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Year III – No. 10 – May / June 2010

## The communication channel from All Tasks

### EDITORIAL

#### Full steam ahead...

Now in its third edition, the Newsletter of All Tasks brings news about the company and the wider translation market. In this edition, you will learn all about the revamping of the All Tasks website, and the online tool that enables you to receive quotations via the website, further improving the efficiency of our services to clients. You will also find an article by Sandra Navarro, on the myths of technical translations.

In the "Curious Fact" section, you will learn why German is such an influential language in the global scenario, despite being one of the most recent of the 6900 languages and dialects in existence today. This is just the first in a series of articles about languages and the countries where they are spoken. "Translation Oops" brings a collection of errors spotted in movie subtitles and books. Meet the only woman in Brazil who practices model aircraft flying in the Speed category – and she is a member of the All Tasks Team. Manager of Quality Control, Tânia Suraci has won the vice-championship in this year's first official competition. To conclude, in this edition's "Notes" section, check out the participation of All Tasks at the CIO Global Summit 2010, an event organized by Now Digital Business, a partner of the company. See also the contribution of Thiana Donato, founder and director of All Tasks, to the most important North American magazine specializing in the multilingual services market at international level - Multilingual.

Happy reading, until next time!

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### MARKET

#### All Tasks reformulates website

*Soon clients can request online quotations, guaranteeing even greater efficiency of service*

All Tasks, market leader in the Latin American multilingual services sector, has revamped its website. Soon, clients of the company can request online quotations, access the newsletter Traduzir em Notícias, and obtain information on the services offered in more than thirty languages, as well as news about the company's activities in the market and promotions.



The area of the website dedicated to generating online quotations will have a format that will improve the efficiency of the service even more, thanks to a new CMS (Content Management System).

The new website will bring communication channels for clients, which will be available for viewing after the official launch. Besides the new online quotations system, the new website will also give answers to frequently asked questions about translation services, in the FAQ section. Another innovation is the Customer Service form, which enables clients to receive immediate responses to their suggestions or questions about projects.

## TECHNICAL TRANSLATIONS

### Myths about technical translation

All Tasks has become the market leader in Latin American multilingual services market, dedicating itself to technical translation since it was founded, in 1976.

This focus is justified by the vast amounts of technical data that is shared by organizations, in today's era of communication and globalization. Despite its unquestionable importance to the market, there have been few studies, in the academic area of Translation, dedicated to furthering understanding of the mechanisms in this area.

In fact, there are many myths surrounding this practice, as Jody Byrne (2006) discusses in his book *Technical Translation: Usability Strategies for Translating Technical Documentation*.

**Learn some of the common myths surrounding technical translation:**

#### **Technical translation is just a question of knowing the technical vocabulary**

It is essential for the translator to have a good knowledge of the technical vocabulary in the area in which he or she is translating. However, this has led some to claim that with a good dictionary, anybody can translate a text. But studies show that technical vocabulary represents only 5% to 10% of the knowledge needed in technical translation. In fact, a determining factor for the quality of the translation is the ability to write well. In other words, it is necessary to "know how to write" clearly and accurately, as well as having a knowledge of the linguistic conventions and text typology of the target language.

#### **The translator also has to deal with unstable and inconsistent terminology.**

This is because in most cases technical documentation takes years to be written, and is retyped and compiled in different countries, by various authors, through the different stages of development of a sector. The translator, in turn, needs to identify and be able to deal with this variation, which dictionaries are not always able to keep up with. Technical translation therefore provides important input to the establishment and standardization of the terminology of a sector.

#### **In technical translation, style does not matter**

Written form, clarity, choice of vocabulary, and sentence structure are crucial for the quality of both literary and technical translation. This fact is evident in the results of translation tests: Most tests fail not because of errors in specific terms, but due to problems of style, i.e. because they are badly written.

The translator needs to have a good writing style, together with a general technical knowledge of the area. Often, the translator also needs to deal with badly-written source texts, a very common problem. In these cases, the more qualified professional doesn't simply reproduce the problems of the original, but actually improves the style, to convey the intended meaning. As a result, a translated text is often better written than its original.

