

# TRANSLATION NEWS

No. 8

## BILINGUAL EDUCATION HEATS UP TO A WAR OF WORDS

(First of Two Articles)

Bilingual education, and its offspring, bilingualism in daily life, have become of the nation's hottest issues, according to a recent report in *The New York Times*. What in its origins was the domain of professional linguists and what in theory should have remained in that group's domain, has now become the focus of attention by diverse groups, from monolingual educators and representatives of ethnic or minority groups, to local, State and national politicians, extending even to factions at the extreme ends of the political spectrum.

Whereas just a decade ago, the demands for bilingual education were heard almost exclusively from cities with large Spanish-speaking populations, the situation has changed so remarkably that calls for bilingual education are now being made from groups representing Chinese, Korean, Vietnamese, Haitian, Greek, Polish, Russian and Cambodian communities. And those demands, which have not only engendered an emotional debate among educators, politicians and ethnic group leaders, have also given rise to a veritable Babel of proposals and a patchwork quilt of bilingual programs. And if linguists themselves were the first to address the issue, all signs point now to their having been relegated to the role of mere observers. Clearly, it appears that the designers of bilingual education programs have given the cold shoulder to language specialists and authorities. And that same cold shoulder has been extended by groups, such as U.S. English, which are diametrically opposed to the use of any language other than English in our educational system and in public life. Indeed, everyone but linguists appears to be playing and battling in the ball park known as bilingual education.

Most observers - both linguist and non-linguist - appear to agree that the bilingual education movement had its roots not in classroom experience or the pragmatics of education, but in ethnic politics. Although ethnic politics has been around the American scene for a long time, it was never linked to the issue of education (or even basic communication in daily life). To be sure, there were some isolated pockets of bilingual education (Catholic parochial schools in Buffalo, NY, for many years had classes taught in both English and Polish), but these were viewed as inconsequential or as sort of a local quirk. On the whole, politics and language remained absent from the American

[see "BILINGUALISM", Page 4]

## "We'll Pay You When..."

### CONTINGENT PAYMENT FOR TRANSLATION SERVICES APPEARS TO BE SPREADING IN LEGAL PROFESSION

Samantha Z., the director of a small translation and interpreting service in New Jersey, was distressed. Two law firms with which her company had been doing business for several years, and whose payment records had been exemplary, were now over 60 days behind in the payment of their bills to Ms. Z's company. Both had failed to respond to reminder notices sent some 45 days after the invoices were rendered. Ms. Z. got on the telephone and called the first law firm. "Yes," the attorney replied, "we apologize for the delay, but we've changed our procedure for paying vendors' bills. We are waiting to receive funds from our client." The second law firm had a slightly different story. It had forwarded the translation agency's bill to its client for payment without advising Ms. Z or asking her permission.

According to what one prominent New York attorney told TRANSLATION NEWS, both practices appear to be growing, as more and more law firms no longer wish to defray expenses chargeable to their clients. However, the attorney added, the practice of assigning bills without advising the supplier and/or without obtaining the supplier's consent and authorization, is the more disturbing one.

#### *Practiced Also By Translation Firms*

Many in the translation industry itself have had a long history of applying a contingency factor to payment of invoices. It is well-known in the industry that many translation agencies throughout the country will inform a translator that he or she will be paid when the agency is paid by its client. One translation company executive, Joseph Murphy of Bergen Language Institute in Teaneck, NJ, openly admitted at a recent meeting of the New York Circle of Translators that he uses this procedure in the payment of translators' invoices, but emphatically added that he places a 60-day limit on the procedure; in other words, if his firm is not paid by day 60, he will nonetheless pay the translator. This practice has been addressed by the American Translators Association, among others, and is severely frowned upon, if not condemned.

