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A University Handbook on Terminology and Specialized Translation

Noa Talaván

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UNIVERSIDAD NACIONAL DE EDUCACIÓN A DISTANCIA

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To Juan Quevedo
(father-in-law and nephew)
with all my love.

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Introduction

Aquí podrá encontrar información adicional
y actualizada de esta publicación.
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information of this Publication.

INTRODUCTION

This book originated from the need to provide a general introduction to the fields of terminology and specialized translation, both to students of specialized languages and to incoming translation students. Hence, this is an attempt to join these two inseparable, and yet apparently detached fields, through a balanced mixture of theory and practice, since neither terminology nor translation can be understood from a merely theoretical perspective.

General translation is not as easy as many people would think. Some feel that only by knowing two languages, one is ready to translate fairly well, but this is not usually the case. There are a series of translation strategies that need to be known and practiced, a fair amount of linguistic rules (as far as the two languages involved in the translation are concerned), and various other concepts related to equivalence and non-equivalence at different levels need to be understood. However, when it comes to translating specialized texts (technical, scientific, legal, etc.), there is always an added complexity coming from the specialized terminology contained in each field of specialization. In order to translate these texts, it is not only necessary to know the respective specialized terms in both languages, but also the translator is to be familiar with the area of specialization as such. This is one of the reasons why terminology and specialized translation are two fields that need to complement each other consistently and continuously: the translator must be updated on terminology matters, but the terminologist also depends on the new texts that are constantly translated on the corresponding field of study. On the other hand, terminology is also a very useful field for students of specialized languages, since it gives them the required tools so as to obtain a more thorough understanding of the foreign language in such linguistic contexts. In the present book, the English/Spanish correspondence (both direct and reverse) will be the one mostly focused on.

Every text is translatable and, without the existence of translation, the access to innumerable sources of knowledge would be banned to many of us. Even though it is generally known that a translation is the reflection of a source text (ST) into an equivalent target text (TT), as mentioned above, translation is not as straightforward as it may seem: it does not only entail the translation of formal linguistic structures, but also the lexical and semantic content, as well as the stylistic elements of the source language (SL) needed to be reproduced in the target language (TL). While general translation entails a previous understanding of the original text and the subsequent expression of the original message and content into the TL, specialized translation complicates the process: translators need to understand the original text first, then they have to identify the terms that convey concepts pertaining to the particular specialized field so as to search for equivalent terms in the TT, and finally, they must generate a text in the TL, reproducing the same content and using terms that unmistakably match those in the ST.

With the main goal of introducing the reader to the concepts of terminology and specialized translation, the specific objectives of the present handbook are the following:

— To become familiar with the main features and differences among general language, common language and specialized language.

— To get to know the basics of terminology and its various theoretical and methodological approaches.

— To become aware of the problems entailed by the translation of specialized vocabulary and to learn to look for possible solutions.

— To identify terms (and concepts), specially neologisms and loans.

— To possess the necessary criteria for the acceptance, the rejection or the proposal of terms within specialized terminology and translation.

— To know the methodology used in the elaboration of terminological products.

— To make use of computer tools as well as lexical and terminological resources so as to obtain terminological information.

— To practice the use of diverse documentation techniques as well as basic computer tools used in technical translation.

— To improve translation skills, both from a didactic and from a professional point of view.

— To learn how to justify the translation solutions undertaken.

— To remember and enhance previous knowledge of the main specialization areas: humanities, tourism, advertising, science and technology, law, and economy.

— To understand the relevance of Audiovisual Translation.

All in all, this monographic study attempts to merge terminology and specialized translation in an introductory manner in order to help students understand the dependence that exists between both fields. This will enable them to learn to benefit from the two sciences simultaneously, while enhancing their knowledge of the English language, especially with regard to its use in specialized fields.

1. INTRODUCTION TO THE MODULE

Terms are words and expressions that are particular to one or more subject fields or domains of human activity. Terminology is the study of terms and how they are used; it is a formal discipline which systematically studies the labelling of concepts, through the research and analysis of terms utilized in specific contexts, with the aim of documenting them and promoting correct usage.

In order to translate specialized texts, we need to know basic concepts about Terminology, since these texts contain specialized terms, and it is necessary to understand their purpose. Translating specialized, technical or scientific texts is far more complex than it seems and it should be performed either by specialized translators, or by experts in the field who have a sufficient knowledge of the TL. I am sure you have faced unintelligible specialized translations many times already, such as instruction manuals for electric appliances or computer hardware. Experts in each field of knowledge should be provided with the necessary tools so as to fully understand and translate specialized texts.

The goals of this first module are listed below:

— Understand the different meanings of Terminology

— Get to know the possible types of Terminology users

— Discover the main terminological resources

— Grasp the rapport between quality and resources

— Understand the relationship between Terminology and specialized translation

1.1. Terminology: three different meanings

In the course of the last decades, communication in specialized areas has spread considerably, due to the growing relevance of science and technology in general. Consequently, specialized lexicons have increased significantly, making the command in specialized languages a key element in modern professional life. Very frequently, there are misunderstandings between non-specialists, although problems of understanding among specialists are also common. That is why the registration of new specialized terms becomes so important in these specialized fields, in order to clarify and determine their exact meaning and promote their appropriate use in a particular area of specialization. This sort of communication problems becomes even more noticeable in situations where we find interlocutors who speak different languages. These situations are very common nowadays because of the increasing need for international collaboration in specialized fields.

Thus, the specialized translator, who combines the knowledge of a particular area with the understanding of specialized languages, has also grown in importance in the last years. The number of texts to translate and their degree of difficulty increases constantly; yet specialized dictionaries are often unable to cope with this constant expansion. Be it as it may, translating and/or understanding a specialized text is only possible if we know the vocabulary of that particular area, that is, if we are familiar with its Terminology.

In order to fully understand the field of Terminology, it is important to distinguish three different meanings that the word 'Terminology', per se, can possess:

1) The group of terms that belong to a specialized field

2) An activity: the work of the terminologist

3) A theoretical discipline

In the first sense, we can talk, for example, of Internet Terminology, chemistry Terminology, Pilates Terminology, legal Terminology, etc. As is usually the case, the Terminology of the different areas is typically gathered in dictionaries, glossaries, vocabularies, lexicons, etc. All these terminological repertoires can also take the form of databases or other electronic media.

In the second sense, it would be more correct to talk about terminography, as the activity or practice that terminologists or terminographers perform. Their task consists of solving particular problems related to the use of specific terms and also elaborating terminological repertoires (dictionaries, lexicons, databases, etc.) for a specific field, following a series of standard terminological methods and implementing different types of rules.

In the third sense, Terminology as a discipline is a theoretical reflection on specialized languages. In this theoretical reflection, Terminology needs to be accompanied by other sciences: linguistics, documentation, information and communication theory, computers, etc. As in other sciences, Terminology possesses a theoretical base, an object of study, and a practical application.

TASK 1.1. Which specific Terminology are you interested in? Make a list of relevant dictionaries, glossaries, vocabularies, lexicons, etc., that are useful to understand specialized texts belonging to this field.

1.2. Terminology: users

Terminology can be said to be a very modern activity given its interdisciplinarity. It is not only closely related to linguistics, translation and information and documentation, but also to all sciences and their applications in general: philosophy, medicine, architecture, etc.

Bearing in mind this interdisciplinary character, we can distinguish three basic types of Terminology users:

1) Direct users

2) Indirect users

3) Terminologists

DIRECT USERS are specialists belonging to a specific field or area (lawyers, veterinarians, doctors, philosophers, golf players, biologists, etc.). These specialists use Terminology in a natural way on a regular basis in communicative exchanges that take place in their professional activities.

Within this group, educators and students of the area of specialization should also be included as direct users of such Terminology.

Indirect users are professionals belonging to linguistic sciences. This group includes translators, interpreters, linguists, editors, reviewers, philologists, etc. In their professional activities, they often need to work within specialized fields or areas; this is what turns them into indirect users of Terminology. In fact, as linguistic mediators (as they are often called), they become the most important clients of terminological resources (dictionaries, lexicons, databases, etc.). Within this group, educators and students of any area related to linguistic sciences are also considered indirect users of Terminology.

Terminologists are those linguists who are specialized in Terminology and in a specific area of knowledge at the same time. Terminologists are also those specialists from a specific field who have specialized, at the same time, in terminological matters within their area of knowledge. Both groups devote their professional activities to Terminology or terminography per se, be it from a theoretical or from a practical perspective: they compile data banks, produce specialized dictionaries and lexicons, develop computer programmes for terminological management, etc.

> **Task 1.2.** Answer the following questions:
> Which group of Terminology users do you belong to?
> Do you consider yourself an active Terminology user? In what way?
> Would you like to become a different type of user one day? Why?

1.3. Terminology: resources

A terminological resource can be defined as an organized group of specialized terms (belonging to a particular area), often accompanied by specific information about them. These resources can take different forms, depending on the following factors:

1) Main goal

2) Potential addressees

3) Topics

4) Support/medium

5) Number of languages

The GOAL can be descriptive-informative, normative-prescriptive, or translation-oriented. An example of a descriptive or informative terminological resource is a specialized dictionary (for example, a micro-biology dictionary) that presents the meaning of the key terms of the area, without following any particular terminological or linguistic standards. Examples of a normative or prescriptive resource would include terminological rules establishing the specific terms that must be used; a possible example would be the list of norms to follow so as to include the necessary information on the food labels of a particular company. Finally, translation-oriented resources are organized groups of terms, such as bilingual or multilingual lexicons, that may or may not contain definitions and related information.

A particular terminological resource should be adapted to its POTENTIAL ADDRESSEES (translators, computer experts dealing with language management, specialists in the field, etc.). Different users require different types of information; for instance, a translator would require less specific information than a specialist, since the latter would also want to know details and information about a particular concept.

According to the TOPICS, terminological resources can be established around multiple areas (e.g. a general technical dictionary), around a specific area (e.g. a dictionary or database devoted to the tools used in hospital labs), around a particular discipline (e.g. a dictionary of tourism), around groups of connected fields of study (e.g. the WHO —World Health Organization— databases), around a professional activity in particular (e.g. the Terminology of Apple corporation), or even around a single product (e.g. the expressions associated to the use of Microsoft Word).

If we focus on specific SUPPORT, we can clearly distinguish between paper and electronic resources. Based on the International Organization for Standardization report ISO/TC-37, we may distinguish the following paper resources:

— Lexicon. Inventory or record of terms used in a particular profession or subject. Here, terms are accompanied by their corresponding

equivalences in one or more languages but they do not include definitions.

— Dictionary. Repertoire of lexical units accompanied by semantic, grammatical, notional and phonetic information.

— Vocabulary. Inventory of terms belonging to a specific field that describes the notions designated by the terms through definitions or examples.

— Glossary. Stock of terms that explains or defines old, rare or unknown words and expressions.

— Repertoire. This is a blanket term to describe lists of lexical units (it encompasses all types of classification); it is often used for acronyms and abbreviations.

Electronic resources follow the principles and types of paper resources, and they include electronic dictionaries, databases and terminological data banks.

— Electronic dictionaries, glossaries, etc. They can be distributed in CD-ROM format, as an installation file to be downloaded online, as an application for smart phones, tablets, etc. or simply as an online resource. One of the best-known examples of the latter is the online dictionary "Word Reference" (www.wordreference.com).

— Databases. They are conceived as computer applications, so they present a more flexible use that makes adapting to specific needs possible. An example of a relevant European terminological database is the United Nations Multilingual Terminology Database (http://unterm.un.org)

— Data banks. They are very large databases containing more than one million entries. A good example is the IATE-InterActive Terminology for Europe (http://iate.europa.eu)

Finally, depending on the NUMBER OF LANGUAGES involved, we will use monolingual, bilingual or plurilingual dictionaries or databases.

Task 1.3. Look for 5 different electronic resources and fill out an index card for each of them containing information regarding, at least, the main goal, the potential addressees, the number of languages and the topics.

1.4. Quality criteria for using terminological resources

Users of terminological resources should be aware of their quality, so as to be able to decide whether to use them or not. A series of useful criteria can help us determine on the quality of a particular resource we may want to use:

— **Availability**. Where is it available? Online, only in libraries, in bookshops, just in private databases, only available in one country, etc.

— **Publication date and last edition**. This is a very relevant criterion, given the fast evolution of knowledge in certain fields. If we are dealing with an Internet database, it is important to check if it is regularly updated. When it is a paper resource, you should look for the publication date, and distinguish re-editions from revisions and expansions.

— **Publisher**. Some publishers are better-known and more dependable than others. This information can be retrieved from libraries or bookshops.

— **Author**. We must know if the repertoire offers indications as to the competence of the author of the work. We should also find out if the author is active or retired, especially in those new and very specialized fields that need to be constantly updated. Finally, if the author is a linguist, we must ensure that the information has been backed up by specialists in the field.

— **Codes, symbols and abbreviations lists**. They make the reading and finding of the information much easier.

— **Bibliography**. If a terminological resource includes the sources of information used, references to authorities, etc., this is a sign of transparency and rigor.

— **Entries classification**. There are two options: alphabetical or by subject matter. If the organization type is the latter, it usually includes subgroups that may be finally organized alphabetically. Often, each entry has a number that can make the tracking of equivalences in different languages easier (when there is more than one).

— **Inclusion of definitions and quality of definitions**. Specialized resources that include definitions incorporate one definition per concept; that is to say, if the term designates various notions, only the one related to the area of interest is defined. If a term happens to design two or more notions in the field, they should be treated separately, in different entries. As regards quality, definitions should be clear, unambiguous, precise, and adapted to the users of the work.

— **Conceptual (tree) structure**. Some works that are organized alphabetically may include conceptual (tree) structures in the introduction. These tree structures present all thematic fields and subfields in which terms are organized within a specific area. These trees make the understanding of the conceptual organization of the area included in the repertoire more accessible. An example of a simple and summarized conceptual (tree) structure is provided below (in Spanish):

Conceptual structure sample
"The Language of Car Dealers"

Partes de un coche			Información global o extra			
Interior	**Exterior**	**Motor**	**De interés personal**	**Del automóvil** — *Descripción*	**Del automóvil** — *Capacidades*	**Aspectos externos que afectan al vehículo**
▪ Reposapiés ▪ Plazas (posteriores/ traseras) ▪ Airbag de conductor y pasajero ▪ Airbag lateral ▪ Airbag de cabeza ▪ Climatizador automático ▪ Ordenador de abordo ▪ Volante ▪ Techo corredizo ▪ Acabados interiores	▪ Carrocería ▪ Suspensión ▪ Lunetas laterales ▪ Montantes delanteros y centrales ▪ Llantas de aleación ▪ Láminas de cristal tintado	▪ Motor ▪ Depósito ▪ Propulsores de inyección de gasolina ▪ Mecánica ▪ Gasolina	▪ Diseño ▪ Prestaciones ▪ Habitabilidad ▪ Rumorosidad ▪ Ocupantes ▪ Confort ▪ Amplitud ▪ Ergonomía ▪ Dinamismo	▪ Vehículo ▪ Utilitarios ▪ Gama ▪ Elementos de seguridad ▪ Seguridad pasiva ▪ Equipamiento de serie ▪ Niveles de emisiones contaminantes	▪ Rendir potencia ▪ Autonomía ▪ Consumo ▪ Velocidad punta ▪ Potencia ▪ Regímenes altos	▪ Carreteras reviradas ▪ Balanceos ▪ Largo recorrido
		Acciones del motor ▪ Inyección ▪ Alimentación ▪ Cubicar ▪ Acelerar ▪ Fuerza de frenado ▪ Control de tracción ▪ Control electrónico de estabilidad				

Other quality criteria are the existence of different indexes for different languages (if more than one language is included in the repertoire), or the inclusion of illustrations, linguistic information, regional varieties, etc.

You will find an example of a good online terminological database in TERMCAT: CERCATERM (http://www.termcat.cat/). It is in Catalan but it includes equivalents in other languages too.

TASK 1.4. Choose a terminological resource and check how many quality criteria apply (it can be online, you can borrow one from a library, or it can be one we have already discussed). After analysing it, write a short review about it and mark it from 0 to 10.

1.5. Terminology and specialized translation

General translation does not only consist of reproducing the formal structures of the SL into the TL, but of transferring its content and its style. Therefore, in order to translate, we need (1) to understand the ST first so that (2) we can start expressing the message and the original content in the TL.

However, when it comes to specialized translation, we encounter a series of specific problems related to the existence of several extra features originated in the fact that the text is not a general text. Hence, in order to translate a specialized text, we should (1) understand the ST first, then (2) we need to identify the specialized linguistic elements or terms that belong to the area of specialization we are dealing with, so as (3) to be able to start producing the TT. In this last stage, thinking about content and style needs to be accompanied by a search of equivalent specialized terms in the TL.

It is essential for the translator to know the area he or she is translating well. It is not enough to count on bilingual and monolingual dictionaries if we want to produce a good specialized translation. If translators have no knowledge of that area, they must get information about it through parallel texts and specialized dictionaries, glossaries, databases, etc. It is also helpful for translators to be familiar with the concept of Terminology and Terminology research and management, so that they are able to look for the appropriate and precise term, whenever necessary.

Sometimes, people who know nothing about a certain field of specialization translate specialized texts just because they are proficient in both languages (SL and TL). This is usually a waste of time, since it typically entails a final need for revision; this revision should be performed by an expert in the field, causing even a certain loss of critical sense, apart from the aforementioned waste of time.

Therefore, if we want to be able to translate specialized texts, the following requirements should be met:

1. We must be aware of the conceptual organization of the area in both languages.

2. We should know the Terminology used by specialists (in both languages) and understand how it is used in the TL (word order, collocations, specific grammar rules, etc).

3. We have to be capable of finding solutions for Terminology gaps in the TL.

4. We need to be able to choose the best translation solution when there is more than one equivalent available in the TL.

5. We must identify good and reliable terminological resources and use them correctly.

When we have consulted all available resources and still cannot find the exact equivalent we are looking for, we can follow various paths:

a. Reproduce the original term in italics or paraphrase it.

b. Create a new term following word formation rules in the TL and include a footnote explaining the reasons that have lead us to the creation of this new term.

c. Act as an active terminographer, systematically observing terms of specialized works and registering the Terminology of translated texts in translation memories and the like.

> **TASK 1.5.** In the following example of an economic text, try to find the specialized terms both in English and in Spanish and make two lists (one with the English terms and the other with the Spanish ones).

A revocable Credit may be amended or cancelled by the Issuing Bank at any moment and without prior notice to the Beneficiary.