#### **Technical translation requires no creativity**

Translating is not just a process of transfer by reproduction, but rather, a linguistic adaptation to the culture of the target text. This process requires of the technical translator a good dose of creativity, to know how to select the best strategy for the translation, resolve cases of non-equivalence (when a term exists in one language but not in the other), and know how to deal with cultural aspects.

#### **The translator needs to be a specialist in order to translate technical texts**

No translator is capable of mastering all technical areas. However, it is possible to have good knowledge in a group of technical areas that have terminology in common, such as: Electronics, Telecommunications and Information Technology. This knowledge, together with strong research skills and good written style, can guarantee an excellent translation, not only in the technical area in which the translator specializes, but also in related areas.

To summarize, these myths show that the complexity of technical translation is often over-simplified. In practice, these erroneous beliefs explain why some companies prefer to hire an engineer to translate a technical manual than a professional translator, little realizing that a successful translation involves more than just transferring terms between two languages.



## NOTES

### Corpus Linguistics and the translation process

Thiana Donato, founder and director of All Tasks, has contributed with her article "Corpus Linguistics and the Translation Process", published by MultiLingual, the most important international magazine specializing in the multilingual services industry. All Tasks thanks Sandra Navarro, professor Stella Tagnin and Tânia Suraci, who assisted in the process of gathering information for the article. You can read the article in the April/May edition of the magazine, at the website: [www.multilingual.com](http://www.multilingual.com).

### All Tasks participates in CIO Summit 2010...

All Tasks, the leading company in the South American multilingual services market, participated in the CIO Global Summit 2010, an event organized by Now!Digital Business, which took place from 11 to 15 May in Arraial D'Ajuda (BA).

At the event, around one hundred CIOs took part in debate panels, skills updating workshops, lectures, and business meetings. All Tasks supported the event, offering simultaneous translation and interpreting for the international lectures on the main theme of the conference: Sustainable Leadership.

## CURIOUS FACTS

### Recent, but influential

*The first grammatical revision of German occurred in 1998. Why is this language so important in the world if it was only recently recognized as an official language?*

The linguistic standards of the German language were revised for the first time in 1998, therefore it is considered one of the newest among the 6900 languages and dialects that exist worldwide. Today, it is the maternal language of more than one hundred million people, and is considered the most widely spoken language in Europe. There are also several million others who speak German as a foreign language. Why has this language become so influential in the world, despite being so recent?

Today, Germany has one of the world's strongest economies, supported by a competent banking system and an industry that is highly-respected worldwide, for its sense of pride and reliability. It has developed knowledge in the most diverse areas, such as the sciences, literature, philosophy and music, and in particular, in a wide range of technologies, covering almost the entire global market interested in producing and consuming.

It was in German, for example, that the philosophy of Marx, Engels, Kant, Nietzsche and Wilhelm Busch was written, which influenced all thinking worldwide in the broad spectrum of the social sciences, shaping the areas of politics and administration. Germany also produced great authors like Goethe, Friedrich Schiller, the Brothers Grimm, Thomas Mann, Berthold Brecht, Hesse, Böll and Günter Grass, who even today still form part of the construction of the people's consciousness. Albert Einstein, Gabriel Daniel

Fahrenheit and Max Planck also made important contributions to leveraging the motivation of the indefatigable researchers from any country.

Along the same lines, the well-known German Technical Standards, DIN, developed by the Deutsches Institut für Normung, determine the best practices, aimed at defining methods and processes and guaranteeing safety and quality in various sectors of industry, as well as providing services for the enormous body of texts already produced. These standards also play an important role in the participation of the German language in the world of international literature.

This German standardization institute has twenty-six thousand experts, who apply their technical knowledge

much has been written in such a recent language. But why is this so? Perhaps the explanation lies in the fact that this is just another feat accomplished by a people who built their profile of performance through discipline, perfectionism and commitment to their goals, leaving, throughout their history, examples to be followed and stories to be copied.