While there is no widespread organized movement in the translation industry to prevent any continuance or spread of this practice, several New York area translation companies have begun exchanging credit data

[see "CONTINGENT PAYMENT", Page 3]

## WINS TRANSLATION TEACHING AWARD

New York.- Laurie Treuhaft, a United Nations translator and member of the Board of Directors of the American Translators Association, was a recipient of New York University's Award for Teaching Excellence. Ms. Treuhaft, who holds the rank of Adjunct Assistant Professor of Foreign Languages in NYU's Translation Studies Department, has been teaching courses in Introduction to Translation and French-English Commercial Translation at the university since 1986. She was cited as "a brilliant teacher of translation", and a person who brings to her profession "humane intelligence, a passion for language and ideas, and a deeply-felt concern for the difficulties of thinking clearly and thinking well." In addition to her work with the U.N., NYU and the ATA, Ms. Treuhaft is a past-President of the New York Circle of Translators, and is currently Chairman of the ATA committee planning the first regional conference of the Association, to be held in late April of 1991 in Cape May, NJ.

### A CORRECTION

It was erroneously reported in Issue No. 7 of TRANSLATION NEWS that the name of Julie E. Johnson had been proposed as an ATA Board candidate to the ATA Nominating Committee, and that her name had been passed over by that Committee. Ms. Johnson's name was not proposed, and therefore never passed over. Rather, the two names proposed to the Nominating Committee, but passed over by it, were those of Thomas Malonek and Manouche Ragsdale. Ms. Ragsdale declined to use the petition route to get on the ballot. We sincerely regret this error, and apologize to all concerned.

### You're Known By The Company You Keep.

#### FEDERAL/STATE STANDARD INDUSTRIAL CLASSIFICATION PLACES TRANSLATION AMONG STRANGE BEDFELLOWS

Albany, NY.- A Federal/State cooperative effort between the Bureau of Labor Statistics of the U.S. Department of Labor and the Labor Departments of various States (including New York State) has categorized the business of translation in a grouping that includes a wide variety of businesses and services. The uniform code assigned to translation under the Standard Industrial Classification (SIC) includes:

Bondspersons, drafting services, lecture bureaus, notaries public, sign painting, water softening, credit card services, auctioneering (except used car and agricultural commodities), appraisers (except real estate), auto repossession, arbitration, check validation, exhibit building, field warehousing, fund-raising, inventory computing, photo laminating, press clipping service, message service (except beeper), paralegals, divers, telemarketing, process serving, recording studios, tax title dealers, trade show arrangement, safety inspection (except

[Continued in next column]

### "CLASSIFICATION" [continued]

automobiles), textile design, pool cleaning, salvaging damaged merchandise, and TRANSLATION.

### Is The Recession Here Already?

In the last issue of TRANSLATION NEWS we reproduced a classified advertisement by a translation agency domiciled "west of the Pecos" looking for translators (PhD or MS required) and offering compensation of \$13 to \$17 per hour. Apparently, recession (and perhaps draught too) has or have also brought devaluation to said agency and/or its potential PhD or MS translators, which see:

**TRANSLATORS**

Part time. Most languages.  
PhD or MS req. Most fields.  
→\$10-\$15/hour. Send résumé to:  
ATI, P.O. Box "X", Stanford, California 94309

Source: The Stanford (California) Daily,  
October 29, 1990.

We shudder to think of what will be wrought to such compensation should God, bereft of Her usual benevolence, bring us a ...  
**DEPRESSION!**

### An Agency Hat in the Ring

#### INTEREST FOCUSED ON NEW YORK CHAPTER ELECTIONS

New York.- This year's elections in the New York Circle of Translators (NYCT), the local ATA chapter, are getting a little more attention than is usual for Chapter affairs.

Peter Wheeler, a long-time translator and head of Antler Translation Services in suburban Sparta (New Jersey) has announced his candidacy for President-elect of the NYCT, making him the first translation company executive in several years to run for Chapter office (the ATA National Board currently has two translation company executives). The announcement by Mr. Wheeler to run for elective office will no doubt cause observers of Chapter affairs to watch the outcome with interest, since translation companies and those closely associated with them have come under increasing criticism in the past few years in the translation community's literature.