However, the Issuing Bank must: reimburse another bank with which a revocable Credit has been made available for sight payment, acceptance or negotiation —or any payment, acceptance or negotiation made by such bank— prior to receipt by it of notice of amendment or cancellation, against documents which appear on their face to be in compliance with the terms and conditions of the Credit;

Reimburse another bank with which a revocable Credit has been made available for deferred payment, if such a bank has, prior to receipt by it of notice of amendment or cancellation, taken up documents which appear on their face to be in compliance with the terms and conditions of the Credit.

Article 12: Incomplete or Unclear Instructions

If incomplete or unclear instructions are received to advise, confirm or amend a credit, the bank requested to act on such instructions may give preliminary notification to the Beneficiary for information only and without responsibility. This preliminary notification should state clearly that the notification is provided for information only and without the

Un Crédito revocable puede modificarse o cancelarse por el Banco Emisor en cualquier momento y sin previo aviso al Beneficiario.

No obstante, el Banco Emisor debe: reembolsar cualquier pago, aceptación o negociación realizada por dicho banco, a otro banco donde el Crédito revocable se haya puesto a disposición para pago a la vista, aceptación o negociación, con anterioridad a la recepción de la notificación de modificación o cancelación por su parte y contra documentos conformes a primera vista con los términos y condiciones del Crédito; reembolsar a otro banco donde el Crédito revocable se haya puesto a disposición para pago diferido, siempre y cuando dicho banco, con anterioridad a la recepción por su parte de la notificación de modificación o cancelación, haya aceptado documentos conformes a primera vista con los términos y condiciones del Crédito.

Artículo 12: Instrucciones incompletas o imprecisas

Si un banco recibe instrucciones incompletas o imprecisas para avisar, confirmar o modificar un crédito, éste podrá notificárselo previamente al Beneficiario a efectos simplemente informativos y sin responsabilidad. Esta notificación previa ha de exponer claramente que se realiza a efectos simplemente informativos y sin responsa-

responsibility of the Advising Bank. In any event, the Advising Bank must inform the Issuing Bank of the action taken and request it to provide the necessary information.	bilidad alguna para el Banco Avisador. En cualquier caso, el Banco Avisador debe informar al Banco Emisor de la acción llevada a cabo y solicitar que le proporcione la información necesaria.
The Issuing Bank must provide the necessary information without delay. The Credit will be advised, confirmed or amended, only when complete and clear instructions have been received and if the Advising Bank is then prepared to act on the instructions.	El Banco Emisor debe proporcionar enseguida la información necesaria. El Crédito solamente será avisado, confirmado o modificado, en el momento en el que se reciban instrucciones claras y completas, siempre y cuando el Banco Avisador esté dispuesto a seguir dichas instrucciones.
[text adapted from an extract of *UK Steel Industry & International Trade* by Sally R Dabydeen]	

This module has attempted to introduce the relevance of Terminology and translation when we deal with specialized languages. The following modules will focus on more specific features of both Terminology and specialized translation.

SPECIALIZED LANGUAGES AND TERMINOLOGY
AND TERMINOLOGY MANAGEMENT

2. INTRODUCTION TO THE MODULE

Today, the easy accessibility of information is absolutely relevant in each and every field of human activity, be it to advance in that field or to communicate findings and / or discuss results with others. That is why a basic knowledge of Terminology elements and practice is of utmost importance in the modern world, if we are to deal with a particular specialized field of knowledge.

The main goals of this second module are listed below:

— Understanding the main differences between general and specialized languages.

— Introduce the nature of terminological units and understand the "term" as the main lexical unit of specialized languages.

— Indentify the nature of borrowings or naturalized loanwords and calques or loan translations.

— Learn to confront the study of Terminology practice and management, so as to know how we can manage Terminology personally.

There is no doubt that the rapid exchange of information that is taking place nowadays and the effective management of large amounts of data for different types of purposes are the key elements to updated learning.

2.1. General language and specialized language

A **specialized language** is used to communicate within a certain specialized area, so we cannot speak of one specialized language but of a

considerable number of different specialized languages. These specialized languages are directly related to a general language.

A **general language** is a complex and heterogeneous linguistic system, made up of several subsystems. In order to achieve effective communication, a language presents a series of varieties.

First of all, according to the situation, we may find d iverse l inguistic registers, both formal (standard, scientific, literary…) and informal (familiar, colloquial, slang…). Other varieties of a different nature are the so-called linguistic varieties or dialects that depend on the way different groups of speakers use a particular language. These linguistic varieties can be generational or historical (child language, teenage language, adult language, XIII century language…), territorial (London English, Dublin English, Boston English…), or even social (upper-class, middle-class or lower-class language).

Specialized languages constitute a subsystem within this complex structure of general language and this subsystem is expressed through a formal register (technical and scientific). In order to understand specialized languages, it is useful to differentiate them from another subsystem, standard language, one of the registers that have already been mentioned. Standard language uses unmarked words and rules; it does not identify any group of speakers in particular and it is neither too formal nor too colloquial. This register is normally applied to situations of mass communication and so it typically uses a neutral and more or less objective tone, which makes it an optimal reference for comparison.

It should be noted that specialized languages (law, economy, medicine, sports…) have sometimes been considered artificial. This assumption is clearly wrong because, as it has been stated above, they are part of a more complex system: general or natural language. Obviously, a natural language (such as English, German, Spanish or French) is inherited and learned at the core of a particular linguistic community. It is used to communicate in everyday life and allows the diverse human groups to elaborate and transmit their experiences to others. Natural languages are very useful in everyday communication but they contain structures and units that can generate ambiguities (e.g. due to polysemy), with double meaning or misleading intentions, vague precision, etc. An artificial language, on the other hand, is an invented language created to fulfil a particular need in order to precisely and clearly formulate a series of objects and relationships that should never

lead to misunderstandings. Examples of artificial languages are: algebra, chemical symbols, driving sings, etc. Therefore, specialized language should never be considered artificial.

To distinguish specialized languages from other subsystems, particularly from the standard variety, it should be borne in mind that they are mainly characterized by three variables: **topic**, **users** and **communicative situations**.

1. As far as the TOPIC is concerned, specialized languages focus on restricted thematic areas or fields, outside the general knowledge of speakers. However, not all specialized languages exhibit the same degree of specialization and abstraction. It must be noted that we cannot distinguish a specialized text by merely taking into account the topic, since we sometimes deal with specialized topics in everyday communication where we may use some specialized terms: for instance, when we explain our university studies to a non-expert, when we comment on a tennis match, or when we discuss the contents of the TV show "House", a banalization of the Terminology takes place, yet we are not using a specialized language.

2. USERS must also be considered in order to distinguish a specialized language from a standard language. Naturally, specialized language users are fewer in number when compared to standard language users. They often belong to a professional subgroup, have gone through a learning process of their area of specialization, and possess a more or less extensive knowledge of the main concepts and terms belonging to the field. In general, we distinguish two groups of users: the producers and the receivers of Terminology. The former are always specialists in the area, while the latter may be specialists but they may also be non-specialists. Additionally, as there are areas which are more or less specialized, there are also different degrees of specialization among users: a scientist, a specialized journalist or translator, a teacher, a student, general public interested in a specific area…The top level would correspond to a specialist addressing specialists, and the bottom level would be a specialist talking to a non-specialized audience. Between both extremes, there is a gradual progression, where we may find, for instance, a specialist addressing a student or the discourse of specialized journalists or translators.

3. The third factor that characterizes specialized languages is the COMMUNICATIVE SITUATION. Specialized communication is usually formal, be it oral or written, so it is always rigorous, precise, coherent and unequivocal. In its written form, it is often found in specialized books or scientific publications, while its oral form may be found in conferences, seminars, labs or research institutions. It is not common to find specialized languages on TV, press, radio or in the street.

A final defining feature of specialized languages is that they display both **variety** and **uniformity** at the same time. They exhibit VARIETY as a result of the different communicative situations, the degree of abstraction or specialization, the type of text (oral or written), the users, the various communicative goals (they can be used in descriptive, explicative or informative texts), historical differences (the linguistic evolution of a specific specialized field as time goes by cannot be forgotten), territorial differences (even if they are specialized, they are inserted in British English, American English, Australian English, etc.), and even the individual style of the specialist. On the other hand, specialized languages share a number of features that provide them with certain unity and UNIFORMITY, and this allows us to consider them a subsystem of general languages. At the textual level, they often share the quality of being concise, precise, and adapted to the communicative situation. Being concise, they reduce redundancy and they allow for the elaboration of dense texts from an informative point of view. The technical, scientific and professional context, as well as the rapport among specialists, requires precision, in terms of lack of ambiguity. They adapt to the communicative situation, especially as regards the degree of specialization of the interlocutors. Furthermore, the main linguistic characteristics shared by specialized languages are listed below:

— The use of specialized lexical units, that is to say, a Terminology of their own.

— A systematic use of those lexical units, something that implies a greater coherence in the lexical use than that exhibited in standard languages. For example, fewer synonyms are used in specialized languages, even if this may account for a wider lexical repetition.

— There is a frequent use of terms with Greek and Latin prefixes and suffixes.

— An important number of notions are expressed through phrases and not through single words, for example, *rental payment, diminishing returns, level of production, equity of redemption*, etc.

— Abbreviations, acronyms and symbols are very common.

— There is a preference for nominalizations instead of the corresponding verbal forms (*specialization* instead of *specialize*).

— Short sentences are very frequent and there is little complex subordination.

— Digressions and explanatory sequences are also quite common when information is presented.

— Some specialized languages incorporate other semiotic systems into the text, such as the language of phonetics, which makes use of the phonetic alphabet (an artificial language).

— Other specialized languages produce their own type of documents that possess a series of linguistic conventions and a specific design and organization of the information; a clear example is administrative language, with its contracts, certificates, etc.

— Finally, there is a clear tendency towards impersonalization and objectivity, that is achieved through strategies such as the use of the passive, impersonal sentences (third person singular *it*), etc.

TASK 2.1. Search for a specialized text of approximately 500 words and list the features that help you identify it as a specialized text. Then, list all the Terminology that it contains. This list must be ordered alphabetically and it must follow dictionary-like rules: verbs must be shown in their neutral form, nouns in singular, etc. Remember you may also find terms that are formed by whole phrases, e.g. *Statute of frauds, assistant lecturer*, etc.

2.2. Terminological units

In the previous section we have seen that specialized languages are characterized by a series of specialized terms. These specialized terms, though, can be shared by another specialized language or even by the

common or standard language, and we must never forget that there are different degrees of specialization.

The main goal of specialized texts is to communicate information about a specific specialized topic, and from a textual-linguistic point of view, there are a series of sequences that perfectly fulfil this goal: definition, description, classification, reference, quotation, listing, exemplification, calculation, etc. All these sequences make use of the main terminological unit: the TERM. The term is the designation, normally through a linguistic unit, of a specialized concept or notion. A term can be made up of one or several words (e.g. *goalpost, database*). What matters the most is that such a formula is used, understood and accepted by specialists in the field as the materialization of a particular notion in a given area.

What distinguishes terms from the rest of linguistic units is their functionality. Terms, as grammatical categories, only work as nouns, verbs, adjectives and adverbs. The rest of lexical units also include articles, determiners, prepositions, conjunctions, pronouns or interjections. Another difference between terms and the other lexical units, from a pragmatic point of view, is that the former are used, almost exclusively, in specialized communication, while the latter are used in all types of languages.

Terms share the following features with the other lexical units of the language (linguistic signs):

— They contain a formal or material part, formed by graphs (when they are written) and sounds (if they are spoken); this formal part is known as **designation**. Within linguistic signs, it is known as "signifier".

— The term possesses a signifying part, which in Terminology is known as concept. In a linguistic sign this is referred to as "signified".

The DESIGNATION or denomination, the formal or material aspect of a term, exhibits the following main similarities and differences with the general lexicon of a language. As to the spelling (graph) and sound, terms are built by a combination of the same repertoire of graphs and orthographic rules (when they are written) and the same repertoire of sounds (if they are spoken) the general lexicon uses. However, some terms coming from other languages (loans) that have not been adapted to the phonetics and orthography of the language may present foreign graphs and sounds, e.g. *pizza* or *holding* (in Spanish).

The CONCEPT is the idea that the formal designation refers to. Concepts can be objects, subjects, processes, actions, properties, qualities or relationships. Concepts are, in fact, mental representations of objects and subjects belonging to reality; they are the result of a selection process of the main features that define each type of object and subject. For example, a concept formed by the following features (that define a type of object) —*an electronic device, it is designed to accept data, it performs prescribed mathematical and logical operations at high speed, and it displays the results of these operations*— has the corresponding designation: computer.

These features constitute the concept's **definition**. Dictionaries and vocabularies present concepts through definitions, although we may sometimes find concepts described through images or icons. In Terminology, a definition is a description of a notion that allows it to be distinguished from other notions within a specialized field. There are a series of conditions that definitions have to follow:

— They must be precise and concise, containing just the essential and relevant information needed to describe such a concept and that may allow for a conceptual differentiation from other terms belonging to the same field.

— The degree of complexity of the definition must be adapted to the dictionary or vocabulary goals, as well as to the addressees.

— The terms that are used within a definition must also be defined in the dictionary if they belong to the same specialized field.

— The definition must be written in a single sentence and it must use correct punctuation.

— The definition must use an initial capital letter and it must always end with a full stop.

— The definition must start with a *descriptor*, that is, a word semantically wider than the defined term. Such a descriptor must belong to the same grammatical category and the same number as the term being described, except in the case of adjectives (where we can also find a participle, a prepositional phrase, a relative clause or other expressions). For example:

— contract: An *agreement* between two or more parties to carry out something specified or not.

— enact: To *make* into an act or statute.

— headquarters: A *centre* of operations, as of the police or a business, from which orders are issued.

— electronic: *Of* or *pertaining* to electronics or to devices, circuits, or systems developed through electronics.

— It is important to note that the definition must not contain meta-linguistic information (*a word that…*, *a noun that…*), nor must it indicate the area the term belongs to (*in the field of biology …*).

— Finally, circular definitions should be avoided. For example, *information: The act or fact of informing*.

> **TASK 2.2.** Choose a specialized area and make a list of 5 key concepts. Say whether they designate an object, a subject, a process, an entity, a property, a quality, a state, a relationship, etc. Point out their grammatical category, and write a proper definition for them (try not to use an already existing one).

Concept	Specialized Field	It designates	Grammatical category	Definition
goalkeeper	sports	a subject	noun	The team player who stops the goals

2.3. Borrowings and calques

Terms may have different origins:

1. They may have been created by applying the word-formation rules of the language, derivation, composition, etc. In this case, they are called **neologisms**.

2. Terms may be **borrowings** (or loan words), that is, words coming from other languages. The following examples are Spanish loan words in English: they can be adapted (*avocado, alligator, cocaine*…) or they may not be adapted at all (*burrito, salsa, siesta*…).

3. They may be **calques** (or loan translations), that is, words translated into another language, for example, *rest in peace* from Latin *Requiescat in Pace*; *that goes without saying* from French *cela va sans dire*; or *blue blood* from Spanish *sangre azul*.

Borrowings and calques are two word-formation resources that are very commonly used in specialized languages. However, there are a series of recommendations that should be borne in mind when these strategies are used.

As far as the criteria for the acceptance or rejection of loans in general are concerned, it is essential to find a balance between extensive acceptance and systematic rejection; besides, loans must not be considered a necessary evil, but a normal procedure for the formation of terms. Hence, the main goal must be to achieve coherence in the acceptance or rejection of loans. In the end, the criteria adopted must lead to a series of results that may be widely accepted by the users of a specialized Terminology. It should be noted that in the adaptation of loans, the phonetic and morphologic structure of the TL should be respected as much as possible.

If we focus entirely on the ACCEPTANCE of **borrowings**, the following can be considered the main criteria for acceptance:

— Loan words coming from Latin or Greek, such as *technology*, *Terminology*, etc.

— Fixed loan words, which are often incorporated in common lexicographic works, such as *access, advertisement, camp* or *diligence* (from French into English).

— Unsteady fixation loan words, which are widely used and easily adaptable to the TL, such as *disquette / disquete* (from French into Spanish).

— Widely used borrowings coming from registered brands, such as *rimel, celo*, or *aspirina* (from English into Spanish). These cases may present restrictions in terms of their adaptation. That is why, whenever there is a possible alternative, this should be used instead, for example *cinta adhesiva* instead of *celo*.

On the other hand, the main criteria for the REJECTION of **borrowings** are listed below:

— Unnecessary borrowings, when they designate the same concept another already existing word does, for example, *item*, when in Spanish the word *elemento* designates the same concept.

— Recent loan words that may be easily substituted. For example, *estheticienne* in Spanish, coming from French, can be easily substituted by *esteticista*.

— Loan words that present a difficult integration into the graphic and phonetic system of the language. For example, *brainstorming* (in Spanish), when *lluvia de ideas* can be used instead.

As to the criteria for the ACCEPTANCE of **calques**, the following can be considered the most relevant:

— Fixed calques, often integrated into common lexicographic works, such as *brainwashing* (from Chinese), *pineapple* (from Dutch), or *loan word* (from German).

— Integrated calques that are combined using the morphological rules of the TL, such as *Adam's apple* or *Governor-General* (both from French).

And finally, the main criteria for the REJECTION of **calques** are:

— Unnecessary ones, given that the TL contains words or phrases designating the same concept, e.g. *literatura* (in Spanish, coming from English 'literature' meaning 'bibliographical references') instead of *bibliografía*.

— Calques that contain elements that may distort the TL syntax or semantics.

Task 2.3. Look for a specialized text in Spanish that contains plenty of borrowings and calques. Underline the former and use bold for the latter. Mark those that have been adapted to the TL with a different colour, so that they can be distinguished from those that keep their original form.

2.4. Principles of terminological practice

First of all, we should note that when talking about terminological practice, we are speaking about "terminography". When we discuss this

practice, we refer to the resolution of particular problems related to the use of specific terms, as well as to the elaboration of terminological repertoires (dictionaries, lexicons, vocabularies, etc.).

There are a series of differences between terminological practice and translation practice that must be identified. When we translate, we turn a SL text into a TL text through a process where different linguistic levels (syntactic, lexical, textual, etc.) take part. Therefore, the main task of the translator is translating, and not the practice of Terminology. However, some translations may present terminological problems that must be solved, and in these situations a terminological role becomes activated within the translator.

The result of terminological practice is the elaboration of a series of terminological documents and products that can take diverse forms, depending on the main goal, the potential addressees, the number of languages, the topics, the support, etc., as was commented in the previous module.

Terminological practice can be classified according to the number of languages described and to its systematic or unsystematic nature:

— According to the first criterion (the **number of languages**), the terminological research can be monolingual or bilingual.

