



Multi-Languages Corporation Conference 2012
University of Toronto
Toronto, Ontario, Canada
Saturday, November 17th, 2012



8:20 – 8:45	Registration - Coffee and treats
8:45	Welcome and prize giveaway
9:00 – 11:00	



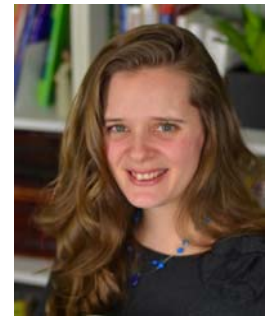
Translation Theory and Practice: Instrumental vs. Hermeneutic Models

Lawrence Venuti

Although the history of translation theory and practice has been distinguished by a range of concepts and strategies, two approaches have recurred so frequently as to be considered dominant **models**. The first can be called **instrumental**, treating translation as the reproduction or transfer of an invariant contained in or caused by the source text, whether its form, its meaning, or its effect. The second can be called **hermeneutic**, treating translation as the inscription of an interpretation, one among varying and even conflicting possibilities, so that the source text is seen as variable in form, meaning, and effect. This seminar will explore the continuing pertinence of these models for the study and practice of translation by examining the work of various theorists and commentators, including Jerome, Friedrich Schleiermacher, Eugene Nida, Gideon Toury, Antoine Berman, and Jacques Derrida. The discussions will be grounded in analyses of translations into and out of English from a variety of genres and text types, including prose fiction, the film screenplay, philosophy, the travel guidebook, and journalism. Attention will be given to various theoretical concepts, including equivalence, norms, and ethics, as well as the fundamental relationship between theory and practice.

Lawrence Venuti, professor of English at Temple University, is a translation theorist and historian as well as a translator from Italian, French, and Catalan. He is the author of *The Translator's Invisibility: A History of Translation* (2nd ed., 2008), *The Scandals of Translation: Towards an Ethics of Difference* (1998), and *Translation Changes Everything: Theory and Practice* (2012), as well as the editor of *The Translation Studies Reader* (3rd ed., 2012). His translations include the anthology, *Italy: A Traveler's Literary Companion* (2003), Massimo Carlotto's crime novel, *The Goodbye Kiss* (2006), and Ernest Farrés's *Edward Hopper: Poems* (2009), which won the Robert Fagles Translation Prize.

11:00 – 11:30



Social Media Strategies for Language Professionals

Faith Marcel

Social media has become tightly woven into the fabric of modern society, and as a result, it has become an indispensable tool for many professionals. This presentation will highlight the benefits of the use of social media for professionals in the language service industry and provide strategies for language professionals to make the most of their time on social media. Participants will explore how social media sites, such as Facebook, Google+, LinkedIn and Twitter, can be effective as tools for networking, professional development and continuous learning.



Faith Marcel currently teaches the Language Interpreter Training Program and the blended-learning Occupation-specific Business Language Training Program with three Ontario Colleges: Niagara, Mohawk and Seneca. She has been an accredited French language interpreter with Interpreters Niagara-Hamilton since 2004. Faith holds a post-graduate Certificate in TESL from Niagara College and an MA in Linguistics from Brock University. She has been a language educator for seventeen years and over the past five years has also worked on the development and implementation of both blended and online-learning programs.

11:30 -11:45

Coffee Break



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<http://www.facebook.com/MultiLanguagesCorporation>



Ethics

Johanne Boucher, C. Tr.



If ethics are in the eye of the beholder, why are there Codes of ethics?

As translators, we all know that definitions can sometimes be misleading, so we will first look at the difference between a Code of conduct and a Code of ethics. Then we will look at an existing Code of ethics and decide whether the definition fits. Once we agree on the theory, we will look at real life examples.

As a translation manager, I have often outsourced part of my volume to translation services providers (TSP) and more than once have I felt the relationship might have turned into a win-win situation for everyone if the vendor had acted in a more ethical manner. Throughout my presentation, I will try to show the link that exists between ethics, accountability, quality services and profitable vendor-client relationships. The real life examples will set the stage for interactive discussions on potential responses and what would a TSP gain by choosing the ethical ones.

At the end of the presentation, we should be convinced that ethics is what distinguishes the professional translator from the machine and what makes the client want to maintain, and hopefully, grow the relationship with his/her TSP.

Ms. **Boucher** completed her Bachelor's Degree in Translation at *Université de Montréal* in 1976, and has been certified by the Quebec Translators Society in 1979.