But the question remains: why is it considered such a recent language? The explanation lies in its historical context. At the time of the Holy Roman Empire, present-day Germany consisted of small states. Thus, each region had a different dialect, which could not be understood by neighboring states.

In 1521, Martin Luther produced



in the formulation of standardization proposals. The importance and effectiveness of the DIN standards have resulted in their economic use in Germany's business and public spheres, estimated at sixteen billion Euros annually. The standardization is, without doubt, an important strategic tool for competitiveness, as it stimulates foreign trade and promotes economic growth.

With so many important citations, we can conclude that there is no room for doubt, but rather, an emphatic exclamation at the lead of this article, because it is truly admirable that so

the first translation of the Bible, which resulted in the standardization of the language, when the dialect presented in the holy book become official. The model proposed by the theologian led to classical or "high" German – Hochdeutsch - which was spoken by everybody and was used as the principal means of communication.

The first grammatical and orthographical rules were not written down until 1860, when an official standard was declared for German. The next evolution of the language consisted of a revision of the linguistic standards, as recently as 1998.

## ALL TASKS TEAM

All Tasks collaborator becomes Vice-Champion in official model aircraft flying competition

*The company, which has always supported the sport, has on its team the only woman in Brazil to practice this sport in the Speed category*

Tânia Suraci, manager of Quality Control at All Tasks for more than ten years, gained the medal of Vice-Champion in this year's first official model aircraft flying competition. The pilot's aircraft reached a speed of 174.33 km/h, putting her in second place, behind only the 2009 Brazilian Champion, whose speed was 195.33 km/h. The officially enrolled sportswoman practices VCC (Controlled Circular Flight, or U-Control) model aircraft flying, specializing in the Promotional Speed (F2A) category.



In this category - in which Tânia Suraci is the only woman in Brazil to practice the sport - the model aircraft is controlled by two steel cables linked to a hand-held control device. The structure of the equipment consists of a fuselage, one wing (left), elevator and a stabilizer which obeys the pilot's commands. The model takes off from a structure, which it abandons as soon as it picks up speed. For landing, it uses steel skates fixed to the fuselage.

Last year, Tânia came seventh in the 31st Brazilian Model Aircraft Flying Competition, with a speed of 169.57 km/h. "With persistence, and a few adjustments and tests, the model is performing better all the time" said the pilot, who is determined to beat her own record in future competitions.

## TRANSLATION OOPS

Oops, mistake!

The magazine Superinteressante produced an article on the increase in the number of translation gaffes appearing in books, films and television series. Here are some examples:

Miss the ball, miss!

In the film "What women want", the protagonist Nick Marshall (Mel Gibson) is watching a basketball game, and while a player from the opposing team prepares to throw the ball, Nick's words appear in the subtitles as: Moça, moça, moça! (Miss, miss, miss! i.e. a young or unmarried lady) In fact, he was cheering against the player, saying: Miss, miss, miss! (i.e. miss the goal!) Nick's cheer was so loud that both the basketball player and the translator who did the subtitles for the version in Portuguese got it completely wrong! uês!



General Will

In the Portuguese version of the book The Political Theory of Possessive Individualism: Hobbes to Locke, the phrase "the general Will" (i.e. the common desire or decision to do something), was translated as "o general Will", as though referring to a general named Will. The result? In some passages of the text, it was not the general will that prevailed, but that of general Will. Could the reason for the mistake be the fact that the book was published in 1979, during the period of military dictatorship in Brazil?

Raise your glasses - with a piece of toast!

"Let's make a toast" is translated in various subtitles as "let's make some toast". Toast is, of course, an English word that has more than one meaning. But how could it be confused? In a celebration, would anybody be so silly as to exchange a glass of champagne for a piece of toast?

A graphic advertisement for All Tasks. It features a blue and green color scheme with abstract wavy lines and a globe. The text "all tasks" is in a large, bold, white font. Below it, "technical translation and software localization" is written in a smaller white font. At the bottom, the phone number "Phone: 55 (11) 5908-8300" and the website "www.alltasks.com" are listed.

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