— According to its **systematic or unsystematic** nature, we can carry out either systematic or specific research. The former aims at covering the totality of the terms used in a particular specialized area (this is normally done by the terminographer). Specific research, on the other hand, is restricted to a single term or a small group of terms of a specialized area or a group of areas (this is normally performed by translators or specialists).

Both criteria can merge, and we can perform a monolingual or bilingual systematic or unsystematic/specific terminological research. Be it as it may, the performance of terminological research must follow a regular and common process that is distributed through different stages. Let us look at specific or unsystematic research in more in detail.

SPECIFIC RESEARCH focuses on a single term or on a limited number of terms of a particular thematic area. It is normally performed when a language user seeks advice from a terminological service, so as to receive an

answer to a problem related to one or more terms. The typical motivation of such research is the need to solve a particular problem that a user may have, related to the Terminology of a particular specialized area.

This type of terminological practice usually follows the following steps:

1. Query. Users encounter a terminological problem that they cannot solve because the lexicographic or terminological works at their disposal do not offer a suitable solution. Hence, users address a terminological service with their query (e.g. Termcat- www.termcat.cat/) in a clear and precise manner.

2. Research. The terminological service receives the user's query and analyzes it. It checks that there is really no answer to that problem in the existing lexicographical works and repertoires. In the case of a clearly new query with no direct solution, the service undertakes specific research to answer the user's question.

3. Answer. Once the terminological service arrives at a conclusion, it communicates the result of the research to the user and includes it in the automatic batch or database in card format, so that it can be available for future consultation. These cards contain all the information a terminologist needs to know about a particular term: the data obtained during the query and the research, as well as the answer provided.

Task 2.4. Find a specialized text where there is at least one term that requires specific research. Go to Termcat (www.termcat.cat/) and follow the steps recommended in this section. After you have made the query, wait for the answer. If you receive an answer, share it in the forum. If you do not receive an answer, try to find it on your own.

2.5. Terminology management

SYSTEMATIC RESEARCH, on the other hand, is more related to Terminology management *per se*, since it involves a whole Terminology research work. This type of research can be divided into six stages, according to Cabré & Sages (1999):

1. **Work definition and delimitation**. In this stage, a series of activities needs to be performed, so as to be able to work systematically and thoroughly.

   a. The research topic needs to be chosen and visibly delimited.

   b. The addressees need to be clearly defined since, depending on the type of addressees, the work will be oriented in one way or another.

   c. The goal of the work needs to be specified: descriptive (to perform research where the main goal is the description of the Terminology of a specific area) or prescriptive (to perform a normalization study of the Terminology of a specific area, where some terms will be recommended and others rejected).

   d. The extension of the work needs to be fixed in advance. This may depend on the available time and resources (material and economic), the number of authors, the needs of the area, etc.

2. **Work preparation**. In this stage, we need to gather information about the topic we are dealing with. During this phase, we should follow a series of steps:

   a. Gather information. In order to possess the necessary knowledge of a certain area, the author conducting the search will need the help of specialists in the field, as well as that of linguists. These persons can solve questions that may arise, related to the topic, the concepts, the elaboration of the work, and information management.

   b. Selection of advisors. Once the information about the professional field is acquired, the author may select those persons that will assist him in the course of the research. Hence, if the author happens to be a specialist in the field, he will require the help of linguists and terminologists, and the other way around: if the author is a linguist or a terminologist, he will need the help of one or several specialists in the field.

   c. Selection of information. At this stage, the author must select the documents that will allow him to obtain the information needed to reach two main goals: acquire the documents that may allow him

to get a good corpus where he can get the terms needed, and find the reference documents that will provide him with information about the various aspects related to the specialized field and to the research method to be used.

d. Corpus establishment. Authors must select the corpus very carefully, since that will be the point of departure for the elaboration of the Terminology of the area they are researching. The documents used for the establishment of the corpus must have the following features: they must be relevant and representative of a particular field, include all the aspects of the research topic, be updated, and be original (i.e. written originally in the language of the research).

e. Conceptual structure of the field. Once the information is acquired and the corpus established, the author can proceed to perform a conceptual organization of the field; this is normally done through a conceptual tree structure. This conceptual tree should show all areas and subareas that can be found in the field that is being researched, with their corresponding terms, as well as the relationships that may exist among those areas.

f. Proposal of a work plan. Here, the author must draw up the plan to be followed; this plan should include the points already mentioned, as well as other aspects that will be discussed afterwards: title of the work, work delimitation, goals, addressees, information about the terminological and linguistic situation of the area, the professional organization of the field, as well as field structure and corpus establishment.

3. **Terminology elaboration**. In this stage, authors must compile the list of terms belonging to the defined field of research, and they must also give relevant information about them; the latter will depend on the type of terminological resource they are willing to create. Three steps should be followed:

a) Corpus drawing. This step consists of the extraction of all the segments considered terms belonging to the specialized field from the selected corpus. First, the terms must be found, and then the segment that represents them must be delimited (a single word, a phrase, etc.).

b) Development of the drawing file. Once the terms have been located and delimited, the information related to each of them is included on individual *context cards*; this information is taken from the documents where these terms are found and usually contains the following aspects:

- The representation of the term in the form of a dictionary entry: singular nouns, neutral verbs, etc.

- The context where the term appears, that is, the fragment of the text where that terminological unit was found.

- Reference to the source document.

- Grammatical category of the term in its context.

- Other information: definitions, equivalences in other languages, illustrations, notes, etc.

c) Development of the terminological file. Using the information taken from the cards created before, the final terminological definition cards are created in electronic format (using Microsoft Word or special terminological software, such as MultiTerm or Wordfast). Depending on the nature of the work, different information may appear on such e-cards, although there is a series of aspects that are normally included, no matter what the nature of the terminological research work that is being undertaken is: the entry, the term reference, the grammatical category, the specialized area, the definition, the context where it appears, possible equivalences in other languages, and file management data (author, number it occupies, date, etc.).

4. Presentation of the work. At this stage, the author must elaborate a final version of the work. Departing from the terminological file created, the author should elaborate a first draft of the Terminology that will need to be reviewed by the advisors previously selected. Once reviewed, the final version is written, including the following sections: (1) work identification (title and authors), (2) table of contents, (3) introduction and justification of the topic selected, (4) conceptual organization of the field, (5) glossary of terms presented in a dictionary-like manner, (6) index of terms for each of the languages included in the work, and (7) bibliography.

This module has attempted to introduce the field of terminology through its main elements, moving from the more general to the more specific. First, the description of the different types of languages have centred the discussion on specialized languages; then, the term and the concept have been defined and explained, so as to focus on the former in order to explain its possible origins and later comment on the main criteria for the acceptance and rejection of borrowings and calques. After this general introduction, the principles of terminological practice have been summarized, so as to finish the introduction to the field from a practical point of view.

> **TASK 2.5.** Create a drawing file containing 20 terms of a particular specialized field. Try to choose a field that has not been overly researched, so that your work can be as personal and original as possible. Include a reference list indicating the sources of the terms chosen. You can use either Spanish or English as your SL.

3. INTRODUCTION TO THE MODULE

Every translation activity has at least one specific purpose, but whichever it may be, the main aim of any translation is to serve as a cross-cultural bilingual communication vehicle among people. To achieve such a goal, we must follow a series of guidelines in our translation practice. The main goals of this module are directed to familiarize the reader with such guidelines:

— Be familiar with parallel texts searches, particularly if we are working with specialized Terminology.

— Be aware of the existence of a series of translation strategies that we can make use of when a specific translation problem arises.

— Distinguish between two types of translation styles: foreignization and domestication, and find the best balance between them, depending on the context.

— Understand the relevance of documentation, another area of knowledge we should be familiar with.

— Know the basis of computer assisted translation so that we can use it as an aid in future translations in case we decide to continue our professional lives in this direction.

3.1. Parallel texts

The first thing you need to do when you translate a specialized text is to perform a search for similar texts in the TL, so that you can become familiar with the TL Terminology of the field you are translating. It is

also useful to read some texts on related topics in the SL, so as to become familiar with the subject matter as a whole. At least three or four parallel texts need to be found and read before starting to translate, depending on the level of specialization of the text and on how familiar the translator is with the area of specialization.

Google (or any other search engine) is a good place to look for parallel texts, but there are also multilingual websites where they can be found: http://web.ticino.com/multilingual/Multilingual_websites.htm. It is always better to look for texts written originally in the TL or in the SL, or alternatively, these texts need to be reliable translations.

Imagine you have to translate the following text:

Policy statement
Best business practices to promote financial stability
Commission on Financial Services and Insurance, 9 November 1999

Introduction

The economic crises in Asia, Russia and Brazil in the recent past have clearly demonstrated that both governments and business have an interest in reducing the turbulence of global financial markets. While governments continue to debate the form that the new global financial architecture should take, business is making its own contribution to improving the resistance of the world financial system to crisis.

The following best practices have been drawn up by the ICC Commission on Financial Services and Insurance to highlight the most effective techniques employed by companies to reduce their vulnerability to financial shocks. Adhering to these best practices also contributes to global financial stability. Many companies have already committed themselves to establish best practices, and have invested the resources to instruct, teach and supervise their staff so that these practices are applied throughout the company.

Although this paper on best practices is mainly addressed to firms in the financial sector, it is important to note that they are relevant for businesses independent of their sector of activity and the location of the parent company.

These recommendations therefore serve as a reference for all companies.

If large numbers of firms improve their financial practices and safeguards, the global financial system will be strengthened. Companies have no need to wait for implementing legislation or regulatory authorization to put these pragmatic measures into effect.

The ICC Commission on Financial Services and Insurance is composed of international experts representing the full spectrum of the financial services sector, including providers, brokers and users of financial and insurance products.

Commission members are convinced that transparency is the key to solid company practice and corporate governance. Transparency applies to all of the following best practices.

1. Risk management

Risk management is a firm's first line of defence against financial disruptions. The single most critical element of risk management is good personnel. Risk management, to some, consists simply of a series of computer programmes aimed at evaluating the risk of a particular transaction, portfolio or variety of portfolios. However, these quantitative techniques are based upon historical patterns, which are not always the best predictor of future events, and extreme events in particular. Experienced personnel can refine computer-driven results with knowledge of not only what is probable, but also what is possible.

A firm also needs the proper tools to manage risk by retrieving and analyzing large amounts of data. These tools are expensive. Often, financial institutions have disparate technological systems developed to service individual businesses around the globe. The ability to extract and normalize data from different systems and to align it along multiple dimensions of risk in a uniform, error-free format is one of the greatest challenges for any risk management operation.

Firms need to have controls and disciplines that protect them from the worst consequences of failures in operational risk. This extends not just to transaction controls but to legal and reputational risks which can have a far greater effect than any pecuniary losses a firm incurs.

Most importantly, risk management extends beyond the risk management department. Every person involved in the transaction —from the trader and

salesperson to the operations clerk and documentation staffer— must be a risk manager. Only through senior management's commitment can this goal be achieved. The same discipline holds true for major end-users, who often engage in financial market activities at a level of complexity and scope rivalling those of dealers.

For small and medium sized enterprises (SMEs), risk management may involve a less complex and a more limited spectrum of issues than those facing a large-scale operation. Tens of thousands of SMEs worldwide obtain credit management services and protect their capital invested in accounts receivable —whether in the context of domestic or cross-border trade— against the risk of non-payment by purchasing credit insurance.

Good company practices include:

- Validating all computer models. This is important as significant risk arises from derivatives trading and other activities involving prices that depend upon computer models. It includes checking consistency with a third party's analysis of various assumptions reflected in a model and with assumptions made in other models used by the firm. Validation should also include ensuring that assumptions in models are consistent with the strategic views of the firm and its senior management.

- Creating a risk management structure that is independent of a firm's core business. Ideally, this independent department should report directly to the firm's chairman or chief executive officer.

- Conducting periodic reviews performed by internal and external auditors to assure another layer of independence.

In order to perform this translation, you could check the following parallel texts, among others:

1. http://osha.europa.eu/fop/spain/es/good_practice (Agencia Europea para la Seguridad y la Salud en el Trabajo). A link with a series of guides on risk management and practice in Spanish.

2. http://www.imf.org/external/np/speeches/2007/053007.htm. A presentation (in English) on the risks of global financial market risk by the International Monetary Fund.

3. http://en.wikipedia.org/wiki/International_Chamber_of_Commerce. A description of the main aspects of the International Chamber of Commerce. However, it is a text from Wikipedia, so it is not necessarily reliable; information found here needs to be backed up and translations into Spanish are often quite poor.

TASK 3.1. Read the text below. Look for a series of parallel texts you would need in order to translate it efficiently; finally, provide your own translation. Share and DISCUSS your work (both the parallel texts and the translation) in the virtual forum.

Assignment of Copyright

An **assignment of copyright** (sometimes referred to as a sales agreement for copyright, the sale of copyright, or a bill of sale for copyright) is an agreement whereby the owner of the copyright of the work transfers his ownership to another.

Generally speaking, the buyer (assignee) can do with the work as he pleases: destroy it, license others to use it, make money from it in any way and on-sell the rights to another party.

To be valid, an assignment of copyright (see our free legal form lower down on this page) must be in writing, signed by or on behalf of the assignor (i.e. owner). It must be clear about the subject of the assignment; i.e. what copyright in which work is being assigned.

Remember that one work may have many copyrights. For example, a movie will (or may) have literary, music, cinematography, photographic, broadcast, choreographic (etc.) rights. Whilst an out and out assignment will cover all such rights, it is possible to separate out what is to be assigned. The same applies for different countries.

As the owner of copyright in a work considering assignment you should assess whether **licensing your copyright** is not a better option. In this case you retain ownership, and only license certain rights to another party.

You will be well advised to consult with your copyright attorney on your best course of action.

Text extracted from "Free legal Document's website".

3.2. Translation strategies

To avoid using literal translation (a too extreme adherence to the ST's composition and grammatical structure)[1] , we need to know of the existence of a series of strategies available for us to use whenever we encounter a specific translation problem and we do not want to translate it literally. In some cases, we use them automatically, without noticing that we are doing anything special; however, we often come across a challenging part that is hard to translate to the TL and we need to look for a solution. Be it as it may, it is better to know what options are available if we want to take a sensible decision when we encounter a translation problem.

In order to provide an overview of the most useful translation strategies, it may help to consider the following categorization (Nord, 1997):

— **Borrowing**. This means taking words directly into the TL, as we saw in the previous module. Sometimes, borrowings or calques pass into general usage, for example "software" (in the specialized field of technology) or "reggae" (in the field of music). Different reasons can account for the choice of borrowing as the most suitable translation strategy chosen for a particular translation problem, but the main one is when the TL has no obvious equivalent for the word or expression we are trying to translate.

— **Transposition**. There is a mechanical process where parts of speech change structures when they are translated. This is frequently the case in translation because grammatical structures are rarely the same in different languages; for instance, "relating to" translates as "con respecto a". The mere change in the adjective-noun relationship is already a transposition. Likewise, the translation of "Governing Body" (adjective + noun), as "Órgano de Gobierno" (noun + prepositional phrase). Another clear example is the passive voice; in English, it is very commonly used, while in Spanish, when translated, transposition often needs to be used to change it into a non-passive structure, since it is a much less common structure in this language.

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[1] A literal translation is justified only in exceptional cases.

— **Modulation**. This strategy is slightly more abstract than transposition, and it consists of using a phrase that is different in the SL and TL to convey the same idea. When we use modulation, there is a slight change, both in form and in concept. Examples of modulation (from English to Spanish) are "shall be subject" - "deberán cumplir", "single most critical element" as "el único elemento verdaderamente crítico", or "has not complied with any provision" as "ha incumplido todas las disposiciones".

— **Reformulation**. This strategy is used to express something in a completely different way, for- example, when translating idioms or culture related items. This process needs to be somewhat creative. For example, "a true and fair view" can be translated as "una vision ajustada a la realidad" or "fails without just cause" as "sin causa justificada".

— **Compensation**. The strategy of compensation is used when something cannot be directly translated from the SL to the TL, and the meaning that is lost in the immediate translation is compensated somewhere else in the TT, normally including something that is not in the ST. A clear example is the use of "usted" in Spanish and how this must be translated into other polite and formal markers in the TT (in English, where there is no equivalence for such a pronoun).

— **Expansion**. This strategy translates by expanding the information of the ST. Expansion is used when a word or phrase cannot be clearly understood in the TT, unless it is explained or paraphrased somewhat further. For example, "such information and explanation" can be translated as "cualquier información o cualesquiera explicaciones", "YMCA" as "una famosa asociación cristiana para jóvenes (YMCA)", or "an Industry and Trade Competition Commission" as "una Comisión de Defensa de la Competencia en la Industria y el Comercio".

— **Neutralization**, **simplification**, **omission**. Quite often, when we translate, there are things that need not be translated; in these cases, we either neutralize or simplify part of the ST phrase or expression. When this strategy applies to lexical problems, such as "brokers" translated as "intermediarios", the most accurate term is neutralization. When it applies to syntactic problems, as in "have an interest" translated as "les interesa", or "Minister responsible for finance" as "Ministro de finanzas", we speak of simplification or omission.

— **Equivalence**. This strategy means that a SL word or expression is not modified in the TT, i.e., it remains untranslated. This often happens with proper names, such as "Robert" or place names, such as "Kansas".

— **Adaptation**. When we need to reword a sentence and adapt it so that it fits the norms and usage of the TL, we use a strategy called adaptation; for example, translating "shall agree to pay all utility connections, user, and service charges" as "deberá asumir todos los gastos de conexión de servicio, alta de usuario y suministro del servicio público". If we choose the strategy of adaptation, translation becomes freer and, as long as the content is not changed, we may reword and adapt the message as we need to. Other examples would be "innavigable" as "imposible de manejar" or "at least three weeks in advance" translated as "con una antelación mínima de tres semanas".

In many cases, different strategies are used simultaneously, so that they interact and complement one another; for example, when we translate "marshmallow fluff" as "algodoncito de azúcar", we are using modulation, looking for a similar idea in the TL culture, and "compensation" of meaning, adding the diminutive suffix to increase familiarity; if we had to justify this choice, we could say that since the Spanish public is not very familiar with this type of candy, we tried to pick a similar item that could bring about similar connotations to the readers.

Finally, it must be noted that these are not the only strategies that can be used, but they could be said to be the most common and general ones. When you work on this module, you may find others that you realize you are using but that are not listed here; this would be very interesting, because it would mean that you are translating in a critical way. This is the best path to follow, as long as you always justify your choices.