Ms. Boucher started her career as a translator at IBM Canada Ltd in 1976 and became a first line manager in the Translation department in 1985. She held a marketing position as Program Manager in the Software division of IBM from 1991 to 1996. She then went on to manage the Language Services at CBC-Radio Canada from 1996 to 1998. She was hired as Language Services Manager at AMEX Canada Inc. in December 1998 and held that position for 12 years. Since August 2010, Ms. Boucher is Executive Director of the *Ordre des traducteurs, terminologues et interprètes agréés du Québec*.

Throughout her professional career she has been involved in various professional associations. She was Secretary, Vice-president and President of the Association of Linguistic Services Managers (ACGL) between 1983 and 2000. She represented ACGL at the Canadian Translation Industry Sectoral Committee.

Ms. Boucher was elected President of the *Ordre des traducteurs, terminologues et interprètes agréés du Québec* in June 2000 and resigned in 2003. She remained on the Board of directors until August 2010. In June 2004, she received the *Mérite du Conseil interprofessionnel du Québec* in recognition of her contribution to the professional status of translators in Québec.

Ms. Boucher was also vice-president of the Canadian Translators, Terminologists and Interpreters Council (CTTIC) from 2002 to 2005, and was elected President of the Canadian Language Industry Association (AILIA) in September 2004. She held this position until November 2006. Ms. Boucher was named *diplômée d'honneur* by the Arts and Sciences Faculty of the *Université de Montréal* in 2010.



Terminology

Gabriele Sauberer

Terminology for Translators

Translators should be – and are – the first to know about the importance of terminology. Translators are struggling with incorrect or inconsistent terminology in the source text almost every day. Translators should also be the first to get a sound education and training in terminology science and terminology management – at university and/or in vocational trainings. We all know that this is still not the case in many countries of the world, including North America and Europe.

This presentation will give you an overview of skills and competences translators would need most in their professional live with respect to terminology and terminology management – but often don't possess after university. The presentation will also give a progress report on experiences made and lessons learned in two years of qualifying and certifying terminology managers at a basic level within the framework of ECQA, the European Certification and Qualification Association (www.ecqa.org). Since the international certificate for terminology management practitioners has been launched in 2010 by TermNet and its members, more than 170 people from all over the world successfully have passed an exam to qualify as ECQA Certified Terminology Manager_Basic. The majority of them are professionals with a background in translation.

Gabriele Sauberer is Director of TermNet, the International Network for Terminology (www.termnet.org) and co-founder of LICS, the Language Industry Certification System (www.lics-certification.org). Enthusiastic about quality and innovation, Gabriele is developing qualification and certification services as well as quality evaluation for the language industry and all knowledge rich industries, such as automotive and aviation, information and communication as well as the content industries.

Gabriele is a graduate from University of Vienna, Austria (PhD in Slavic Languages, Bundle of Studies) and was teaching project management, diversity management and cross-cultural management at the Centre for Translation Studies in Vienna. She is a passionate international manager and consultant in Sustainability, (Corporate) Social Responsibility and Diversity Management.



1:15—2:15

Lunch

2:15 – 3:30

PERSONAL DEVELOPMENT

The Power of Personal Leadership

How to Succeed Regardless of Circumstances

Dan Perdue

What holds you back from taking your success to a new level? What is the difference between someone that does a good job and someone that is outstanding in their role? Knowledge and experience will only take you so far and the results may be very good.

The challenge you have in today's highly competitive world, is that we are being asked to do more with less and achieve better results, where good is no longer good enough.

The Power of Personal Leadership will show you how to take control and break through the barriers that are preventing you from taking your success to a new level. You will be introduced to simple and yet powerful aspects of psychology and neuro sciences to understand how your mind works, as well discovering the driving force behind all human behavior.

This will be a fun, engaging and dynamic presentation, providing strategies for improving your performance that you can utilize immediately!



Dan Perdue is President of Level 12 (www.level12.com), a leader in providing training and coaching strategies to top performers in business, sports and entertainment. Clients include Hewlett Packard, Nestle and Canadian Tire. Dan is certified in Neuro Associative Conditioning (NAC), which is the science of success conditioning and one of the most powerful strategies for conditioning your mind and emotions to behave in ways that will consistently lead you in the direction of your goals.



3:30 – 4:15

Revision

Louise Brunette C. Tr., C. Term., Ph.D.



What does the future hold for revision?

1. The distant past and recent past

Revision of translations has existed since at least the ninth century with what is believed to have been the Abbasid school. It is also encountered in the translation of the Septuagint, the Bible translation project entrusted to an unknown project manager. Ensuring the quality of a translated text through careful reading by a third party has existed for many years.

A millennium later, the tradition lives on, since in 2006, the European EN 15038 standard formalized the importance of the revision task by including it among the requirements for all professional translation processes.