Mr. Wheeler himself has publicly proclaimed his dismay over some of this criticism, which he has characterized as groundless in more instances than not, and has added that in his many years of involvement in translation in his native Britain, he had never witnessed the type of virulent criticism levelled at the translation service industry in this country. Expanding on that theme, Mr. Wheeler said in his biographical sketch and statement of objectives that, "Like everyone running for office, if elected, I shall probably find that what actually needs to be done is quite different from what I promised on the

[see "ELECTIONS", Page 3]

"ELECTIONS" [cont'd. from Page 2]

campaign trail, but what I think I shall do is work at demolishing the current notion that the freelancers are the only element in the translation equation who care about quality while the translation companies care only about making a fast buck."

Running against Mr. Wheeler in this year's elections of the New York Circle is Matilde Deferrari, a freelance translator and interpreter who currently holds the position of Program Director in the Chapter. She has taught legal terminology at the City University of New York, and is currently on the faculty of the New York University Translation Studies Program. Ms. Deferrari, who holds a law degree from her native Argentina, did not address the issue of translation company criticism or practices.

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"CONTINGENT PAYMENT" [continued from Page 1]

on law firms (as well as other types of companies) in the hope of discouraging the practice of contingent payment or unauthorized assignment of invoices.

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Service Tax Up-date.

MASSACHUSETTS AMENDS SERVICE TAX Most Translators and Translation Companies Will Be Exempt

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Boston.- The Massachusetts legislature has amended the recently adopted tax on services (see TRANSLATION NEWS, issue No. 5 ) to exempt sales of services to any business with five or fewer employees. The amended legislation defines "employee" as partners, owners, officers and others who work for the business more than 30 hours a week, or for more than five months. This, in effect, will exempt all freelance translators and doubtless a majority of translation companies in Massachusetts. However, for those (translation) companies which have more than five employees, the legislature passed another amendment, one which will provide a \$20,000 exemption for professional services by applying that figure on a per service basis. What is still not clear in the existing legislation is the incidence of the Massachusetts service tax on out-of-State purchasers. Governor-elect William Weld has indicated that he will press for total repeal of the service tax.

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Rates Controversy Re-heats.

"NOTIS NEWS" BLASTS THREE ATA CORPORATE MEMBERS

Seattle.- Willy V. Evans, editor of "NOTIS NEWS" (newsletter of the Northwest Translators & Interpreters Society) severely criticized three corporate members of the American Translators Association for their roles in the abandonment by ATA of its Rates Guidelines Program. In a signed editorial published in the September-October edition of "NOTIS NEWS", Mrs. Evans characterized the

[continued in next column]

action of the three translation service companies, whom she avoided naming, as "vicious", and as an attempt "to prohibit or severely limit the free discussion among their fellow ATA members." Referring to the firms as "The Three", Mrs. Evans asserted that "they picked on the word 'guidelines' and made it an issue," adding that they would have not pursued the matter had "ATA published a 'survey' based on outside data instead of 'guidelines' based on a survey of ATA members themselves." The survey to which Mrs. Evans referred was a poll taken of about 35 ATA members by Steven Sachs, Chairman of the defunct Rates Guidelines Committee. The rate information obtained from these members was characterized by Mr. Sachs as "prevailing (translation) rates" in the U.S.

Notwithstanding Mrs. Evans' efforts not to name "The Three", their names are already well-known in ATA circles in connection with their request of the ATA Board of Directors to review the antitrust aspects of the Rates Guidelines Program. In addition to the criticism leveled at them by Mrs. Evans, the three firms - Ad-Ex Translations International/USA of Menlo Park (California), William Gray Enterprises, Inc. of Washington (DC) and AdEx Translations International, Inc. of New York - have already come under fire from other ATA members. When asked to comment specifically on Mrs. Evans' charges, Robert L. Addis, a veteran translator and Director of Industrial Accounts at Ad-Ex Worldwide's operations, said, "My thanks to the good lady for sharing her ignorance with us."