Task 3.2. Translate the following text and analyze the strategies you have used to translate it (list at least five translation problems with the corresponding strategies you used to solve them); justify why you chose those strategies. Share and DISCUSS your work in the virtual forum.

Time for Young Wizards to Put Away Childish Things

By A. O. SCOTT--Published: November 18, 2010--The New York Times

The midnight bookstore parties are all in the past, and, with the opening of the first half of the film adaptation of *Harry Potter and the Deathly Hallows*, an extraordinary pop-culture cycle is on the verge of completion.

Harry Potter and the Sorcerer's Stone was published in America in 1998 —a lifetime ago for many young readers, just yesterday for their parents— and that tale and its six sequels now seem like permanent fixtures of the literary landscape. Under the spell of J. K. Rowling's prose, a great many middle-aged readers were temporarily changed into 10-year-olds. That none of the movies have demonstrated quite the same power makes it easy to underestimate their success. But in the past decade more than a few promising franchises based on popular book series have failed to turn loyal readers into enthusiastic audiences or to bring in legions of new fans. Their fate (think of *Lemony Snicket's A Series of Unfortunate Events and The Golden Compass*) suggests that the perennial appeal of "Harry Potter" on screen was hardly a foregone conclusion.

So by now it is beyond doubt that *Harry Potter and the Deathly Hallows: Part 1* will attract the passionate, the curious and the nostalgic in large numbers. And they are likely to be pleased. David Yates, who directed the fifth and sixth instalments in the series, has shown a knack for capturing and quickening Ms. Rowling's storytelling rhythm. He has also demonstrated a thorough, uncondescending sympathy for her characters, in particular the central trio of Ron Weasley, Hermione Granger and Harry himself.

In this chapter their adventures have an especially sombre and scary coloration, as the three friends are cast out from the protective cocoon of Hogwarts School of Witchcraft and Wizardry into a bleak, perilous grown-up world that tests the independence they have struggled to obtain under the not-always-benevolent eyes of their teachers. Childish things have been put away —this time there is no quidditch, no school uniforms, no schoolboy crushes or classroom pranks— and adult supervision has all but vanished. Albus Dumbledore is dead, and though Hagrid (Robbie Coltrane) and Alastor Mad-Eye Moody (Brendan Gleeson) offer some assistance early on, Harry and his companions must rely on the kindness of house elves, on their own newly mastered wizarding skills and, above all, on one another.

▶

> ▶   This is not always so easy. The implicit rivalry for Hermione's favour that has always simmered between Harry (Daniel Radcliffe) and Ron (Rupert Grint) bubbles to the surface, as does Ron's resentment at being the Chosen One's side-kick. The burden of chosenness weighs on Harry as well; it is easier for him to accept being singled out for death by Lord Voldemort than to countenance the willingness of his allies and protectors to sacrifice their lives for him. Hermione (Emma Watson), for her part, seems lonelier than ever. She has broken entirely with her Muggle parents, expunging herself from their memories to prevent them from being caught up in an increasingly vicious intrawizard civil war.

3.3. Foreignization and domestication

Translation does not only involve giving the equivalent meaning in the TL; it also entails considering both the linguistic and the cultural values of the two languages involved in the process. Some translators prefer changing the SL values trying to make them more understandable and accessible for the TL audience: this choice is commonly known as **domestication**. Alternatively, other practitioners prefer keeping the values of the SL and showing them to the audience just as they appear in the original: this is known as **foreignization**.

The notions of domestication and foreignization were introduced by Venuti (1995). He defined **domesticating translation** as the replacement of the linguistic and cultural difference of the foreign text with a text that is intelligible to the TL reader, and **foreignizing translation** as a translation that indicates the linguistic and cultural differences of the text by disturbing the cultural codes that dominate the TL. In fact, it does not necessarily have to be just one way or the other; a translation may be oriented to the SL in some respects, and move towards the TL in others.

An obvious example of domestication can be found in the Spanish dubbing of some sitcoms, where we often find American characters talking about Spanish celebrities or TV shows when they obviously do not fit the context of a conversation among American friends. A clear example would be listening to references such as "Bustamante", "Sálvame", or "Jesús Vázquez" in an American sitcom. Sometimes, domestication strategies are necessary because we usually know little about the popular culture of the TL, and in dubbing, for example, there is no possibility of stopping to

explain a particular joke through a footnote; that is one of the reasons why domestication helps the translator to achieve a similar effect on the TL audience as that which was originally intended in the SL. Both foreignization and domestication offer several advantages and disadvantages, even if we may realize that character could not have said that in the SL.

Domesticating translation is natural and smooth, but has the disadvantage of losing cultural information and violating authenticity and faithfulness.

On the other hand, foreignizing a translation helps to absorb the expressions of foreign languages and enrich the audience's culture; however, although it keeps the flavour of the foreign text, it may destroy the cultural expectations of the TL audience. Thus, the result of the translation might be useless because readers may not understand the translation because of their limited knowledge of the SL culture.

Nevertheless, since absolute foreignization and domestication do not exist, we need to know our options so that we can make a compromise between the two possible choices in our own translations. Choosing one or the other will depend on various factors: the purpose of the translation, the intended readers, the text type, etc.

TASK 3.3. Read the following article: Yang, W. (2010). 'Brief Study on Domestication and Foreignization in Translation'. Journal of Language Teaching and Research, 1(1): 77-80
DISCUSS the contents of the article and then give your personal opinion on these two translation strategies: domestication and foreignization.

3.4. The process of documentation

Documentation is a necessary process in translation, and it involves the search for parallel texts, as well as the advice of natives and/or professionals, and the use, if possible, of translation memories. When we talk about documentation, we can distinguish between textual and the lexical levels:

— The TEXTUAL level includes multilingual texts (including texts in the SL) and parallel texts in the TL (both authentic and translated ones).

— The LEXICAL level includes multilingual, bilingual or monolingual (with or without definitions) dictionaries, glossaries, specialized terminological databases, etc. This level also includes legislation, leaflets, manuals, and human informants.

It is important to note a series of criteria that must be borne in mind to assess the quality of the sources of information (documentation) used when translating:

— Reliability: not all sources are equally reliable; one should always use reliable ones as the first wellsprings of information.

— Accessibility: the translator is responsible for having the main sources of information at hand. When information is reliable but not accessible, it is no longer suitable.

— Specificity: dealing with specialized languages, this criterion is of utmost importance. We need specialized resources if we want to translate a specialized text properly.

— Thoroughness: this criterion is linked to the previous one. If a translator consults a specialized work which is not thorough enough, this may result in a waste of time (and money).

— Originality: when texts are written in the original language, they are much more reliable than translated texts.

— Corpus: reference works (lexicographic, terminographic, etc.) are more reliable, useful, and trustworthy if they come from real and authentic corpora.

Nevertheless, a great amount of the information that translators need cannot be found in books or other edited works but in other types of documents, and when we deal with specialized languages, sometimes, translators may even need the advice of oral informants (native speakers, specialists in the field or other translators). In fact, the element of the "oral human informant" is one of the most relevant features of professional translation: they are accessible, trustful, efficient and economical sources of information.

Another tool of documentation is a **translation memory**: a database that stores segments of texts which can be sentences or sentence-like units

that have been previously translated. A translation-memory system stores the words, phrases and paragraphs that have already been translated so as to aid human translators to deal with similar textual segments. The translation memory stores the ST and its corresponding translation in language pairs called translation units.

Translation memories are typically associated to Terminology management applications as well as to applications of machine translation. A translation memory used for human translation (no help from machines) contains several kinds of lexical resources in both languages as well as a great amount of authentic texts (parallel texts), mainly in the TL.

TASK 3.4. Surf the Internet in search of free translation memories. Choose two of them that you may find useful for your own translations. Write a short report justifying your choice. Share and DISCUSS your own report in the forum.

3.5. Computer Assisted Translation (CAT)

CAT is basically human translation with only limited assistance from the machine, that is, using translation tools that provide the human translator with assistance. They can even take the form of a word processor with dictionary look-up, grammatical information, spelling and grammar correction, morphological analysis, corpora of translated texts, etc.

This type of translation can range from automatic look-up programs to systems which are almost fully automatic, but which require the translator to approve of each sentence. An example of one of the most successful software tools in this field is *Translator's Workbench* (TRADOS). Nowadays, these tools are based on the concept of Translation Memory (TM), mentioned in the previous section; that is to say, the automated reuse of previously translated terms, sentences, and texts. In fact, in some circles, CAT systems may be referred to as translator workbenches, since most of these systems contain features that assist the translator in processing and managing the project.

CAT is not the same as Machine Translation (MT) and it should not be understood as such. To understand the difference between CAT and MT,

try to translate the following text (or any other text of your choice) with a machine translation device, such as Free Translation (www.freetranslation. com/), Systran (www.systran.es) or Google Translator (translate.google. com/#), and see how poor the result obtained is.

No one can accuse Sarah Palin of bending with the prevailing wind. Any hope that the fevered pitch of US political rhetoric would cool following the shooting of Congresswoman Gabrielle Giffords in Tucson were confounded the moment she uttered the words "blood libel". Whether or not she understood the anti-Semitic import of the expression —or the fall-out it may yet have on her career— this was hardly a formulation calculated to calm passions.

Ms Palin is angry, as are adherents to her uncompromising strand of the American right. They were angry before about the direction of US politics under President Obama, and they are angry all over again about charges that their martial lexicon might have contributed —at very least— to a climate in which an elected Democratic politician could be shot. In fact, many accusers went much further, claiming that the gunman took his cue directly from the language and imagery of the Palin camp. His action at the shopping mall that day was, they said, just a logical consequence of the politics of hate. That is quite some indictment.

The Independent, 14th January 2011.

In CAT, it is the translator who does the work and not the machine. The good thing is that the different parts of the texts are automatically stored, together with the equivalences suggested by the translator, so that they are available for future translations within a translation memory. In fact, translation memories are the key to CAT since there comes a time when these memories reach a considerable size and when our translations may present sentences that the program recognizes as being very similar to the ones stored in the translation memory. If this is so, the system will present us with the similar version of the TL it has found for our ST sentence so that we can make the necessary adjustments to help the suggestion fit our own TL text before validating the new translation. Sometimes the sentences are so similar (even identical) that the acceptance process (of the possible

TL solution provided by the translation memory) is almost instantaneous. This is very typical in instructions manuals of a product that is updated in different versions through time. Imagine a video camera of a single maker, where the different versions have similar instructions with slight changes. With the help of a translation memory the translation of the new manual would be almost immediate. Another positive advantage of CAT programs is that they reproduce the format of the ST, with exactly the same font, paragraph, and title style, etc.

CAT programs changed the concept of professional translation entirely. At the beginning, they were just an aid and an advantage (in terms of time and amount of work) for quick-witted translators, but nowadays, being familiar with these programs has become an essential condition so as to enter most professional translation environments.

Trados (http://www.translationzone.com/), Transit (www.star-spain.com), Déjà Vu (www.atril.com), and Wordfast (www.wordfast.net/) are some of the best known CAT applications. The best way to understand CAT is to try it out, using specific software and experimenting with the program for a while. Most of these programs have trial versions available to download, as well as user manuals, manuals and several YouTube tutorials.

It should be noted that technical and scientific translations make a wide use of CAT, as well as economic, administrative, and even legal translations; humanistic texts do not use CAT as much, especially in the case of literature, since its use would most likely result in a waste of time instead of an advantage, given the subjective nature of most of these texts.

This module has attempted to introduce some of the most useful general translation strategies and tools, so as to provide the student with the necessary resources to start translating. All these tips can then be applied to the translation of specialized texts, a matter that is to be discussed in the two remaining modules.

TASK 3.5. Compare a translation done by an MT system (Google Translator, Systran, Free Translation, etc.) and translate the same text using a freeware (or free trial) computer-assisted translation tool. Share your experience in the forum: provide the ST (200 words approx.), the MT version, and the CAT version.

4. INTRODUCTION TO THE MODULE

This module and the next one will try to introduce you to the different specialized languages that you may practice more in detail in future courses. Thus, they will be more focused on the practice than on detailed theoretical descriptions.

The main points covered in the present module are:

— The translation of humanistic texts

— The language of tourism

— Advertising texts

— Audiovisual Translation

When we talk about humanistic texts, we are focusing on literary and philosophical texts. They typically make use of a more creative language that turns the translation task harder, because, apart from transferring the meaning, the translator must attempt to transfer the creative effects that the original author produced in the ST.

The language of tourism, on the other hand, employs a specific vocabulary (typically with positive connotations) as well as a series of linguistic strategies that aim at selling the product. All these elements must be borne in mind when translating such texts.

Alternatively, the language of advertising is usually a very suggestive one, full of connotations that tell you a lot without really saying much. It makes a wide use of images, similes, metaphors, and other stylistic strategies, so texts containing this type of language are usually very challenging to translate. Different images must be found to suggest similar feelings in the TT, without changing the meaning and the purpose of the ST.

Finally, Audiovisual Translation (AVT) was considered a type of specialized translation for several years, although nowadays it has already acquired a status of its own within Translation Studies. It is a sort of translation that takes into account images and sounds at the same time and translates what they mean together into the TT. It is the translation of audiovisual texts (in the form of movies, documentaries, theatre plays, video games, etc.) and so it needs to consider both the images and the text when translating. We will look at it in terms of dubbing and subtitling, which are its main modalities.

4.1. Humanistic texts

Given that humanistic texts deal with literature and philosophy, and philosophical texts are less common, this section will centre on the former, but it must be noted that many of the strategies proposed will also be applicable to philosophical texts.

Literary texts are characterized by an aesthetic overload; the language contained in such texts is marked by a series of resources aimed at transferring emotions to the reader. Therefore, this type of texts presents a language defined by a greater integration of content and form than in other types of texts, as well as by a certain vocation for originality and creativity. To translate literary texts appropriately, one should possess a certain literary competence, be an avid reader, and have a special sensitivity towards literature in general.

Literary works generally offer a great richness since they can combine different text types: narrative, descriptive, conceptual, argumentative, instructive, etc. They can also deal with many different topics, and they may alternate between narration and orality (achieved through dialogue). Literature can also involve diverse styles, social, temporal, and geographical dialects, as well as personal idiolects. What is more, they are usually strongly rooted in the source culture and hence, they include a great deal of cultural references.

According to Hurtado (1999:168), we can distinguish seven literary genres when we talk about literary translation: comic strips, journalism, didactic literature, essay, prose, drama, and poetry. Depending on the goal of the text, the addressees, and the status of the work (classical literature, best-seller…), the translation of literary texts could enter one of

the following three different groups: artistic translation (substituting the original text), critical or didactic translation (a complementary translation), and adaptation or free version (when the original is adapted to a specific audience, such as children, language students…).

The task of the literary translator (whatever the type of translation) can be summarized as follows:

1. Grasp the similarities and differences between literary and ordinary language.

2. Identify and solve translation problems related to characteristic features of style (punctuation, lexical, semantic and morpho-syntactic variations, figurative language, word play, rhythmic and prosodic elements, verse, etc.).

3. Identify and solve translation problems related to register changes, cultural and extra-linguistic reference, intertextuality, and geographical, social or temporal dialects and idiolects.

4. Develop creativity.

5. Identify and characterize the different literary genres. For example, translating drama, we have to take into account two codes, linguistic and scenic (visual and acoustic), as well as the fact that the linguistic code has been written to be performed on stage. Hence, the oral aspect is a key to the translation, and all prosodic and paralinguistic elements, along with the various conversational mechanisms must be borne in mind. Poetry, on the other hand, presents other identifying features that must be understood: the metaphoric system[2], the metric system, and the rhyme and the rhythm[3]. Thus, when attempting to translate a poetic text, all these features must be recreated and this involves making choices in terms of a more extensive use of omissions, additions, transformations, etc. than in any other types of text.

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[2] The metaphor can be translated using the same image, substituting the image with another one (more conventional in the TL) through equivalence or modulation, turning the metaphor into a simile, paraphrasing the sense of the metaphor, reproducing the same image through an explanation, paraphrasing the content without reproducing the image, and through omission (Newmark, 1988).

[3] In poetic translation, we need to decide whether we will keep part of the rhyme, part of the rhyme and the rhythm, the rhyme and the rhythm in a rather free way (one needs to be a poet to do this) or every feature recreated by the ST, both in terms of content and form (the latter would be the most difficult choice).

6. Be aware of the dangers of ideological manipulation of language.

Task 4.1. Translate the following extract from a theatre play, taking into account the elements discussed in this section. Share and DISCUSS your work in the virtual forum.

'Night, Mother by MARSHA NORMAN

MAMA. (*Standing still a minute*.) You said you wanted to do my nails.

JESSIE. (*Taking a small step backward*.) I can't. It's too late.

MAMA. It's not too late!

JESSIE. I don't want you to wake Dawson and Loretta when you call. I want them to still be up and dressed so they can get right over.

MAMA. (*As Jessie backs up, Mama moves in on her, but carefully*.) They wake up fast, Jessie, if they have to. They don't matter here, Jessie. You do. I do. We're not through yet. We've got a lot of things to take care of here. I don't know where my prescriptions are and you didn't tell me what to tell Doctor Davis when he calls or how much you want me to tell Ricky or who I call to rake the leaves or…

JESSIE. Don't try and stop me, Mama, you can't do it.

MAMA. (*Grabs her again, this time hard*.) I can too! I'll stand in front of this hall and you can't get past me (*They struggle*.) You'll have to knock me down to get away from me, Jessie. I'm not about to let you… (*Mama struggles with Jessie at the door and in the struggle, Jessie gets away from her and…*).

JESSIE. (*Almost a whisper*.) 'Night, Mother (*Jessie vanishes into her bedroom and we hear the door lock just as Mama gets to it*.).

MAMA. (*Screams*.) Jessie! (*And pounds on the door*.) Jessie, you let me in there. Don't you do this, Jessie. I'm not going to stop screaming until you open this door, Jessie. Jessie! Jessie! What if I don't do any of the things you told me to do! I'll tell Cecil what a miserable man he was to make you feel the way he did and I'll give Ricky's watch to Dawson if I feel like it and the only way you can make sure I do what you want is you come out here and make me,

> Jessie! (*Pounding again*.) Jessie! Stop this! I didn't know! I was here with you all the time. How could I know you were so alone? (*And Mama stops for a moment, breathless and frantic, putting her ear to the door and when she doesn't hear anything, she stands back up straight again and screams once more*.) Jessie! Please! (*And we hear the shot, and it sounds like an answer, it sounds like No. And Mama collapses against the door, tears streaming down her face, but not screaming any more. In shock now*.) Jessie, Jessie, child… Forgive me. (*A pause*.) I thought you were mine.
>
> **Source**: Norman, M. (1998). *"Night Mother"*. New York: Dramatists Play Service, Inc.