2. Present and future

A subject rarely explored in the French domain at least, for the past three years, traditional revision has given rise to what appears to be very practical doctoral research. At the same time, when consulting translation agency websites, it is revealed that revision is described as an indispensable service which guarantees the quality of translations.

Something new: the arrival of machine translation has created a new proposition, that of post-editing or revision of pre-translations produced by machine.

Will MT have an impact on revision? Is the revision profession being summoned to a reconversion ? What would be the consequences on the qualifications of revisers? Their training? Their pay? Their participation in translation projects?

My presentation will attempt to answer these questions or guide the reflection that they generate.

After happily practicing terminology, translation and revision for over twenty years, **Louise Brunette** engaged in doctoral studies leading to her thesis on English-French Revision in Canada; she defended her thesis at the New Sorbonne University, Paris III.

Her deep commitment to teaching and research, initially at Concordia University and today at the Université du Québec en Outaouais, has kept her in touch with the profession. She trains professionals in Canada and other French-speaking countries, and is also an outstandingly pragmatic researcher. She has produced several publications, particularly on revision. Today, her areas of expertise include the revision and post-editing of machine translation.

Louise Brunette has participated in numerous committees on terminology and standardization and, among others, she was a member of the technical committee that created the Canadian National Standard for Translation Services.

She is certified as a translator and terminologist by the Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ) and is a member of the Editors' Association of Canada.

4:15 – 4:30

Coffee Break

4:30 – 5:15

Technology - Documents in the Cloud

Lionel Tona

This presentation will provide an overview of how some free and paid cloud services may assist translators and interpreters alike in some of their daily document management tasks, notably in the fields of transfer, storage, backup and desktop publishing.

Lionel Tona is a graduate from Glendon College, York University (MA in Translation & Certificate in Professional and Technical Writing). Over the years, Lionel has held various positions in the public sector as a Translator, Reviser and Policy Advisor. He currently works as a freelance translator and web designer. He also teaches translation, revision and professional writing at Glendon College.



5:15 – 6:00

Interpreting - How to prepare and research for an interpreting assignment”

Susanne Birker-Guillen



As interpreters we never know beforehand what exactly we will be required to interpret when on an assignment. Rare are the occasions where we have the speech beforehand and can research specific terms. Most of the time things are thrown at us and we have anything from a split second to maybe a few minutes, if we are doing consecutive, to come up with a good translation. In general it pays to come to any assignment well prepared. Assignment preparation has been transformed with the advent of the internet. Now all the information you could ever want is just a mouse click away. Often, however, information overload makes it hard to find the data you really need for your assignment. In her presentation Susanne will discuss a variety of strategies for efficient preparation and research, taking into account not only terminology but also contextual client information.



Susanne Birker-Guillen is a German conference interpreter and translator with over 25 years of experience. She received her training at Heidelberg University and is very passionate about her profession. After 5 years of freelancing in Germany (among others for the Commission of the European Union and the European Patents Office) Susanne moved to the States in 1989 where she also started working as a technical translator with a focus on computer and communication technology, marketing and websites. Susanne has worked many international conferences including the International Summit on Nuclear Security, the G8/G20 in Toronto and many others; regularly provides consecutive interpretation for visiting parliamentary delegations from Germany and has had assignments as diverse as the Olympic Games, live TV, religious inductions ceremonies, depositions, contractor exams and even a wedding ceremony.

15th Anniversary *Cesar Rouben Award* Recipients 2012

Maria Marcela Brown	Spanish
Firoozeh Ardeshiri	Farsi
Muhammad Shafique	Urdu
Yuri Geifman	Russian
Eugene Kim	Korean
Effie Fragkou	Greek / French
Suppiah Sokka	Tamil
Tho Nhan	Vietnamese
Pat Capo	Italian

The Multi-Languages Award was created in 2002 to recognize those interpreters / translators who provide an outstanding service to our clients. For the last 10 years, we have excluded previous awardees to offer more opportunities for recognition.

In 2012 the selection has been done from ALL translators and interpreters that have worked with us for the last 15 years, it was a tough selection! The 2012 Award is dedicated to **Dr. Cesar Rouben**, our beloved translator and mentor we lost earlier this year.

Thanks to all our award recipients and to all of you, our translators/interpreters.

As in previous years, the conference will be done on a “Pay It Forward” basis. If you would like to contribute to our cause, we are supporting the “Ride to Conquer Cancer” / the Princess Margaret Hospital, our team “Riding in the Light of Hope”.



Certificates of participation will be issued only to those attending 9:00-6:00

This conference has been approved in advance for 8 CE American Translators Association—ATA Points