Mrs. Evans also chastized the translation community for its failure to criticize the three companies, whom she called "instigators" of the "turmoil". She stated pointedly that as far as she was concerned, "The Three are guilty of conduct injurious to the (American Translators) Association," and suggested that they be expelled from ATA under Article Three, Paragraph VI of the ATA's by-laws. An identical suggestion was also made by Albert Bork, a defeated candidate for ATA director in the recent ATA elections. Mr. Bork's demands, published in the September-October edition of the "CAPITAL TRANSLATOR" focused, however, exclusively on Bernard Bierman, President of AdEx Translations International, Inc., and Editor of TRANSLATION NEWS.

Call for Secession

In a somewhat related development, Ron Granich, Editor of "ATArashii", an independently-published newsletter concerned with Japanese technical translation affairs, called for ATA's Japanese Language Division to declare its independence of ATA. Mr. Granich, echoing some of the sentiments expressed by both Mrs. Evans and Mr. Bork, accused the ATA leadership of "being caught up in the machinations of Washington-style power-jockeying" and of being "paralyzed into impotence out of fear of the big [translation] agencies." He equated the ATA to the [Roman] Catholic Church and the Communist Party in that "ATA is simply another patriarchal power structure which hasn't yet

[see "CONTROVERSY", Page 4]

"BILINGUALISM" [cont'd. from Page 1]

scene, largely because the initial waves of immigrants brought a much different outlook towards this country: millions came from nations with such politically-repressive systems that the first thing these newcomers wanted was to forget everything about the homeland they had left behind. The portrait of this 19th century and early 20th century immigrant (romanticized in novels and film) was one of him scolding a fellow newcomer with the words, "Speak in English." But that all changed as the immigration patterns changed.

The popular perception is that bilingual education was first applied in schools attended by children of Puerto Rican parents. Clearly, Puerto Ricans never viewed themselves as "immigrants", despite the differences in language and culture and their discernible need to retain that language and culture. Rather, bilingual education was initially seen in Miami, which, following the institution of Fidel Castro's iron rule in Cuba, witnessed the influx of not merely immigrants, but refugees. These Cubans came to these shores not with the attitude of their predecessors ("I'll never go back"), but with the clear hope of returning some day soon to their island nation. The Spanish language and the Cuban culture had to remain intact, for the boats and planes would soon return the refugees to their homeland. But Castro's rule was iron and the iron did not rust.

If bilingual education began in Southeast Florida as a "transient" measure, Castro's ability to hold Cuba under his fist converted the "transient" measure into a permanent one. Southeast Florida was officially declared a "bilingual zone", and with other immigrant (and refugee) groups observing carefully, the gates of bilingual education and bilingualism in daily life opened wide.

And if bilingualism brought changes in education, it equally brought about changes in language patterns, and interestingly gave birth to a new market for one particular group of linguists that had totally ignored the issue, or else had been reluctant to offer any comment: translators. Indeed, there is more than sufficient evidence to say that if bilingualism has become an economic burden to numerous cities and States, it has become somewhat of an economic boon to the translation industry.

*(Part 2 of this article, "Bilingualism Brings Business", will discuss how this phenomenon has opened hitherto non-existing markets to the translator and the translation community.)*

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Other Language-related News.

A new Pennsylvania law requires all college and university faculty members, including graduate teaching assistants, to be proficient in English. Under this legislation, the approximately 175 colleges and universities in Pennsylvania must test and certify that faculty members are fluent in English, and file the results with State education authorities. Failure to file can result in penalties of \$10,000. Both Florida and Michigan have laws similar to the Pennsylvania law.

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Other Language-related News [cont'd.]

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The Slovak National Council, which is the legislative body of Czechoslovakia, enacted a bill in late October to make Slovak the official language of the country. However, other groups representing more extreme nationalistic interests are pushing for legislation that would outlaw the use of Hungarian in official dealings. Targeted by this latter legislation are some 600,000 ethnic Hungarians living largely in southern Slovakia.

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"CONTROVERSY" [cont'd. from Page 3]

discovered that the real power lies with its members." (Mr. Granich repeated his call for a separate and independent Japanese Language Division at the recent ATA Annual Conference held in New Orleans.)