4.2. The language of tourism

Tourism can be said to be an open field, as opposed to the language of any other specialized field, such as computers, medicine, weather forecasts, dance, etc. This is so because this area of specialization includes a whole universe of activities that can take part in a tourist process at a certain point: travelling, culture, art, gastronomy, lodging, sports, etc.

However, all tourist texts share a series of common characteristics regarding vocabulary: it is a predominantly optimistic vocabulary, with a great deal of positive connotations. For example, words like "bargain" or "low-cost" appear instead of "cheap", since the latter could be related to poor quality. Connected to the use of euphemisms, we can talk about the presence of many politically correct terms and expressions that aim at minimizing the chances of hurting the addressees' feelings, for example, "trips for the *challenged* community", instead of "trips for *handicapped* people". Another strategy to show the optimism and positivity of tourist texts is the use of intensifying adjectives and adverbs, such as *uniquely, magnificent, luxurious, finely, superior*, etc. In such texts, we can also find a great amount of positive nouns that pursue a similar goal: *paradise, elegance, style, quality, excellence, attraction*, etc.

All these elements must be recreated in the TT. Hence, if the equivalent word in the TL does not imply the same level of positivity or optimism, another solution should be sought to have a similar effect on the addressee (Varela & Bárcena, 2006).

The main problem of translating tourist texts is the wide number of fields that the translator needs to be familiar with: hotel management, sports, art, culture, entertainment, weather, law, marketing, games, landscape, geography, history, gastronomy, catering, insurance, transport, etc.

Furthermore, cultural competence is essential when we face tourist texts, since moving among different cultures, customs, etc., the translator must understand the cultural referents and render them clearly in the TL. To that end, the following strategies can be used: explanation, paraphrasing, naturalization[4], omission (depending on the relevance of such reference), etc. Fortunately, everyday vocabulary is also widely used in tourism, and this tends to minimize the level of specialization of the texts.

A final remark that needs to be considered when dealing with texts belonging to the tourist field is the formality or informality of the register. In Spanish, we are often too informal, while English continues to be formal in certain sectors where the interlocutors are not friends and/or relatives. This is shown in the great amount of politeness markers used in English as opposed to Spanish, where we even forget at times the use of our formal marker "usted". Thus, when translating, one must keep this formality to a certain extent, however translating the text with all the formal markers may also sound very unnatural in Spanish. Be it as it may, register must be considered and studied, so as to render the translation as natural as possible to the TL audience.

> **TASK 4.2.** Type 'The Language of Tourism' Josef Schmied into Google and you will find a presentation on this topic. Summarize it in the form of guidelines for translating tourist texts. Share and DISCUSS your work in the virtual forum.

4.3. Advertising texts

Advertising texts are special, since the addressee must not only receive the same information as that contained in the ST, but also feel the same, so that similar reactions are achieved. This is not an easy task for translators,

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[4] This strategy would consist on inserting the cultural referent as inherent to the target culture (e.g. "pounds" instead of "euros" or "miles" instead of "kilometres").

since they may find a series of puns, word plays, images, and cultural references that may provoke a particular reaction in one language, but may not make sense in another, or they might even become offensive if literally translated. Therefore, the role of the translator in this type of texts goes beyond the mere adaptation of the message and the form.

Furthermore, advertising texts are often accompanied by visual elements that must also be taken into account in the translation of the text (sometimes the image may also be adapted to the changes made in the TT). Therefore, most of the time, when dealing with advertising texts, the translator will be facing multimodal texts, and these will present a convergence of two codes from a semiotic point of view: the linguistic (oral and/or written) and the visual one (verbal and/or iconic). The TT must respect all these codes, providing overall coherence and cohesion to the whole.

Apart from this, most advertising messages aim at breaking the conventional conception of reality to reach a new way of looking at things. To achieve this goal, they make use of a series of stimuli accompanied by iconic elements so as to catch the addressee's attention.

The main features of the language of advertising are:

1. Comprehension game. The text is not transparent at first sight, so as to force the receivers to pay extra attention the second and the third time they think about it.

2. Repetitions. Word, sound and image repetitions are used to emphasize the input received.

3. Negative statements. Contrary to what is expected, the normal conventions are reversed to provoke the addressee, since we are normally more attracted towards whatever seems forbidden.

4. Imperative. This verb form increases the feeling of challenge in what is being presented to the recipient.

5. The presence of the "I". "I" is often used in order to place the addressees inside the text, so that they will feel included and/or represented in it.

6. Personification. Typically, the advertised object is personified so as to take it closer to the audience/readers.

All these elements must be perfectly understood and taken into consideration when translating advertising texts.

Taking into account all the elements discussed above, there are a series of strategies that should be borne in mind when attempting to translate advertising texts: (1) visualize text and image (linguistic and extra-linguistic elements) together; (2) develop creative skills; (3) grasp the author's intention and transfer them to the target audience/readers; (4) be capable of detaching yourself from the text in order to reconstruct the message in the TT; (5) handle figures of speech (metaphor, metonymy, simile, hyperbole, etc.) in both languages.

All in all, the translation of advertising texts can be considered a rather free form of communicative translation, a type of translation that is closer to the TL than to the SL, where the strategy of domestication that we saw in the previous module would be perfectly justifiable.

Different types of texts can be included in this field: TV spots, newspaper ads, website ads, catalogues, banners, etc. Be it as it may, in these advertising texts, the function is always more important than the form, and it must be identified before undertaking the translation process; the main types of functions are outlined below:

1. Anchoring function. The text is used to fix and complement the connotations transmitted by the image and vice versa.

2. Relay function. This is used in narrative structures, and it allows for the description of one or more situations, connecting the verbal text with two or more images.

3. Reinforcement function. The verbal text complements the contents of an image that could be explicit enough on its own.

4. Rhetorical function. A series of analogies, substitutions, comparisons, allusions, etc. are established between the verbal text and the image.

5. Supplementary function. The verbal text functions as an anchor but it also adds new meanings that are not provided by the image.

All things considered, translating advertising texts can end up being as difficult as translating literature (or even more challenging), since it makes use of similar resources (rhetorical, lexical, etc.) and it even produces similar

phonetic effects in terms of rhyme, rhythm, onomatopoeias, etc. What is more, these texts usually include strong socio-cultural references and humour, very difficult elements when they need to be translated to achieve a similar effect in a different culture. Humour, in particular, needs to be carefully analyzed, since not all cultures share the same sense of humour. The translator must know how to overcome these obstacles without forgetting the main purpose of any advertising text: to persuade the addressee.

Task 4.3. Read the following text. Try to look for the same figures of speech in advertising texts in English (on the news, in magazines, on TV, etc). Create a similar list of 14 examples in English and translate these figures of speech into Spanish. Share and DISCUSS your lists and translations in the forum.

EL FASCINANTE Y DESCONOCIDO MUNDO DE LOS ANUNCIOS

La publicidad es fascinante y yo acabo de conocerla. A decir verdad, aunque siempre hay algún anuncio que te llama la atención por algo en un momento u otro de tu vida, yo nunca había prestado especial atención a la publicidad, ni a su lenguaje, ni a su forma, ni a nada en particular relacionado con anuncios de revistas, televisión, etc. Ahora que he comenzado a hacerlo, he de admitir que me resulta fascinante el uso de la imaginación, del lenguaje, de los aspectos psicológicos/sociológicos que se tienen en cuenta y, en fin, de casi todo lo relacionado con este ámbito.

Así las cosas, he recogido un conjunto de anuncios en los que se pueden observar claramente el uso de una serie de interesantes recursos retóricos, extraídos solamente de tres revistas.

1. SÍMIL- *Lancaster, como si el tiempo fuese reversible*.
2. COMPARACIÓN- *Gatineau, tan exigente como tú*.
3. ASÍNDETON- *Prenatal, pronto mamá, siempre mujer*.
4. ANÁFORA- *Fordfusion. Más altura. Más visibilidad. Más control*.
5. ANTÍTESIS- *Nobel, estar serio me hace reír*.
6. PARALELISMO- *Next. No es cuadrado. No es redondo. Es Next*.
7. METÁFORA- *Abama, descúbrete en un paraíso donde la naturaleza es arte*.

▶
8. INTERROGACIÓN RETÓTICA- *Estée Lauder, ¿Sabía que su piel puede restaurarse?*

9. REDUPLICACIÓN- *Nissan. En una ciudad de motos, se necesita la agilidad de una moto.*

10. SIMILICADENCIA o ASONANCIA- *Helena Rubinstein, Invitación a la perfección.*

11. HIPÉRBOLE- *Barceló Viajes (Talonplán), Ya puedes soñar con más de 2.500 hoteles en tu bolsillo.*

12. ALITERACIÓN- *Clinique. Vestidas para deslumbrar.* (aliteración del sonido fricativo "s", acompañado de sonidos aproximantes sonoros suaves (l, r))

13. PROSOPOPEYA, **Animación**- *Nuevo Alfa 147. No lo provoques.*

14. PROSOPOPEYA, **Animalización**- *Fluocaril Blanqueador. Enseña los dientes.*

4.4. Audiovisual Translation: dubbing

Audiovisual Translation (AVT) is the translation of audiovisual products broadcast or transmitted through video, TV, cinema, videogames, etc. AVT is a special type of translation because the text is encoded in two different channels, visual and aural, each with its own peculiarities: fixed and moving image, dialogue, noise, music, text... This combination entails a series of translating strategies that must be considered, depending on the different channels and codes involved in each AVT modality.

The main forms of AVT are dubbing (the substitution of the oral dialogues with their oral translation in another language) and subtitling (the inclusion of the translation of the oral dialogues in the form of written text inserted in the image). Other forms of AVT are voice-over (very common in documentaries), surtitling (for theatre), narration, simultaneous interpretation, and commentary. This subsection will focus on dubbing.

Each AVT modality involves a series of working stages that differ from other types of translation and, most importantly, that involve several

participants. Thus, instead of just having the translator and the proofreader (as with ordinary translations, such as literary or scientific), in dubbing we have the actors, the dubbing director, the translator, the adjuster, etc., many of whom do not have to speak the SL nor need to be familiar with the original work. This fact turns dubbing (and AVT in general) into a very challenging process; difficult to manage, especially when compared to the rest of translation types.

Another relevant concept that must be borne in mind when translating for AVT is synchrony (between the different codes and channels), a concept that varies depending on the AVT modality. When focusing on dubbing, there are three types of synchrony (Chaume, 2004:72): phonetic (the translation must adapt to the characters' mouth movements), kinetic (adaptation of the dialogues to the characters' body movements), and isochronic (temporal adjustment of the duration of the characters' parliaments).

Regarding synchrony, there are a series of guidelines that need to be followed when translating for dubbing. First of all, the following marks should be made on the text (these are marks used in Spanish dubbing), so as to describe what is happening on screen (adaptad from Chaume, 2004:96):

(ON) Head shot: you can clearly see the speaker's lips move
(OFF) You hear the characters' voices, but they are not visible on screen
(DE) You see the speaker's back
(SB) You see the characters, but their mouths are not visible
(AMT) Several characters speak at the same time
(AD LIBITUM) Several characters speak at the same time and are not easily understood
(R) Laughter
(G) Screaming
(A) The dubbing character starts speaking before the original one
/ Short pause
// Long pause

Apart from the above guidelines, a series of priorities must also be considered when translating for dubbing:

a) Labial consonants in head shots. In sentences marked with ON, labial and semi-labial consonants (*b, m, p, v* and *f*) should be translated by TL words that contain similar sounds.

b) In sentences or sequences marked OFF, DE and SB, a wider freedom of translation is allowed, in terms of phonetic synchrony.

c) Pauses, marked by '/', are fundamental for dubbing processes in general, since they allow translators to make different kinds of adjustments in the sound/image synchrony.

d) Sentences can never be longer in the TT than in the ST.

So as to link this subsection to the following one (that deals with the other main modality of AVT - subtitling), the table below shows the contrast between both techniques, from the point of view of possible benefits and drawbacks that they may present (adapted from Díaz Cintas (2001:49):

DUBBING	SUBTITLING
Expensive	Cheap
Original dialogue loss	It respects the original dialogue integrity
More laborious and slow	Relatively fast
Aimed at being a domestic product	It fosters foreign language learning
The actors and actresses' voices can be repetitive	It keeps the original voices
Better for the (semi)literate & children	Better for the deaf and immigrants
It respects the image	It pollutes the image
A minor ST reduction	A larger ST reduction
Several actors speaking at once	Several actors speaking at once is not possible

Viewers can focus on the image	Attention loss: (image + written text + soundtrack)
A larger dialogue manipulation	Hard to manipulate
It filters more calques from the ST	It filters less calques from the ST
Viewers can follow the plot even if they do not concentrate on the image	Viewers get lost if they get distracted and do not read
Subordinated to lip synchronization	Subordinated to time and space constraints
Only one linguistic code	Two different linguistic codes at once, something that may lead to distraction
It remains oral	Transfer from an oral to a written text
It increases of the cinematic illusion	It reduces the cinematic illusion

Task 4.4. Read, summarize, and comment on the following articles about dubbing:

- Romero-Fresco, P. (2006). 'The Spanish Dubbese: A Case of (Un)idiomatic Friends.' Jostans, 6.
  http://www.jostrans.org/issue06/art_romero_fresco.php

- Chaume, F. (2005). 'Los estándares de calidad y la recepción de la traducción audiovisual'. Puentes. Hacia nuevas investigaciones en la mediación intercultural, 6, pp. 5-12.
  http://wdb.ugr.es/~greti/revista-puentes/pub6/01-Frederic-Chaume.pdf

4.5. Audiovisual Translation: subtitling

The history of the use of subtitles in audiovisual products is almost as long as the history of such products itself, given the need to translate them that arose even before the emergence of film sound. At the time, they received the name of intertitles. From then, the technique has acquired more and more relevance, and a series of norms to unify criteria and to provide a greater soundness to this AVT modality have been developed.

Subtitling is also more complex than other types of translation, since it involves different stages: viewing, reading and note taking, segmentation of the original work, translation and synchronization, and finally, subtitles edition. As far as synchrony is concerned, the entry and exit times of the subtitles must coincide with the beginnings and endings of the characters' parliaments; that is to say, the subtitle must appear when the actors start speaking and disappear when they stop and/or make a pause in their discourse.

This type of synchrony turns the subtitles into a reduced version of the original dialogue; in other words, subtitles are not a literal and exact reproduction of the oral dialogues, as a general rule, but a reduction and condensation of the information contained therein. This is so because the viewer needs to have time to read the subtitles without missing visual information. In order to achieve this goal, subtitling professionals follow a series of rules regarding the maximum number of characters and spaces that can appear on screen according to the temporal duration of each subtitle. Although there is no universal agreement on the topic, and there are slight variations depending on the media (cinema, video, DVD…), the norm generally followed is the so-called 'six-second rule'. According to this rule, the average viewer is able to read and assimilate the information contained in a two–line subtitle, with a maximum of 35 characters and spaces each, in the space of six seconds. From this rule, other equivalences are calculated for other subtitle durations, so that the viewer can read the subtitle without missing the visual information that appears on screen at the same time.

Nowadays, there are a series of conventions that should be followed when subtitling. According to Díaz Cintas (2003), the most relevant ones can be divided into the following groups: (1) space; (2) time; (3) punctuation; and (4) orthotypographic.

Within the realm of space conventions, the following norms can be pointed out:

— Number of lines per subtitle: from one to two, as a general rule, although subtitles for the deaf and hard of hearing sometimes include more than two.

— Position of subtitles on screen: they are normally placed in the lower part of the screen, except when there is relevant visual information in that area, in which case they are placed at the top.

— Number of characters and spaces and minimum length of the subtitle: generally, each line of the subtitle contains from 28 to 40 spaces and characters, although the most frequent number is 35. The minimum length per subtitle goes from 4 to 5 characters and spaces.

— Font and colour: the font must be easily legible and the colour varies depending on the type of subtitles (bimodal, standard, for the deaf and hard of hearing…) and the media: cinema, DVD, TV, etc.

As regards time conventions, the most significant ones are:

— Permanence time on screen: if the subtitle contains one line, it stays on screen 4 seconds approximately, while two-line subtitles stay on screen 6 seconds on average.

— Synchrony: there must be, as a general rule, a temporal coincidence between the entry and the exit of the subtitle and the enunciation of the character's parliament.

— Asynchrony: sometimes, the entry and/or exit of the subtitle can take place a few shots before and after the dialogue respectively, especially when there is a lot of density in the translated text.

— Rhythm: subtitles must respect the film and the characters' speech rhythm, as well as the reading speed of the expected audience.

— Cuts and shot changes: subtitles must abide by these changes as far as possible, so as to facilitate the reading and to avoid confusion.

— Subtitle separation: there must be short pauses between subtitles (two shots approximately).

The most relevant conventions as regards punctuation are listed below:

— Suspension points (…) perform a double function. On the one hand, they are used (especially for video, TV and DVD) at the end of the subtitle to mark its continuation into the following one (that also starts with suspension points). Likewise, they can mark a pause, hesitation or suspense in the thoughts or actions of a character[5].

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[5] Note that the continuation of the sentence from one subtitle to the next can also be unmarked, that is to say, by simply leaving the last word of the previous subtitle and the first of the next alone, no comma nor any other symbol whatsoever marking them.

— Point (.). It marks the end of a complete subtitle, when the sentence/parliament it contains finishes therein.

— Comma (,) semicolon (;). Neither should be placed at the end of the subtitle to avoid confusion it terms of its link to the following one; the latter (;) is hardly used.

— Parentheses **( )** and brackets **[ ]**. Their use is limited and almost inexistent.

— Inverted commas (**"..."**), (**«...»**), (**'...'**). They must be consistently used (according to the type chosen) throughout the whole translation. («) and (') are hardly ever used. Double inverted commas are the most common (").

Finally, as far as orthotypographic conventions are concerned, the following features can be pointed out:

— The use of abbreviations and acronyms. Their use is very common, given that they save space in the subtitle. However, they must be used cautiously, making sure the general public understands them.

— Symbols (**#**, **$**). They must be used only when it is absolutely necessary due to space restrictions, and if, and only if, their use is universally understood.

— Numbers. From one to ten, their written use is recommended (if space conventions allow for it), and from 11 onwards, figures are preferred.

Apart from these conventions, there are other norms related to the edition and textual division of the subtitles. For example, it is generally recommended to divide a long-line subtitle into a two-line subtitle. Similarly, it is preferred to include a whole sentence in each subtitle. If this is not possible, they must be properly segmented from a semantic and syntactic point of view; their division must always be the most logical one. For example:

Estoy pensando en darle a Emma su primera galleta.	Te lo habríamos pedido, pero creímos que no te interesaría.

