiveness of IT terminology in Serbian and Croatian is illustrated in the title of Section 3.3. This is a caricature of what we find in this booming industry. In addition to the uninventiveness of the terms in the title sentence, we also observe that the register is very informal. This is typical in general of social networking sites, but occurs even in actual localized websites and software instructions. However, sometimes there is a dilemma about when to use formal *vi* and when informal *ti*. Based on my own work on website localization, I think that the tendency seems to be to choose the formal pronoun when giving an instruction to the client or when a website provider explains some feature for the user. Simple user commands, such as 'search' (traži), 'cancel' (poništi), are usually used with the (informal) second person singular verb forms.

Let us now analyze some of the most challenging examples in Table 4 below. We have already talked about the word 'web,' which has been embraced by a majority, translators and non-translators alike, in the same way the word 'Internet' has been; the latter term is interestingly, but incorrectly, written with a capital I, to match the English practice.

Consider another frequent Internet word, 'browser.' In both Serbian and Croatian this term has been adopted as is from English. In Serbian, one can find the transliterated term, 'brauzer,' which fits the Serbian pronunciation. However, some electronic dictionaries recommend native words, such as *pregledač* and *čitač* for Serbian, and *preglednik* for Croatian. Nevertheless, some people might object to these native words, saying these translation choices are ambiguous and stilted. In the software industry, ambiguity is a dangerous thing and is not tolerated. This has now become a disputed issue for terminology standardization.

People tend to confuse the meanings of the terms 'browser' and 'search (engine).' As a result, we get the same translation for *browser* and *search* as 'pretraživač,' as shown in example 3 of Table 4.

Table 4: Internet Terminology (S=Serbian; C=Croatian)

	English term	Translation trap	Example sentences	Suggested translation(s)
1.	Website	Web sajt	Idi na web sajt i klikni na link. Go to the website and click on the link.	Veb lokacija (S) Web/mrežno mjesto (C)
2.	browser	brauzer, (S) browser (C) pretraživač (S, C)	Kako da testirate vaš veb brauzer How to test your web browser	čitač, prelistavač (S) preglednik (C)
3.	browser vs. search confusion	pretraživač (S, C)	Vaš pretraživač ne podržava meni script. Your browser does not support the menu script.	browser = see 2 above. search = pretraživač (S, C), tražilica (C)
4.	electronic mail	elektronska pošta (C)	Elektronska pošta je za odrasle osobe. Electronic mail is for adults.	elektronička pošta (C)
5.	click on the link	klikni na link (S) klikni link (C)	klikni link ili odskrolaj niže click on the link and scroll down	link: veza (S, C) poveznica (C) click: pritisnuti, izabrati (S, C)
6.	file	fajl (S, C)	Disk Analyzer brzo i lako pronalazi najveće fajlove . Disk Analyzer finds the biggest files quickly and easily.	datoteka, dokument (S, C)
7.	reset	resetovati (S, C)	Zaboravili ste lozinku? Nema problema! Resetovaćemo vašu lozinku. Forgot your password? No problem. We'll reset your password.	vratiti na početak, ponovo postaviti, (S, C)
8.	prompt(s)	prompt, promptovi (S, C)	...snimljeni govorni promptovi putem e-maila. ...saved voice prompts by e-mail.	uput, zahtev, odzivnik (S, C)

Continued on page 27

3.4 Clinical Trials Translation Traps: informisani/informirani pristanak

The examples in Table 5 below illustrate how some of the most fundamental clinical trial terms are (mis)translated in Serbian and Croatian. Here, I focus on patient-oriented documents, i.e., documents that are intended for participants in a clinical trial. One such document is the informed consent form, which a patient must read and sign to legally consent to participate in a study. As mentioned earlier, one common translation of this linguistic expression is misleading and semantically absurd, as also noted by Egon Fekete in his 2007 article mentioned above.

Examples 5-7 illustrate improper transliteration of English terms in order to adapt them to standard target language orthography.

4. Standardization Of Terminology — Reality Or Fiction?

After considering the multiple translation choices for a single English expression, one might well wonder why steps have not been taken to standardize such terminology in Serbian and Croatian? On a per project level, that's what we, as translators, do. But, on a more global, language level, standardization of terminology for a specific discipline is more complex and certainly beyond a translator's power to accomplish. All we can do is access standardized terminology dictionaries (if we can find them) and decide whether a specific term fits our context. Such dictionaries should guide us to choose the right form for various parts of speech: adjectives, nouns, verbs, etc. These are terms similar to that in (2), as discussed in an article by Sofija Mičić ("Osobenosti jezika za naučne i stručne namene" [Special features of language for scientific and professional purposes] *Serbian Dental Journal* 50, 2003, pp. 97-101) for medical terminology.