In addition to taking the ATA to task over its management of the accreditation program, Mr. Granich lashed out at the ATA Chronicle for "failing to publish one item of direct relevance to Japanese translators in the past year." Jane Morgan Zorrilla, Chronicle editor, declined to comment in detail on Mr. Granich's remarks, but did tell TRANSLATION NEWS, "I believe that the Chronicle speaks for itself in its coverage of topics of interest to all translators." (It was determined from an examination of the past ten issues of the Chronicle, that two articles dealing with Japanese translation matters had been published in that organ.)

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IMPORTANT NOTICE

**THIS IS THE LAST FREE ISSUE OF TRANSLATION NEWS. BEGINNING IN 1991, TRANSLATION NEWS WILL BE AVAILABLE BY SUBSCRIPTION ONLY. SEE EDITORIAL ON PAGE 7 AND SUBSCRIPTION FORM ON PAGE 8.**

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LETTERS TO THE EDITOR

Thank you for the copy you sent of TRANSLATION NEWS. I found issue number 7 both interesting and informative. It is good to have access to a voice other than ATA's Chronicle.

Keep at it!

Roberto Fuentes  
Hato Rey, PR

## DOWN IN NEW ORLEANS

### A Personal Account

By Alex Gross

I'm calling this a personal account because my time at ATA's yearly language bash may have differed from yours a bit. First of all, my wife and I had long been looking for an excuse to go to New Orleans, and we lept so hard at this chance that we even went down a few days early to enjoy the scene. Secondly, I also have a lot of quirky ideas about translation I don't expect, much less insist, that others share. Going down early proved a good idea in retrospect, for in looking through the ATA material along with tourist brochures and a Frommer guide, we were quickly able to spot and avoid what proved to be the conference's only slight debacle. By this, I mean we noted beforehand that the Mississippi riverboat cruise pegged at \$82 through the ATA was going for \$26 any night of the week, and cheaper still by daylight. We also didn't like the idea of being forced to line up for rich Creole food and gulp it down on board a moving ship while also supposedly listening to jazz and dancing and enjoying the river by night, all inside a mere three hours. We assumed the only reason for the price difference was that ATA members would have the entire boat to themselves, but we later heard from cruise survivors that even this proved untrue. Somewhere someone is having a good time with \$56 times the number of ATA cruise-goers—assuming 150 people were on board, perhaps as much as \$8,000 has been lost to this latter-day Mississippi Bubble. The only other mild hitch in things we noted was that the Rhodes bus, alleged to make the conference hotel its second stop, in fact kept it for last—the trip lasted not twenty minutes as claimed by the Chronicle but more like eighty. We saw daylight die out and all of twilight evaporate, while we remained trapped between hotels on the bus. Had we known this beforehand, we would have taken a taxi.

Aside from these two mild *contretemps*, the conference seemed very well organized indeed. I enjoyed almost every session I attended or eavesdropped on, and I had the impression others felt the same way. For me the most dramatic event was Saturday's all-morning plenary session on the European Community. It was delightful to counterpoise a prediction by one ATA worthy that thanks to faxes and modems Europeans would soon steal vast

volumes of translation work from Americans with an equally paranoid prediction by a continental speaker that Americans would soon be wreaking the same depredations in Europe. A clearer vision of the future, as enunciated by Lanna Castellano, Ferdi Schneider & Silvia Fossien, seemed to be that a bit of both might happen, leading to an orderly merger of work priorities for both sides. Ms. Castellano actually managed to provoke a chorus of boos and hisses when she suggested leaving more menial translation tasks to "littie girls," and she was soundly corrected a few minutes later by Ms. Fossien. A Swedish colleague sitting next to me was totally lost by the boos and verbal fireworks, and I found myself having to "translate" to him in a whisper the entire sexual politics of the scene. He was equally confused when Ms. Castellano stated, English and Irish flags resplendent before her, that Americans were fortunate in speaking the preferred version of English, and he expressed incredulity when I tried to explain to him that differences in style and attitude between the two versions could affect how translations were received in some cases. The audience also laughed knowingly when Ms. Castellano spoke of the problems European translators had encountered in setting up relations with one another and singled out the Italians as being certain that "foreign" translators were about to stab them in the back. I'm not sure whether I was more troubled to hear that such differences still plague even translators, supposed by definition to play a neutral role in conflicts, or more relieved to hear that Europeans have not yet become so culturally homogenized as to liquidate such problems—perhaps a bit of both. In case anyone ever doubted it, the French, Germans, English et al. are still too busy being themselves to work very hard at becoming "Europeans," whatever this may turn out to mean.