It is less important for both lines to be aesthetically similar than the fact that they have a proper segmentation (both in semantic and in syntactic terms) that facilitates the reading. They must be as easily received and understood as possible during the short time they remain on screen.

Finally, there are other secondary conventions that should also be considered when subtitling. For example, some linguistic elements (vocatives, for instance) should be omitted, while others must always be translated (all the elements that contain new information), and there are a series of features related to taboo words, humour, culture-specific items, etc., that must be known and respected within the professional subtitling discourse. All these elements make the translators' work more challenging, and they are forced to reduce and condense the content of the dialogues exchanges to a great extent sometimes, especially when the speech is delivered at a high rate.

This module has aimed at introducing specialized translation from the point of view of humanistic texts, the language of tourism, advertising translation and Audiovisual Translation; the latter as an independent field within Translation Studies, where the main modalities, dubbing and subtitling, have been introduced in this module.

Task 4.5. Read, summarize, and comment on the following two articles about subtitling:

- Carroll, M. (2004). 'Subtitling: Changing Standards for New Media?' Globalization Insider XIII/3.3
  http://www.translationdirectory.com/article422.htm

- Hajmohammadi, A. (2004). 'The Viewer as the Focus of Subtitling. Towards a Viewer-oriented Approach'. Translation Journal, 8(4)
  http://www.translationdirectory.com/article227.htm

5. INTRODUCTION TO THE MODULE

The aim of this final module is the study of the following types of specialized translation:

— Scientific and technical

— Legal and administrative

— Financial

These specialized languages are normally associated with texts primarily produced and used by restricted communities of experts. However, the materials included in these fields cover a wide spectrum that ranges from absolute specialization to popular texts that may be read by everybody.

Nowadays, scientific and technical translation in general occupies most of the work generated by the translation market. These technical and scientific texts are usually rather long, they include many repetitions in most cases, and they present very specific terms that must be adapted to each and every client's needs; besides, once chosen, such terms must be used coherently throughout the whole work. That is the reason why translation professionals who work in this scientific and technical field normally make use of Computer-Assisted Translation tools. Without the help of these tools, it would be almost impossible to translate the millions of words generated by the scientific and technical editors of big corporations, such as Microsoft, Nokia or BMW.

The language of law is a very complex and difficult one. The meanings and legal guarantees in this field stem from three main sources: the Parliament, that defines parliamentary Acts; the judges, who interpret the words, clauses and sentences contained in Acts and other legal documents

(in the Anglo-Saxon legal system, the meaning of such interpretations is searched for in precedents and is binding for subsequent trials); and professional journals that create doctrine and determine the meanings of newly introduced terms. In this module, we will study the general features of legal language, as well as the main types of legal terms and documents.

The language of finance, on the other hand, although it is related to the language of law and administration, belongs to a very specialized world. To understand this type of language, it is absolutely necessary to be familiar with the most relevant economic issues around the world. That is one reason why, when translating, the reading of a great deal of parallel texts is absolutely necessary.

5.1. Scientific and technical texts

Scientific and technical translation shares features with other types of translation since it is an activity that mediates among languages and cultures. It involves both the understanding and the re-writing of a text using a series of strategies and techniques, as well as problem solving through the application of certain criteria, and it demands decision making and the choice of one option among many.

Nevertheless, translating scientific and technical texts obviously presents a series of particular features linked to the specific workings of the text (the relevance of the thematic field, the specialized Terminology and genre, etc.), and all this requires that the translator master a series of skills, such as: specific knowledge about the particular field, an efficient and correct use of Terminology, and being competent in the genres involved (Gamero, 2001).

On the other hand, scientific and technical translation also shares goals with other specialized fields, such as the orthographic and grammatical correctness, the rhetoric and stylistic suitability, the textual coherence between the ST and the TT, etc. Added to these goals, we can find other more specific and relevant aims related to these types of specialized translation (Montalt, 2005):

— Veracity. This concept is related to the quality of the information contained in the text in terms of truth, validity and reliability.

— Concision. It consists of formulating the same idea of the ST making use of economy of expression as much as possible, i.e., avoiding unnecessary words. A lack of concision may produce a negative effect in the understanding of the TT.

— Precision. This notion is associated with content and expression. It is opposed to vagueness and ambiguity and it is a very important goal because the lack of precision in a text affects its meaning and thus, its reliability.

— Clarity. This feature is related to the reader's perception of the text. It has to do with the ease in understanding the TT as opposed to an obscure and confusing reception. It must be noted that in those cases where the ST is confusing, the translator should try to clearly reformulate the ideas in the TT, so as to ease the reader's comprehension process.

There are, however, three main challenges related to this discipline of scientific and technical translation that must be mentioned: (1) the thematic field and the level of specialization; (2) the specific Terminology; and (3) the documentation process.

1. With regard to the thematic field and level of specialization, it must be noted that these two factors have a direct influence on the ease or difficulty found when reading and understanding the ST. If the information contained is very specialized and complex, the translation will necessarily require a great deal of previous knowledge in the corresponding thematic field, so the translator must thoroughly look for different sorts of information and documentation in advance.

2. Specialized terms, on the other hand, are one of the main defining features of technical and scientific translation. These terms pose two types of problems: the understanding of the designated concept and the particular sense of the term in the ST. Furthermore, Terminology undergoes constant transformation due to scientific and technical progress; a progress that is associated with the constant coinage of new terms: neologisms. Since English is the *lingua franca* of technical and scientific communication, most terms are first coined in English. Later, these terms are used in other languages, usually after a process of translation, adaptation or as mere loanwords. In order to carry out

the process of neologism formation and acceptance, each country has an official entity in charge of establishing the accepted Terminology. In Spain, this entity is called AENOR (Asociación Española de Normalización y Certificación), which publishes a series of norms, called UNE (Una Norma Española). For international terms, the entities in charge are the ISO (International Organization of Standardization) and the IEC (International Electrotechnical Commission).

3. Finally, the process of documentation is, as we have already mentioned in previous modules, a necessary step in any translation task. In the technical and scientific field, it requires the use of a series of specific resources, such as thematic encyclopaedias, specialized databases, theoretical books of the corresponding field, dictionaries, vocabularies, glossaries and lexicons, etc. The use of parallel texts is likewise essential in this specialized field, both in the SL and in the TL. Last but not least, when the documentation process is not enough, the help of experts in the thematic field included in the ST becomes necessary.

Task 5.1. Read, summarize, and comment on the following article on technical texts:

- Copeck, T., Barker, K., Delisle, S., Szpakowicz, S. and Delannoy J. F. (1997). "What is Technical Text?". *Language Sciences*, 19(4), 391-424,
http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.24.8178&rep=rep1&type=pdf

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5.2. The language of law and administration

In this section, we will discuss the language of legal and administrative texts in terms of their most representative features, the types of terms, the main strategies used when translating these texts, and the main types of documents that can be found.

Firstly, the **general features** of legal language can be summarized as[6]: (a) the use of Latinisms; (b) the use of terms coming from French

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[6] Features and examples summarized and adapted from Alcaraz (2001: 74-96).

and Norman; (c) the employment of a formal and archaic language; (d) expressive redundancy; (e) the existence of a series of adjectives of legal use; and (f) the presence of a specific morphosyntax.

a. Examples of Latinisms used in English and their translation into Spanish can be seen in the table below:

bona fide	*de buena fe, auténtico, sin engaño o mala intención*
prima facie	*a primera vista, tras un primer examen*
the offence of absconding	*delito de fuga o evasión*
writ of a fieri facias (fi fa)	*auto ejecutivo de una sentencia*

b. Examples of French origin terms are presented in the following chart:

anchorage	*fondeadero, derechos de anclaje, derechos que se pagan por fondear*
average	*avería, contribución proporcional al daño causado por la avería*
damage / damages	*daños y perjuicios, indemnización por daños y perjuicios*
pilotage	*practicaje, derechos de practicaje*
salvage	*salvamento, premio por salvamento*
towage	*remolque, derechos por remolque*

c. The language of law makes use of a formal and archaic tone, and this can be seen in some phrases and terms, such as the ones included in the table below:

brother judge	*colega, juez colega*
milord / your lordship / your honour (USA)	*su señoría*

d. Examples of expressive redundancy, one of the most representative features of legal language, can be found in the expressions listed in the next chart. This redundancy is often not translated as such into Spanish:

aid and abet (*cooperar*)	final and conclusive (*final*)
alter and change (*alterar*)	null and void (*nulo y sin efecto*)

each and every (*todos y cada uno*)	fit and proper (*adecuado*)
fair and equitable (*justo y equitativo*)	mind and memory (*facultades mentales*)
false and untrue (*falso*)	request and require (*solicita*)
known and distinguished as (*conocido como*)	last will and testament (*últimas voluntades*)

e. As to the adjectives of legal use, the following families are a couple of examples of common clusters:

Adjective	Translation	Synonyms	Antonyms	Examples of phrases
Absolute	*definitivo, categórico, firme, incondicional, inapelable, final, sin restricciones, total*	express / final	qualified, conditional, nisi	absolute acceptance (*aceptación completa, absoluta, total*) absolute owner (*dueño absoluto o sin restricciones*) absolute presumption (*presunción juris et jure*) absolute title (*título incuestionable, irrebatible o absoluto*)
Qualified	*profesional, preparado*	well-trained	conditional (*condicional, limitado, con salvedades*)	qualified acceptance (*aceptación limitada, especificada o condicional*) qualifying date (*fecha límite*) qualified judge (*juez de carrera o profesional*) qualified opinion (*dictamen restrictivo*) qualifying period (*periodo o plazo legal o que ha sido fijado reglamentariamente*)

f. The last characteristic feature, the morphosyntax of legal language, presents the following defining aspects: the use of gerund constructions is highly frequent; it is common to find the connector *that* meaning "en el/la que afirma que, referido a"; sentences are usually long, complex, and ambiguous; repetition of words and syntactic constructions is very common (this should be avoided in the translation, since it is not as common in Spanish as it is in English); punctuation is often poor and inadequate (this should be fixed in the TT when translating). Besides, there is a high frequency of suffixes in -er and -ee and a series of adverbs, prepositions, and conjunctions are also widely common in this type of language, as it can be checked in the instances of both features provided below:

Suffixes in –ER and -EE	
appointee	*nominado, seleccionado, designado*
debtor	*deudor*
mortgagee	*acreedor hipotecario*
mortgagor	*deudor hipotecario*
parolee	*beneficiado del privilegio anterior*
paroler	*juez u órgano que concede la libertad bajo palabra de honor*
promissor	*prometedor*

Common Adverbs, Prepositions and Conjunctions	
hereby	*por la presente*
hereinafter	*en adelante, más abajo*
in accordance with	*en virtud de, de conformidad con*
in pursuance of	*en virtud de*
relating to / on	*relativo a*
subject to	*sin perjurio de*
thereunder	*en virtud del mismo*
under	*a tenor de lo dispuesto, conforme a, en virtud de, de conformidad con, de acuerdo con, al amparo de, según*
whereof	*de lo que*

After discussing the main features of legal and administrative language, this section moves on to describe the **main types** of terms used in this field. We can distinguish two main groups of terms that can be found when translating this type of texts: those that are exclusively legal and those taken from everyday language that make use of typically legal meanings. Here follow two charts providing examples of terms belonging to both groups:

Exclusively legal terms	
committal for sentence	*traslado de una causa desde un Tribunal de Magistrados* (a Magistrate's Court) *al Tribunal de la Corona o* The Crown Court *con el fin de que éste dicte sentencia*
committal for trial order	*auto de procesamiento*
committal order	*orden de ingreso en prisión por desacato, impago, etc.*
committal proceedings	*diligencias de procesamiento, instrucción de una causa criminal*
remand	*restringir la libertad del acusado*
remand in custody	*prisión preventiva*
remand on bail	*libertad provisional bajo fianza*

Terms from everyday language that carry legal meanings	
(lay an) information	*denuncia ante un tribunal*
discharge / unload / perform	*descargar, desempeñar / llevar a cabo el ejercicio de las funciones*
find	*fallar, declarar un tribunal, apreciar un juez*
provide	*ofrecer, facilitar, proporcionar, disponer*

After discussing the main features of legal and administrative texts and the main types of terms, the last concept to address is the most relevant aspect to be borne in mind when **translating** these texts from English to Spanish or vice-versa: polysemy, false friends, and recommended translation techniques. Below, a series of examples of each case can be found:

Polysemy	
articles	1. *periodo de prácticas de un abogado*
	2. *sección o conj. de art. de una ley*

| case | 1. the merits of the case (*el fondo de la cuestión*) |
| | 2. you have no case (*carece usted de soporte legal*). (**Ud. no tiene caso*)[7] |

Term	False friend	Translation
article	*artículo*	*sección, grupo de artículos*
implementation	*implementación*	*medidas, instrumentación*
legislatura	*legislature	life of a Parliament, Congress (USA)
legislature	**legislatura*	*poder legislativo*
magistrado	*magistrate	judge
magistrate	**magistrado*	*juez lego*
prometer	*to promise	to affirm
prorogue	**prorrogar*	*suspender, detener*
section	**sección*	*artículo*

After talking about polysemy and false friends, here follow tips for translating legal and administrative documents from English to Spanish and vice-versa: avoid the unnecessary use of calques and borrowings; be faithful to the semantic and stylistic connotations as well as to discourse equivalence; avoid repetition in Spanish (use synonyms or varied references, such as *el mencionado delito, la aludida práctica, el ya citado artículo, etc.*); avoid getting carried away by paronymic temptation when you encounter homophones or homographs (e.g. *certain* ⇒ determinado, *various* ⇒ diverso, *particular* ⇒ concreto); finally, make use of transposition to adapt the ST to the TL grammar in a natural way (do not use literal translation techniques):

Grammar change	English	Spanish
adj. ⇒ n.	when the invoice is overdue	*al vencimiento de la factura*
n. ⇒ v.	that action is not a consequence of	*esa acción no nace de*
n. ⇒ pron. / prep. ⇒ v.	to persons with	*a quienes posean*
v. ⇒ n.	asked for the rent to be returned	*solicitaron la devolución del alquiler*

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7 *means wrong translation

Last but not least, after addressing the general features, the main kinds of terms, and the main aspects to be borne in mind when translating, it is important to understand what the main **types of legal and administrative documents** are and what their main structure and purpose are.

— First of all, we have CONTRACTS. They are basically bilateral or multilateral agreements between the participating parties and they legally regulate an issue and create a series of legal effects. Examples of common types of contracts or agreements (also deeds) are: sales contracts, employment contracts, warranty deeds, lease agreements, real state agreements, rental agreements, mortgages, factoring contracts, quitclaim deeds, etc.

— Secondly, we can speak of POWERS OF ATTORNEY. They give someone the power of legal action in the name of another person. We can speak about General Power of Attorney, Special Power of Attorney, Unlimited Power of Attorney, Health Care Power of Attorney, Durable Power of Attorney, Revocation of Power of Attorney, etc.

— Last but not least, we can talk about WILLS AND TESTAMENTS. A will is a unilateral and revocable act through which physical persons state the ownership of their personal assets after their death. Some of the most common types of wills are: wills for single persons with no children, wills for married persons with children, and living wills.

Obviously, there are other types of legal documents that are also common: acts, certificates of marriage, birth certificates, affidavits of bachelorhood, statutory declarations of age, insurance policies, etc.

Task 5.2. Translate the following legal-administrative text into Spanish. Create a glossary of terms from the text.

This is the last Will

AND TESTAMENT of me, _____ of 16, _____ street, Newcastle-Upon-Tyne.

1. I HEREBY REVOKE all former Wills and testamentary dispositions made by me and declare this to be the last Will_____.

2. I DESIRE that following my death my body be cremated and my ashes interred at _____ Cemetery Newcastle-Upon-Tyne in the grave of my late grandparent identified and known to my family (being the Grave Number _____ of my grandfather _____ who died in 1923.).

3. (a) I APPOINT my wife _____ and _____ of 16, _____ Street, Winchester, Solicitor, to be the Executors and Trustees of this Will.

   (b) IF my wife shall die in my lifetime or after my death before having proved my said Will or if she shall be unable to do so then in her place I APPOINT my son _____ of 60, _____ _____, Edinborough and my daughter _____ of Flat _____, _____ Road, Kent to be the Executors and Trustees hereof jointly with the said _____, Solicitor.

   (c) THE executors and Trustees hereof hereby appointed and they or the survivor of them or others the Trustees for the time being hereof are hereinafter called "my Trustees".

4. I DIRECT that following my death my Trustees (without responsibility as to timing or otherwise but acting on brokers' advice) shall sell those investments retained or held by me at my death listed and set out in a separate schedule placed with my papers or held by my Solicitors and shall divide the net sale proceeds thereof by way of legacy free of tax between such of the following as shall be living or in existence at my death:

[…]

7. I DEVISE AND BEQUEATH all the remainder of my said property real and personal whatsoever and wheresoever after payment of my funeral and testamentary expenses and debts and of any tax or duty payable on or by reason of my death to my said son _____ and my said daughter _____ in equal shares or to the survivor of them absolutely PROVIDED THAT if either of them shall predecease me or leave a child or children living at my death then such child or children (being a grandchild or grandchildren of mine) shall take by substitution and if more than one in equal shares the share of my state which his her or their parent would have taken _____.

8. ANY Executor or Trustee hereof being a Solicitor or other person engaged in any profession or business may be so employed or act and shall be entitled to charge and be paid all professional or other charges for any business or act done by him or his firm in connection with the trusts hereof including acts which an Executor or Trustee could have done personally _____

In WITNESS whereof I have hereunto set my hand to this my Will this tenth day of June One thousand nine hundred and ninety nine

SIGNED by the said _____ as and for his last Will in the presence of us both present at the same time who at his request in the presence of each other have hereunto subscribed our names as Witnesses:

5.3. The language of finance

We can make a distinction between the language of economy and the language of finance, since the register in the economy language can be found to be rather formal and academic (it must not be forgotten that economy is a university subject and, as such, its vocabulary has to a large extent a Latin root). In this sense, the translation of the terms from the economic field presents fewer difficulties than the language of the financial sphere, since the latter is also rich in colloquial expressions. This is due to the fact that many periodicals have a direct influence in the field of finance and therefore an indirect influence in the linguistic code of English for Specific Purposes. This does not mean that the terms of finance are "relaxed"; these texts are very strict in their use of terms. Moreover, they strive for accuracy, and even create and/or sanction new terms.