- (2) a) abdomenski or abdominalni 'abdominal'
b) inflamacioni or inflamatorni 'inflammatory'

Table 5: Clinical Trial Related Terms (S=Serbian; C=Croatian)

	English term	Translation trap	Examples	Suggested translation
1.	informed consent	informisani / obavešteni pristanak(S) informirani pristanak(S)	Nedavno je otkriveno da je pojam informisanog pristanaka prvi put spomenut 1947. Recently it was discovered that the concept of informed consent was mentioned in 1947 for the first time.	pristanak informisanog/obaveštenog subjekta/ispitanika (S) Pristanak informiranog / obavještenog ispitanika (C)
2.	screening (for eligibility)	skrining (S, C) trijaža (S)	Pri pojavi epidemije MRSA infekcije napraviti skrining svih bolesnika. In case of occurrence of MRSA infection, perform screening of all patients.	odabir, probir, (S, C)
3.	monitoring*	monitoring (S, C)	...kontinuirani laboratorijski i klinički monitoring bolesnika tijekom terapije. ...continuous laboratory and clinical monitoring of patients during therapy.	praćenje, nadzor (S, C)
4.	eradication	eradikacija (S)	Trajanje lečenja je obično 10 dana, zavisno od kliničkog toka bolesti i eradikacije uzročnika. The duration of therapy is usually 10 days, depending on the clinical flow of disease and eradication of the cause.	iskorenjivanje, otklanjanje
Incorrect morphology (to match English)				
5.	rehydration*	rehidracija (S)	Rehidracija odojčadi i male dece sa akutnim bakterijskim enterokolitisom. Rehydration of infants and small children with acute bacterial enterocolitis	rehidratacija
6.	implant*	implant (S, C)	Implant sprečava neželjenu trudnoću. Implant prevents unwanted pregnancy.	implantat (S, C)
7.	invalid	invalidan (S)	Rezultati su invalidni . The results are invalid.	nevažeći, nevalidni

*Examples 3, 5, and 6 are taken from Mičić (2003).

5. CONCLUSION AND TENTATIVE SOLUTIONS

The examples presented in this paper reveal one important trend: the influence of the English language on both Serbian and Croatian is overwhelming. Instead of being translated using the existing lexicon of the target language and adhering to the grammar rules of the target language, many new terms are often merely transliterated, i.e., transcribed. This clutters up the translated text with foreign terms and often creates a stilted style and complicates pronunciation.

We, as translators whose goal is to accurately and fluently translate linguistic expressions from the source into the target language, should attain this goal by working hard to avoid common errors. I am not against using loan words, *per se*. But we should first search deep in the treasure box of the native lexicon and create a translation that is authentic with respect to both style and grammatical rules.

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Here is a riddle for you. What does the only European-influenced restaurant in the Guatemalan market town of Chichastenanga and the reliable lady who delivers our *Washington Post* have in common? And why would I think I have even my usual tenuous justification for mentioning them in this column? The answer here is that they inexplicably bear Slavic (Russian?) names—the restaurant *Blintz* and the lady *Czarina*—without having any discernible connection to things Slavic. My only hypothesis is that those who conferred the names were looking for a synonym for a more common and/or appropriate word—the restaurant *Crepes* and my newspaper person's parents, perhaps, *Queen*—either because of a taste for the exotic or because the usual name could not be given. Perhaps there already exists a restaurant called *Crepes* in Guatemala, and perhaps the parents already had another daughter named *Queen*. The use of a thesaurus comes to mind—although this explanation is flawed somewhat by the fact that I do not think that there are either thesauruses or enforceable laws about duplicating restaurant names in Guatemala, and it is hard to imagine people who want to give their little girls names that mean *Queen* consulting this reference work. However, I have no other ideas.

Happy winter everyone!

Online Serbian/Croatian/Bosnian Dictionaries

General:

1. Croatian <> English: <http://www.eudict.com/>
2. Croatian <> English: <http://taktikanova.eu/>
3. Croatian <> English: <http://www.englesko.hrvatski-rjecnik.com/>
4. Serbian <> English: <http://www.krstarica.com/dictionary/english-serbian/>
5. Serbian and Croatian <> English: www.recnik.com or www.rjecnik.com
6. Serbian, Bosnian, Croatian <> English: <http://engleskirjecnik.com>
7. Serbian, Bosnian, Croatian <> English: <http://www.e-rjecnik.net/translate>
8. Serbian, Bosnian, Croatian <> English: www.datoteka.com/rjecnik
9. Bosnian <> English: <http://www.igman.com/rjecnik/englesko-bosanski/>

Computer and Internet:

1. Serbian <> English: <http://www.mk.co.yu/pub/rmk/>
2. Croatian <> English: <http://www.hnk.ffzg.hr/jthj/HRR.htm>

Medical dictionaries:

1. Croatian <> English: <http://www.kdb.hr/projekti/rjecnik/rjecnik.htm>
2. For a list of hardcopies of Serbian-Croatian <> English:

<http://www.datastatus.rs/Pages/Onix/Cenovnik.aspx?oblastid=163>