I must admit I was slightly disturbed by one aspect of all this. Both German contributors to this session (and other Germans at other sessions) insisted on opening their remarks by expressing their great joy at the reunification of Germany and inviting all present to share in their rejoicing. Their announcements met with no applause or audible reaction at all, just as Kohl's invitation to Bush and Gorbachov to come to Berlin for the reunification ceremonies had induced neither man to come. In their insistence that all peoples share with them their view of this event, I believe we are seeing a continuation of that same arrogance and insensitivity to other peoples that led to World War II and the division of Germany in the first place. In much the same way, during two years in Germany I would occasionally find myself confronted in churches and town halls

[See "NEW ORLEANS", Page 6]

## "NEW ORLEANS" [cont'd. from Page 5]

with displays documenting destruction by allied bombs and troops and denouncing those responsible as demonic barbarians. For these Germans at least, the true history of World War II has still never become a reality. I wonder if we can really just forget and forgive and say maybe both sides did bad things, as much as the younger generation of Germans may wish to do so, until it does become a reality. For many of those in New Orleans, not just Jews and not just Americans, I believe the invitation to rejoice in German reunification struck something of a sour note. Since we are all translators and are frequently called upon to translate cultural context as well as words, it would be useful if we could help our German colleagues to come to an understanding of this.

For the rest, I spent most of my afternoons in sessions on terminology, a subject incandescent with life for me but perhaps not for most translators. I also looked briefly at the sessions on universities and translator-training. I did not stay long, but I believe I heard enough to say the presentations were boring, uninformed, and pedantic. I heard one alleged expert extolling the practice of having foreign students perform commercial translation while studying in the U.S. and even defending various dodges for them to earn more than Immigration & Naturalization laws permit. I am informed Columbia University runs such a program here in New York, and I believe its director boasts of the "competitive" rates such translators can offer. And all of this despite literature showing that a

person able to speak or even read two languages is not thereby automatically enabled to translate between them. I also heard here and elsewhere all the usual pseudo-intellectual muck about decon, recon, and post-modernism, all of it eminently der(ri)dicable and dismissible. One speaker was actually holding forth on Heidegger, a figure I may have taken seriously when I was nineteen (a recent French-English motion picture has fifteen-year-olds discussing him). All of this is, I believe, part of the *trahison des clercs* to end all *trahisons des clercs*, an attempt to sacrifice all clarity and knowledge about language to a corrupt, pretentious, self-promoting cult of credentialing to be credentialled in return, an act of laying claim to the authority of science with none of its precision or tests for truth. Such rationalizations and approaches, combined with my own personal experience, persuade me that most university translation programs in the U.S. are misguided from the start and have no real grip on what translation between any two languages really entails, much less the larger linguistic framework such pedants falsely claim or the crucial knowledge of where technology may be taking this field.

But these are far larger issues than the recent conference itself, which so far as I am concerned was an almost unqualified success in every way. Doubtless these larger issues will re-emerge at other conferences.

Nostalgia CornerA Peek Into Translation History,  
Terminology and Modus Operandi

Once upon a time many many many long years ago, long before there were computers and word processors and FAX machines and modems, the place where the business of translation was conducted was known as a commercial translation BUREAU. And for the most part, these commercial translation BUREAUS were located in an eastern city founded in the 17th century by some Dutch settlers. And the people who operated these bureaus were, generally speaking, translators themselves, hunched over manually-operated typewriters, surrounded by dictionaries (non-electronic, of course) and other essential instruments of the day, such as rubber erasers, chalk (when the rubber erasers failed to erase) and a commodity that has gone the way of the dinosaurs...carbon paper (used for the very frequent occasion when the customer - not the client - requested copies of the translation).