Another special feature of financial language is that most of the neologisms in this field come up first in an Anglo-Saxon context and in English, they are transmitted untranslated to our language, and only some time later they find a Spanish equivalent, when they do. However, when the equivalent arrives, many of these terms are already rooted in the financial jargon and it is very common to see economists, journalists, and professionals of the field to keep using the original term instead of the Spanish translation. Another reason for this to happen is that English terms are usually brief, original, and often more expressive than their equivalents;

they are also usually shorter or simply abbreviated, so that it is the acronym or abbreviation that becomes the most used term.

This kind of language is, obviously, a specialised one, which uses specialised and indexed terms, and this greatly contributes to the reliability with which the message is transmitted. The effectiveness of communication is based, in this sense, on the economy of expression, the precision, and the appropriateness of the language to the recipient. And Terminology is an essential tool to achieve these qualities, since it ensures that the terms are precise, clear, concise, and rigorous (López Yepes, 2000).

The language of finance shares many features and terms with the language of law and administration. However, it is important to get in touch with economic issues and to be familiar with financial topics, both in Spanish and in English, since the vocabulary is very specialized. A good example of the complexity of the language of economics is the use of

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INCOTERMS:

Incoterms rules are standard trade definitions most commonly used in international sales contracts. Devised and published by the International Chamber of Commerce, they are at the heart of world trade. Among the best known Incoterms rules are EXW (Ex works), FOB (Free on Board), CIF (Cost, Insurance and Freight), DDU (Delivered Duty Unpaid), and CPT (Carriage Paid To). The ICC introduced the first version of Incoterms rules –short for "International Commercial Terms"– in 1936. Since then, ICC expert lawyers and trade practitioners have updated them six times to keep pace with the development of international trade. The English text is the original and official version of Incoterms 2000, which have been endorsed by the United Nations Commission on International Trade Law (UNCITRAL). Authorized translations into 31 languages are available from ICC national committees.

Correct use of Incoterms rules goes a long way to providing the legal certainty upon which mutual confidence between business partners must be based. To be sure of using them correctly, trade practitioners need to consult the full ICC texts, and to beware of the many unauthorized summaries and approximate versions that abound on the web.

[information summarized from: *The new Incoterms® 2010 rules.*

Some of the legal/administrative documents that were discussed in the previous section are typically financial, such as mortgages and insurance policies.

Since this type of translation is better understood through the practice and reading of parallel texts, this section finishes with a brief glossary that attempts to give you an idea of the different topics and areas that can be involved in financial texts and of how legal/administrative and financial texts are related to many areas.

abscond *sustraerse a la atención de la justicia*
accountancy *contabilidad*
act *ley [del congreso o del parlamento, ley positiva]*
adjudication *proceso judicial administrativo o enjuiciamiento*
adjudication *resolución*
adjudication sentencia *sentencia*
administrative agency *agencia administrativa*
administrative complaint *demanda administrativa*
administrative law *derecho administrativo*
adultery *adulterio*
alternative dispute resolution (A.D.R.) *solución alternativa a las diferencias*
alternative dispute resolution act *ley federal de solución alternativa a las diferencias*
arbitration *arbitraje*
arbitration award *laudo arbitral*
arbitration tribunal /board, panel of arbitrators *tribunal arbitral*
article *sección (de una ley)*
assets *activo*
assignment *nombramiento*
B2B *de empresa a empresa*
B2C *de empresa a consumidor*
bailout *saneamiento*

balance of trade *balanza comercial*
balance sheet *balance general*
bankruptcy law *derecho concursal*
bar *abogacía*
bar association *colegio de abogados*
be cognizable by *ser competencia de*
bench trial *juicio sin jurado*
better business bureau (B.B.B.) *oficina para la mejora de las relaciones comerciales y la defensa de los intereses del consumidor*
bilateral negotiation *negociación bilateral*
bill *proyecto de ley*
bill of lading *conocimiento de embarque*
bill of rights *carta o tabla de derechos*
body *órgano*
bona fide error *error involuntario*
bond *bono*
borrower *prestatario*
branches of government *poderes del estado*
breach of official duty *prevaricación*
brief *escrito, resumen*
broker / jobber *agente de valores*
budget *presupuesto*
calls *opciones de compra*
case *proceso*
case law *jurisprudencia*
CEO (Chief Executive Officer) *presidente ejecutivo*

charter party *póliza de fletamento*
charterer *fletador*
checking account *cuenta corriente*
chief justice *presidente del tribunal supremo*
civil action *demanda*
clearing house *cámara de compensación*
closing arguments *alegatos finales*
commodities *productos básicos*
common law *derecho consuetudinario, derecho común*
competitive position *posición competitiva*
conciliation *conciliación*
conduce to *conducir*
conduct nationwide roving wiretaps *realizar escuchas telefónicas ambulantes en todo el país*
conduct sneak-and-peek searches *llevar a cabo registros por sorpresa*
confirming bank *banco notificador o confirmador/confirmante*
conglomerate *conjunto de sociedades*
contract of carriage *contrato de transporte*
contractual dispute *diferencia contractual*
controversy *conflicto*
corporation *sociedad anónima*
cost, insurance and freight *coste, seguro y flete*
counterfeiting *falsificación*
damages *daños y perjuicios*
day-to-day issues *asuntos cotidianos*
dealer *sociedad de valores*
debenture *obligación*
decision *resolución*
decree *sentencia*
deem *considerar*
defendant *demandado* (en el common law)
demurrage *sobrestadía o demora*

deny or abridge *negar o limitar*
desintermediation *desintermediación*
disagreement, dispute, discrepancy *desacuerdo, discrepancia, diferencia*
documents of title *documentos de título*
electric fund transfer (EFT) *transferencia de dinero por medios electrónicos*
electronic marketplaces, e-marketplaces *mercados electrónicos*
en banc *en pleno*
enactment *promulgación de una ley*
enforcement *aplicación de la ley*
equity *equidad*
estoppel *doctrina de los actos propios*
evidence *pruebas*
export *exportar*
finding *fallo*
fixed asset *activo inmovilizado*
foreclosure *ejecución de la hipoteca*
forward *a plazo/diferido*
freedom of speech *libertad de expresión*
freight *flete*
general partner *socio general*
go bust *ir a la quiebra / quebrar*
hearing *vista*
hedging *estrategia de cobertura financiera*
hold *suspender*
holding company *sociedad instrumental*
house of representatives *cámara de representantes*
impartial jury *jurado imparcial*
impeachment *proceso de destitución*
import *importar*
impugn *cuestionar*
in avizandum *en consideración*
inheritors *herederos*
injunction *auto de medidas cautelares*

innocence *inocencia*
interlocutory order *auto*
international trade *comercio internacional*
issuing bank *banco emisor*
joint custody *custodia compartida*
joint venture *sociedad conjunta*
judge *juez*
judgement *sentencia, fallo*
judicial review *revisión judicial*
judiciary *el poder judicial*
Legislature *poder legislativo, asamblea legislativa*
lender *prestamista*
letter of credit, documentary credit *crédito documentario*
liability *responsabilidad*
lien *embargo preventivo*
limited partner *socio capitalista*
litigants *partes litigantes*
load *carga*
lump sum charter *contrato por tanto global*
managing partner *gerente*
manufactured products *productos manufacturados*
merits of the case *el fondo del caso*
mortgage *hipoteca*
mortgagee *acreedor hipotecario*
mortgagor *deudor hipotecario*
notifying bank *banco avisador*
on a presentment *acusación formal*
on the spot *al contado*
online auctions *subastas en línea*
onus probandi (burden of proof) *carga de la prueba*
opening statements *argumentación inicial*
opinion *dictamen*
order *auto, providencia*
overdraft *descubierto*
parties to a lawsuit *partes de un pleito*
partner *socio*
partnership *sociedad colectiva*

partnership agreement *contrato de sociedad*
plaintiff *demandante*
points of law *fundamentos de derecho*
preamble *preámbulo*
prima facie *a primera vista*
probate *testamentaría*
probate court *tribunal de testamentaria*
probation *libertad condicional*
procedural rule *norma procesal*
proceedings *actuaciones procesales*
proforma invoice *facturas proforma*
promissory note (I.O.U.) *pagaré*
property settlement *división de bienes*
public law *derecho público*
public records department *registro civil*
purchase order *orden de compra*
pursuant to *según*
put *opciones de venta*
quasi-judicial techniques *procedimientos cuasi-judiciales*
real estate *bienes raíces / bien inmueble*
record *autos*
redress *reparación, reconocimiento*
relief *solución jurídica*
remedy *indemnización por daños y perjuicios*
repugnant to *contrario a*
respondent *demandado*
revamp *reestructurar*
right to trial by jury *derecho a juicio con jurado*
right to vote *derecho al sufragio*
rights of minors *derechos de los menores*
section *artículo (de una ley)*
security *valor / título*
sentence *pena*
serve proceedings *presentar una demanda*
settle *resolver*
share/ stock *acción*

shipment *remesa o expedición, envío*
shopping on line, e-commerce *comercio electrónico*
sit *juzgar*
skimming *delito de lectura veloz de tarjetas de crédito*
skirt the limits *bordear los límites (extralimitarse)*
sole trader *empresario individual*
sovereignty *soberanía*
statute *ley del congreso o del parlamento*
stock exchange *bolsa*
stock, inventory *existencias*
stockholder *accionista*
subsidies *subvenciones*
suit *demanda*
summary jury trial *juicio abreviado con jurado*
sunset clause *cláusula de caducidad o limitación temporal*
support *manutención*
supreme court *tribunal supremo*
takeover bid *OPA*
testify *declarar*
time charter *fletamento por tiempo*
tort *ilícito civil extracontractual*

trade deficit *déficit en la balanza de pagos*
trade in "actuals" *comercio en mercados actuales*
trade surplus *superávit en la balanza de pagos*
treasury bill *letra del tesoro*
trial court *tribunal de primera instancia*
trust *fideicomiso*
umpire *compromisario o tercer árbitro*
uniform arbitration act *ley uniforme del arbitraje*
unreasonable searches and seizures *registros o incautaciones injustificadas*
view of profit *ánimo de lucro*
violation of (to be in) *contravenir*
voyage charter *contrato por viaje*
warehouses *almacenes*
will *testamento*
WIPO arbitration and mediation centre *centro de mediación y arbitraje de la OMPI (Organización Mundial de la Propiedad Intelectual)*
writ *orden judicial*
writ of certiorari *auto de avocación*

This module has closed the book by discussing another set of three specialized languages: scientific, legal and financial. With this analysis, the general introduction to Terminology and Specialized Translation can be considered completed.

TASK 5.3. Read the following two articles on financial language:
Calvo Ferrer, J.R. (2009) 'La ironía en el discurso financiero y su traducción'. *Translation Journal*, 13 (1). www.translationdirectory.com/article38.htm; Acedo, G. and Edwards, P. 'Implications in Translating Economic Texts'. *Translation Journal*, 6(3) http://translationjournal.net/journal/21clusters.htm

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ALCARAZ, E. (2001). *El inglés jurídico*. Barcelona: Ariel.

ALCARAZ, E.; M. CAMPOS & C. MIGUÉLEZ (2001). *El inglés jurídico norteamericano*. Barcelona: Ariel.

ALCARAZ, E. & B. HUGHES (1999). *Diccionario de términos jurídicos: inglés-español, Spanish-English*. Barcelona: Ariel.

ALCARAZ, E. & B. HUGHES (2002). *El español jurídico.* Barcelona: Ariel.

ALCINA-CAUDET, M. AMPARO & S. GAMERO PÉREZ (eds.) (2002). *La traducción científico-técnica y la terminología en la sociedad de la información*. Castellón: Universitat Jaume I.

ARNTZ, R. & H. PICHT (1989). *Introducción a la terminología*. Madrid: Fundación Germán Sánchez Ruipérez.

BAKER, M. (1992). *In Other Words: A Coursebook on Translation*. London/New York: Routledge.

BASSNETT-MCGUIRE, S. (1980). *Translation Studies*. London: Methuen.

CABRÉ, M. T. & J. C. SAGER (eds.) (1999). T*erminology: Theory, Methods, and Applications*. Amsterdam & Philadelphia: J. Benjamins Pub. Co.

CHAUME, F. (2004). *Cine y traducción*. Madrid: Cátedra Ediciones.

DÍAZ CINTAS, J. (2001). *La traducción audiovisual: El subtitulado*. Salamanca: Almar.

DÍAZ CINTAS, J. (2003). *Teoría y práctica de la subtitulación*. Barcelona: Ariel Cine.

DÍAZ CINTAS, J. & A. REMAEL (2007). *Audiovisual Translation: Subtitling*. Manchester: St. Jerome.

DUBUC, R. (1985). *Manuel pratique de la terminologie*. Montreal: Linguatech.

DUFF, A. (1989). *Translation*. Oxford: Oxford University Press.

GAMERO, S. (2001). *La traducción de textos técnicos: descripción y análisis de textos (alemán-español)*. Barcelona: Ariel.

GARCÍA PALACIOS, J. & M. T. FUENTES MORÁN (eds.) (2002). *Texto, terminología y traducción*. Salamanca: Ediciones Almar.

Hatim, B. & I. Mason (1990). *Discourse and the Translator*. London: Longman.

Hurtado, A. (1999). *Enseñar a traducir. Metodología en la formación de traductores e intérpretes. Teoría y fichas prácticas*. Madrid: Edelsa.

López Yepes, J. (2000). 'Los investigadores como creadores de lenguaje científico. Introducción al estudio terminológico de la documentación en España.' In Gonzalo García, C. & García Yebra, V. (eds.), *Documentación, terminología y traducción*. Madrid: Editorial Síntesis, pp. 45-60.

Montalt, V. (2005). *Manual de traducciò científicotècnica*. Vic: Eumo Editorial.

Munday, J. (2001). *Introducing Translation Studies. Theories and Applications*. London: Routledge.

— (2004). Advertising: some challenges to translation theory. *The Translator, 10(2): 199-219.*

Newmark, P. (1988). *A Textbook on Translation*. New York: Prentice-Hall International.

Nord, C. (1997). *Translating as a Purposeful Activity*. Manchester: St. Jerome.

Sager, J. C. (1992). *La industria de la lengua. La lingüistica computacional: los trabajos del UMIST. La traducción especializada y su técnica*. Barcelona: Servei de Llengua Catalana, Universitat de Barcelona.

Samaniego, E. (2002). 'Prescripción y descripción: la metáfora en los estudios de traducción'. *Trans, Revista de Traductología*, 6: 47-62.

Sonneveld, H. B. & K. L. Loening (eds.) (1993). *Terminology. Applications in interdisciplinary communication*. Philadelphia: John Benjamins.

Varela, R. & E. Barcena (2006). *English in the Tourist Industry*. Madrid: Editorial Universitaria Ramón Areces.

Venuti, L. (1995). *The Translator's Invisibility: A History of Translation*. London / New York: Routledge.

KEY TO THE EXERCISES
(SAMPLES OF STUDENTS' ANSWERS)

TASK 1.1

I studied English Philology some years ago and now I work as a Galician, Spanish and English teacher in an academy in Rianxo (A Coruña), so the resources I use for learning and teaching English are basically general purpose dictionaries and grammar books. However, I'm really interested in both Tourism and Business Terminology (as I also studied Gestión y Dirección de Empresas Turísticas at the UNED last year).

As regards the resources I found about tourism and business English are the following:

DICTIONARIES:

ALCARAZ VARÓ, Enrique; Brian HUGHES y Miguel Ángel CAMPOS, *Diccionario de términos de Turismo y ocio inglés-español, Spanish-English*, 2ª ed., Barcelona, Ariel, 2006.

ALCARAZ VARÓ, Enrique y Brian HUGHES, *Diccionario de términos económicos, financieros y comerciales inglés-español, Spanish-English*, 4ª ed., Barcelona, Ariel, 1997.

BEAVER, *Allan, A Dictionary of Travel and Tourism Terminology*, 2nd ed., Cabi Publishing, 2005.

COLLIN, P. H., *Dictionary of Hotel, Tourism & Catering Management*, Peter Collin Publishing Ltd., 1994.

DEL TORO, Carmen, *Diccionario turístico inglés-español*, Laertes, 2000.

KAPLAN, Steven M., *English-Spanish, Spanish-English Business Dictionary*, Wiley, 1996.

MEDLIK, S., *Dictionary of Travel, Tourism and Hospitality*, 3rd ed., Buttlerworth-Heinemann, 2003. – *Online Travel Industry Dictionary*: http://www.travel-industry-dictionary.com – *Oxford Business English Dictionary for Learners of English, OUP*. Oxford, 2005. Longman Business

English Dictionary, Longman, 2007. – *Online Business Dictionary*: http://www.businessdictionary.com/

Glossaries:

English to Spanish Glossary of Translation-Tourism & Travel Terms: http://www.proz.com/glossary-translations/english-to-spanish-translations/139

Other resources:

Bayley, Edward P., *Plain English at Work: A Guide for Business Writing and Speaking*, Oxford University Press, 1996.

Harding, Keith and Paul Henderson, *High Season: English for the Hotel and Tourist Industry*, Oxford University Press, 1994.

Mascull, Bill, *Business Vocabulary in Use*, 3rd ed., Cambridge University Press, 2002.

Sweeney, Simon, *English for Business Communication*, Cambridge University Press, 2003. *Guide to Essential Business English*, Larousse, 2006 (it includes an English-Spanish glossary of business terms).

Task 1.2

WHICH GROUP OF TERMINOLOGY USERS DO YOU BELONG TO?

I think I fit into the second group, since though I have no job (or ever had) I have a degree in English Philology and I'm here to learn how to use the new technologies applied to languages. My ultimate dream is to become an online translator but I'm afraid my English will have to improve considerably to achieve that purpose. Therefore, I am or intend to be an indirect user of Terminology.

DO YOU CONSIDER YOURSELF AN ACTIVE TERMINOLOGY USER?
IN WHAT WAY?

I don't see myself as an active Terminology user yet, but I'm looking forward to being so. I need to learn the TIC Terminology in order to participate more actively in this course and get used to online communication, since I would like to apply for a teleworking next year.

WOULD YOU LIKE TO BECOME A DIFFERENT TYPE
OF USER ONE DAY? WHY?

The answer to this first question is related to the previous one. I would love (and need) to become an expert TIC Terminology user. As for why, well, I have a great disability that keeps me at my parents' home and dependent on them and I would wish to have the training needed to apply for an online job and be able to get by on my own.