These merchant-translators literally and figuratively pounded out their translations, often from a half-score of languages. And when they were unable themselves to translate from a particular language, they got on the telephone (yes, there were telephones in those

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days) and called a collaborator. And the collaborator, like the latter-day freelancer or independent, was the front-line reserve of the commercial translation BUREAU. And so, in this simple, uncluttered environment, there were translators, collaborators and collaboration...the latter two terms disappearing from the jargon of the trade around 1942, when a man named Quisling gave a bad name to collaborator and collaboration.

Here then, is a little story about two translators and collaboration, set in a time forgotten by most.

The day begins,  
It's full of hope  
For Davy B. has an envelope  
Thirty thousand words of Greek,  
"I'll have it done in a week."

For Lew B., there's also rain  
He's got some documents from far-off  
Spain.  
"Must have tomorrow, mall with speed,  
Rush-rush-rush, we're in great need."

Now the boys would take the Spanish  
and Greek  
Devise a plan in which they'd share  
First the Spanish, next the Greek  
Parceling out the work for the week.

Such a load is but "kinderspiel"  
It indeed does seem  
When you collaborate as a team.  
For the boys plan to work in tandem,  
Day-by-day and not at random

See "COLLABORATION", Page 7

"COLLABORATION" [cont'd. from Page 6]

FOR THEY ARE COLLABORATORS,  
COLLABORATORS, COLLABORATORS.

Davy takes his job and begins work  
(In the way the customer thinks of him:)  
Nothing more than an office clerk.  
Ninety words a minute from the typing  
machine

And out comes the translation  
All perfect and clean.

The Great Lew B. runs his fingers  
over his machine  
Dutch or Russian and certainly Greek  
He'll translate any language you can speak.

And Lew B., or Izzy to most  
Without modesty, he does boast  
I concentrate and deliberate,  
If in doubt, I might hesitate  
For translation is but true art  
Thus I must ruminare before I start.

Then he too watches the machine  
As his translation comes out  
So perfect and clean.

So to get the work done, they  
COLLABORATE  
And to COLLABORATE  
They initiate  
deliberate  
generate  
facilitate  
negotiate  
elucidate

And that is now they COLLABORATE.

Yes, to COLLABORATE  
They manipulate  
extenuate  
extrapolate  
cooperate AND  
communicate.

They may work apart,  
But they COLLABORATE.

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WORDS FROM THE EDITOR ABOUT  
THE PAST, PRESENT AND FUTURE

This publication began back in October 1989 as a kind of joke, although it might be more accurate to say that it began as an exercise in mockery...mockery of the amateurish attempt by officials of the American Translators Association to cloak themselves (and the inner workings of the organization) in secrecy. No doubt about it, that very first issue of TRANSLATION NEWS was saying to the leaders of the ATA,

"Your secrets are as quiet as the thunder."

And because it began as a joke or an expression of mockery, I never expected any permanence. But two things occurred: ATA's officials still believed that secretiveness was good medicine for the organization, and the response from the readers for openness in news reporting was a rung shy of overwhelming. And, the latter in particular brought about a re-evaluation of this publication. The decision to go permanent was made for me. However, before addressing myself to the present and future of TRANSLATION NEWS, permit me to talk about a few whys and wherefores.

There is a popular notion abounding through some segments of the American translation community that this publication began as a form of vendetta against the American Translators Association. And that notion will doubtless continue to abound no matter what I say or do. But for those who do care to listen, I will say this once and be done with it:

The American Translators Association is one of the most important pillars, if not the most important, of the American translation edifice. And it is not merely important, it is vital. If it hasn't realized its potential, it does not in any way mean that it is devoid of potential. Surely, it has far more potential than most people, including some of its leaders, believe.

I believe very much in the ATA, in its importance, its vitality, its potential. I've been in and around it since its earliest days, and I have always supported it and shall continue to support it. But I have reserved the right, and shall maintain that right to disagree from time to time with its policies or objectives or modus operandi. It is my belief that differences of opinion, not consensus, provide the cement and concrete for the building. My objective in disagreeing with many facets of ATA life was and is not to cause a consensus of agreement with my ideas, but rather to encourage others to think, to seek out truth and enlightenment.

If I were, as my critics allege, hell-bent on carrying out a vendetta against ATA, I would have left the organization long ago, founded my own and pursued a totally independent course of action. But I did not do that, and have no intention of doing that, for I believe in the idea and ideal of an organized body of translators and language professionals. And so much for my basic thoughts about the American Translators Association.

And now let's take a look at the present. One reader remarked that TRANSLATION NEWS fulfills a social need. And I would agree with that, for there is enough room on the block for many publications concerned with the translation scene. In the past 10 or so months, this publication has brought you news that was not otherwise covered in other publications.

In respect of news about the ATA in particular, it told you about events within that organization which ATA officials were not so willing to share. And by bringing you ATA news that was considered "too sensitive", I noticed that little windows began to open in that organization. Indeed, a little competition can be good for the health!

TRANSLATION NEWS is different from other publications for a host of reasons, but one reason in particular stands out in relief. This publication is not and does not have to be concerned with such abstractions as "image"; it is not burdened by attitudes such as "let us not wash dirty linen in public"; it is not concerned about publishing material on "sensitive matters that might take some explanation." No, TRANSLATION NEWS is not saddled with any of those things. This

publication is concerned only with news...truthful news, factual news and enlightening news. "Image" is not part of its name.

And what about orientation? As I said at the outset, when TRANSLATION NEWS began, it was oriented primarily towards news about the American Translators Association, which for whatever reason, ATA officials felt was not worthy of publication. However, as the months rolled by, I began to discover that there were reams of news about all sorts of aspects and events of assumed interest to translators, news that was not reported by other publications. However, the foregoing speaks only of news orientation, so permit me to address another equally important facet: issue or editorial orientation.

One major issue that is being debated today in the American translation community is the so-called "freelance-agency" relationship. Some of the letters received and published here, as well as those published in other translation organs speak of TRANSLATION NEWS as being "pro-agency" and/or of reflecting the views of the translation agency industry. Such accusations are manifest nonsense, made by those who see the translation service industry in simplified terms of black and white. The truth of the matter is that the lines between the freelance translator and the translation company are more often than not vague and unclear. Consequently, the "freelance-agency" relationship is so remote from the standard or traditional labor-management relationship that it defies cogent comparison. And because of that, it is totally impossible for anyone to be "pro-agency" or "pro-freelancer".

If TRANSLATION NEWS is "pro" or "anti" anything, it is pro-FACT and Pro-ENLIGHTENMENT and anti-IGNORANCE and anti-CENSORSHIP.

And what of the future? Well, first I would tell you what TRANSLATION NEWS will not do: it will not duplicate what other translation publications already cover more than adequately, e.g., dictionary news and reviews, announcements of translation-related events, articles on the more intellectual or esoteric aspects of translation. Rather, TRANSLATION NEWS will cover fast-breaking news about issues of concern to and affecting translators and those in the field of applied linguistics; news about the translation business and trends in the translation business; news about all the tools, implements and appliances needed for translation business development. And to supplement all of this news, there will be articles written by specialists or other qualified persons to give you better insight into the world of translation. Finally, the pages of this publication will always be open to the views and opinions of its readers, no matter how mild, no matter how controversial. If you have something to share, or to say, or to complain about, I can guarantee you that you'll find a waiting soapbox here.

And that brings me to the not-so-happy news. Beginning in 1991, TRANSLATION NEWS will no longer be free. The exigencies of economics demand otherwise...or, put it like this: your enthusiastic response has changed the economic rules. I hope that you'll remain aboard and will make TRANSLATION NEWS one of your many sources of translation news.

Bernard Bierman,  
Editor.

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