TASK 1.3

1. Electronic resource: *EuroVoc, the EU's multilingual thesaurus, http://eurovoc.europa.eu/*

Main goal: *Descriptive: multidisciplinary thesaurus covering the activities of the EU, the European Parliament in particular.*

Potential addressees: *40.000 European Union Civil Servants; especially, European Parliament, the Publications Office, national and regional parliaments in Europe, plus national governments and private users around the world.*

Number of languages: *22 EU languages (Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish), plus Croatian and Serbian; and three links to Catalan, Basque and Russian Languages.*

Topics: *European affairs.*

2. Electronic resource: *UNESCO Terminology, http://termweb.unesco.org/*

Main goal: *Descriptive: Terminology and reference search database, managed by the Terminology, Documentation and Reference Unit.*

Potential addressees: *All over the world.*

Number of languages: *Arabic, Chinese, English, French, Russian and Spanish.*

Topics: *UNESCO's fields of activities, especial education, science and culture.*

3. Electronic resource: *Common Procurement Vocabulary (CPV) http://ted.europa.eu/TED/*

Main goal: Prescriptive: public procurement, the terms used by contracting authorities and entities to describe the subject of contracts, by offering an appropriate tool to potential users (contracting entities/authorities, candidates or tenderers in contract award procedure).

Potential addressees: Business World in Europe.

Number of languages: 22 EU official languages.

Topics: 9454 terms, listing goods, jobs and services commonly used in procurement.

4. *Electronic resource*: Online customs tariff database (TARIC), http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/customs_tariff/index_en.htm

Main goal: Prescriptive: multilingual database in which all measures relating to tariff, commercial and agricultural legislation are integrated.

Potential addressees: International traders.

Number of languages: 22 EU official languages.

Topics: Terms used in trade about many different types of goods and services.

5. *Electronic resource*: InterActive Terminology in Europe, http://iate.europa.eu/

Main goal: Descriptive, EU inter-institutional Terminology database.

Potential addressees: EU Institutions.

Number of languages: 23 official EU languages.

Topics: EU-specific Terminology and jargon, as well as terms from all sorts of areas, such as law, agriculture, information technology and many others.

Task 1.4

DICCIONARIO POLITÉCNICO DE LAS LENGUAS ESPAÑOLA E INGLESA

INGLÉS – ESPAÑOL

Author: *F.Beigbeder Atienza.* **Publisher**: *Díaz de Santos*

QUALITY CRITERIA

Availability: *It is only available in bookshops and libraries. It can be bought from the publishers on the Internet.*

Publication date and last edition: *First published in 1988; second edition 1997. It has been updated in 2008.*

Publisher: *Díaz de Santos is well-known and respected by engineers, architects and technicians of different scientific fields. They have followed UNESCO's recommendations for the preparation of the dictionary as well as the standards of the International Organizations of Legal Metrology. Díaz de Santos has also a bookshop where you can find technical books and dictionaries.*

Author: *There is no information about the author inside the dictionary or the foreword but I found a brief outline on the Internet: "Este libro es la obra de un ingeniero y traductor, Federico Beigbeder Atienza, brillante profesional que supo guardar, ordenar, revisar y actualizar la gran cantidad de información recogida durante 50 años."*

Codes, symbols and abbreviation lists: *There is no abbreviation list but the reading and finding of information is very easy.*

Entries classification: *Alphabetical order.*

Definitions: *It doesn't include definitions.*

Conceptual tree structure: *It lacks this sort of structure.*

Short review: *It is a large base of technical Terminology (350.000 terms), which offers expressions and primary and secondary senses. It provides very useful sources of information when translating scientific, technical and economic texts.*

That's 8 for me. It would be 10 if I could find pronunciation transcription, although it offers indications of the different spellings that can occur.

Task 1.5

English	Spanish
Revocable credit	Crédito revocable
Issuing Bank	Banco emisor
Beneficiary	Beneficiario
Reimburse	Reembolso
Sight payment	Pago a la vista
Negotiation	Negociación
Notice of amendment	Notificación de la modificación
On their face to be in compliance with	Conforme a primera vista
Deferred payment	Pago diferido
Amend a credit	Modificar un crédito
Advising Bank	Banco avisador

Task 2.1

Text

The classic case of covalent bonding, the hydrogen molecule forms by the overlap of the wavefunctions of the electrons of the respective hydrogen atoms in an interaction which is characterized as an exchange interaction. The character of this bond is entirely different from the ionic bond which forms with sodium chloride, NaC1. If you measure then energy balance when you form H+ and H- ions and examine the attractive force between them, the energy required is positive for any value of ion separation. That is, there is no distance at which there is a net attractive interaction, so the bond cannot be ionic. The electron distribution around the protons of the hydrogen is described by a quantum mechanical wavefuntion, and the wavefunction which describes the two electrons for a pair of atoms can be symmetric or antisymmetric with respect to exchange of the identical electrons. From the Pauli Exclusion Principle, we know that the wavefunctions for two identical fermions must be antisymmetric. The electron spin part of the wavefunction can be symmetric (parallel spins) or antisymmetric (opposite spins), but then the space part of the wavefunction must be the opposite. That guarantees that the entire wavefunction (the product of the spin and space wavefunctions) is antisymmetric. The two possibilities for the spatial wavefunctions for distant hydrogens are shown below. As shown below, when the hydrogen atoms

are brought close together the symmetric spatial wavefunction leads to a bonding configuration of electrons and the antisymmetric one does not. The actual electron charge density is given by the square of the magnitude of the wavefunction, and it can be seen that the symmetric wavefunction gives a high electron density between the nuclei, leading to a net attractive force between the atoms (a bond).

The exchange interaction (an entirely quantum mechanical effect) leads to a strong bond for the hydrogen molecule with dissociation energy 4.52 eV at a separation of 0.074 nm. The potential energy of the anti-bonding orbital shown gives some insight into why a third hydrogen atom cannot bond to the two atoms of the hydrogen molecule. It would be in an anti-bonding situation with one of the other hydrogen atoms and would therefore be repelled. We say that the bond in the hydrogen molecule is "saturated" because it cannot accept another bond.

ANALYSIS

In my opinion it is a specialized text because it fulfils three main variables: topic, users and communicative situation. The topic is restricted to Physics (specialized field). It is written by a specialist in Physics, and it is intended to be addressed to specialists as well. The text is written in a formal way and it is precise, rigorous, unequivocal and coherent. I found it in a specialized webpage http://hyperphysics. phy-astr.gsu.edu/hbase/molecule/hmol.html

The linguistic characteristics from this text shared by specialized languages are the following:

- Use of specialized lexical units and systematic repetition (Ions, atoms, wavefunctions, fermions, molecule).

- Frequent use of terms with Greek and Latin root (atoms, hydrogen, interaction)

- Use of abbreviations (nm, eV).

- Notions are expressed through phrases and not through single words: ion separation, dissociation energy, the wavefunctions of the electrons, net attractive interaction.

- Nominalizations instead of verbal forms: Interaction, separation, distribution.

- The text incorporates other semiotic systems (artificial language): chemical symbols (NaCl).

- Repetition of terms can be seen along the whole article such as: wavefunctions, atoms, and molecule.

- *Impersonalization and objectivity is achieved through the use of the passive (atoms are brought, density is given by).*

LIST OF TERMS

bond	ionic bond
covalent bolding	net attractive force
dissociation energy	nucleus
electron	opposite
electron charge density	orbital
electron distribution	potential energy
electron spin	proton
energy balance	quantum mechanical effect
examine	repel
fermion	saturate
force	sodium chloride
form	space wavefunction
hydrogen	spatial wavefunction
hydrogen atom	spin
hydrogen molecule	symmetric
interaction	wavefunction
ion separation	

TASK 2.2

Concept	Specialized Field	It designates	Grammatical Category	Definition
column	journalism	an entity (text)	noun	Opinion article where the journalist shows his/her point of view on a topic.
copy	journalism	an entity (text)	noun	Any article or text intended to be published.

copy reader	journalism	a subject	noun	The person in charge of revising copies in terms if spelling, punctuation, style and coherence.
reporter	journalism	a subject	noun	A journalist who collects and researches information to write news articles.
editor	journalism	a subject	noun	The person in charge of the direction and contents of a newspaper or one of its sections.

Task 2.3

I have chosen this economic article from Expansion.com. It is plenty of borrowings even though most of them are words with a Latin root (which isn't surprising considering the origin of our language) and also many borrowings coming from English (such as "web", "Internet") and from French (such as "cotizar", "parquet" and "bolsa"). I have found also many calques such as "red social", "comunidad virtual" or "modelo de negocio".

Text

¿Es rentable la nueva era 'puntocom'?

10.01.2011 E. Arrieta. Madrid

Han pasado diez años desde la explosión de la burbuja **puntocom** y son muchos los que ven indicios similares en torno a algunas compañías de <u>Internet</u>, como Facebook, Twitter, la web de compra con descuentos Groupon o la firma de juegos <u>online</u> Zynga.

Desde entonces, nombres como Napster, Netscape, Geocities, Second Life y Bebo han desaparecido o reducido drásticamente su presencia.

Facebook está valorada en 50.000 millones de dólares (38.650 millones de euros), si se tiene en cuenta el precio al que Goldman Sachs ha comprado una participación. Es más, la entidad norteamericana afirma estar desbordada por el número de inversores dispuestos a comprarle una acción de la **red social**.

Sus ingresos en los primeros nueve meses de 2010 ascendieron a 1.200 millones de dólares, con unas ganancias de 355 millones. Facebook es fuerte también en apoyo social, con más de 500 millones de usuarios, de los que la mitad se conecta a la **red social** todos los días.

Zynga, conocida por su juego Farmville, valdría ya 5.500 millones, y Twitter, unos 4.100 millones. Mientras, Groupon rechazó recientemente una oferta de compra de Google de 6.000 millones de dólares, con lo que se calcula que su valor podría ascender hasta 7.800 millones. Con todo, ninguna de ellas es una empresa cotizada, con lo que su valor se ha calculado extrapolando las operaciones de inversores sobre pequeños porcentajes del capital.

Bolsa

Sin la urgencia de captar fondos para continuar su actividad, estas empresas prefieren esperar a que las valoraciones sean mayores. "Se sale a bolsa para hacer liquidez o para valorar mejor la empresa, y ambas cosas, de momento, se hacen mejor fuera del parqué. En estos momentos, se paga mejor fuera que dentro de la bolsa", explicaba recientemente el inversor Rodolfo Carpintier, presidente de la incubadora DAD.

Entre las **puntocom** que se animarán este año a salir a bolsa figura Skype, en una operación de entre 750 y 1.000 millones de dólares. Esta **firma** de telefonía por Internet facturó en 2010 unos 800 millones de dólares.

También LinkedIn tiene planes inmediatos de salir a cotizar. La primera **red social** profesional, con 86 millones de usuarios en el mundo, prepara una OPV para el primer trimestre del año, según publicó The Wall Street Journal el pasado jueves. LinkedIn, valorada en 2.200 millones de euros, recibe ingresos de cuatro líneas de negocio diferentes.

Facebook tiene en mente cotizar en Wall Street, pero no será, previsiblemente, hasta el año que viene.

Facebook

Así, esta nueva generación de compañías <u>online</u> mantiene ciertas diferencias con las firmas que más sufrieron a principios del siglo XXI.

A diferencia de Terra, por ejemplo, Facebook tiene una **estructura sólida**, basada en varias fuentes de ingresos: la publicidad y las <u>comisiones</u> en <u>aplicaciones</u> y juegos.

La supervivencia de esta **comunidad virtual**, frente a lo que le sucedió a Second Life, se refuerza asimismo en el poder y la influencia comercial que ha adquirido: según Nielsen Online, la intención de compra de cualquier bien y servicio se refuerza un 8% cada vez que un <u>internauta</u> escribe un comentario en Facebook.

Con la próxima llegada del <u>email</u> de Facebook, la <u>firma</u> creada por Mark Zuckerberg extenderá aún más sus tentáculos por el mundo.

En la actualidad, sólo en España, existen más de doce millones de personas enganchadas a Facebook. Es más, se calcula que más del 63% de los españoles está <u>registrado</u> en dos o más **redes sociales**, según un estudio elaborado por Peoplesound, la **red social** para móviles de Buongiorno.

Tuenti es la <u>versión</u> española de Facebook. En agosto, Telefónica pagó 75 millones por el 86% de su capital social. Fue creada en enero de 2006 y ya suma más de ocho millones de <u>usuarios</u> en España, en su mayoría jóvenes de entre 14 y 26 años. Con el fin de reforzar su estructura comercial, el año pasado, la empresa incorporó un directorio de negocios locales.

Twitter

Más dudas existen alrededor del **modelo de negocio** de Twitter, que no parece tener prisa en incrementar los ingresos. Suma unos 190 millones de usuarios en el mundo, que envían cada día 90 millones de **mensajes cortos**. Mientras, su facturación en 2010 habría rondado apenas 45 millones de dólares, con la esperanza de que alcance los 170 millones en 2014.

Esta comunidad <u>online</u> es diferente a Facebook y a Tuenti, y ha creado todo un modelo de comunicación <u>web</u>. Se trata de una red de <u>microblogging</u>, es decir, una página en la que los usuarios publican ante todos sus seguidores mensajes de hasta 140 caracteres, por lo general sobre lo que están haciendo en un momento dado, algo que les haya llamado la atención o, incluso, consejos y refranes que les hayan transmitido alguna emoción.

Dónde generan sus ingresos las tres grandes comunidades virtuales.

— FACEBOOK: PUBLICIDAD Y COMISIÓN DE LOS JUEGOS

*La semana pasada, The Wall Street Journal publicó detalles sobre las cuentas de Facebook, contenidos en un documento confidencial que ofrece Goldman Sachs a los <u>inversores</u> interesados en entrar en la **red social**. En el documento, se revela que Facebook facturó 1.200 millones de dólares entre enero y septiembre de 2010, con un <u>beneficio</u> de 355 millones. Los anuncios, de donde Facebook recibe la mayoría de las ventas, tienen un coste variable. Según la **agencia de medios** Adtelligenz, el coste por <u>clic</u> de un anuncio en España es de 0,60 euros (similar al promedio en <u>Internet</u>). Para una <u>segmentación</u> por edades, sexo o geografía, "el precio puede oscilar en más de un 50% en ambos sentidos", explican desde Adtelligenz. Además, la <u>web</u> se queda con el 30% del dinero (Facebook Credits) que los <u>usuarios</u> gastan en los juegos de su <u>plataforma</u>.*

— TWITTER: UNA DEBILIDAD COMPENSADA

*Twitter es la firma más débil en cuanto a su **modelo de negocio**, con unos ingresos estimados en unos 45 millones de dólares, procedentes de <u>tweets</u> (mensaje de hasta 140 caracteres) de pago por parte de los anunciantes, que se muestran en las páginas de resultados de búsqueda diferenciados de los resultados normales. Estos espacios de comercializan en pago por impresiones (CPM), no por clics, y los usuarios pueden interactuar con ellos como con un <u>tweet</u> convencional: se puede <u>retweetear</u>, responder o añadir como favorito. Los reducidos ingresos se compensan por la influencia de la <u>web</u> y por el soporte financiero que le aportan fondos de capital riesgo como Kleiner Perkins Caufield Byers, que el año pasado inyectó 200 millones de dólares. En España, hasta el 50% de las grandes empresas tiene ya un canal en este **sitio web** en la **Red**.*

Task 2.4

Sinusoidal amplitude modulation

Terme: **Sinusoidal**	**Data**: 10-2-2010 16:58
Consulta: *Hello, I am interested in finding out the meaning of the word "sinusoidal" to translate the expression: "Sinusoidal amplitude modulation" Thanks.*	
Resposta: *El terme **sinusoïdal** és un adjectiu documentat a les obres lexicogràfiques amb els significats següents: 1 adj. Relatiu o pertanyent a la sinusoide. 2 adj. Capaç d'ésser representat gràficament per una sinusoide. Esperem que aquesta informació us sigui d'utilitat.*	

TASK 2.5

anteversión pélvica f	***C*[8]**
'La <u>anteversión pélvica</u> predispone a las discopatías entre la última vértebra lumbar y el sacro y a las espondilolistesis o desplazamientos vertebrales.'	

aro mágico m	***C***
'Los ejercicios con el <u>Aro Mágico</u> presentan una clásica mezcla del método Pilates: estiramiento y fortalecimiento'.	
Ungaro (2002:165)	

balón m	***C***
'Si le preocupa su sentido del equilibrio, empiece con el <u>balón</u> cerca de algo a lo que pueda usted asirse, como, por ejemplo, una silla'.	
Ackland (2003:60)	

banda elástica f	***C***
'Las <u>bandas elásticas</u> permiten aumentar la intensidad de los ejercicios y el trabajo de estabilidad necesario en el tronco para controlar la tensión de la banda.'	
metodopilates.net Boletín de noticias. http://www.metodopilates.net/material.html	

cadillac m	***C***
'Joseph Pilates explicando a una alumna el "<u>Cadillac</u>", uno de los varios aparatos de entrenamiento que él diseñó'.	
Ungaro (2002:10)	

caja torácica f	***C***
'Posición militar (<u>caja torácica</u> expandida)'.	
Lamond (2002:31)	

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[8] "**C**ontext card"

cien m	*C*
'*El "Cien" fue pensado como un ejercicio abdominal a la vez que de respiración'.*	
Thek Lineback (2003:170)	

ejercicio de suelo m	*C*
'*Ejercicios de suelo Pilates para un cuerpo saludable'.*	
Windsor (2002:47)	

espirar v	*C*
'*Espira y coloca la columna vertebral sobre la colchoneta'*	
Siler (2000:80)	

mansión del poder f	*C*
'*Al realizar los ejercicios de colchoneta, recuerda que debes trabajar siempre desde la mansión del poder, continuando hacia las restantes zonas del cuerpo'*	
Siler (2000:32)	

retroversión pélvica f	*C*
'*Redondear la zona lumbar, buscando dar a la espalda forma de letra 'c'; para ello meteremos el ombligo y haremos una retroversión pélvica.'*	
El Mundo, Yo Dona, 29-10-2007. *http://www.elmundo.es/yodona/2007/10/29/belleza/1193655683.html*	

References:

Ackland, L. (2003). *10 minutos de Pilates con balón*. Madrid: Ediciones Tutor.

Lamond, P. (2002). *Pilates, el control armonioso del cuerpo*. Madrid: Holland Publishers.

Siler, B (2000). *El método Pilates*. Barcelona: Ediciones Paidós Ibérica.

Thek Lineback, K. (2003). *Osteopilates*. Buenos Aires: Kier.

Ungaro, A. (2002). *Pilates, un programa de ejercicios para controlar todos los movimientos musculares*. Barcelona: Ediciones B.S.A.

Windsor, M. (2002). *Pilates, el centro de energía.* Barcelona: Editorial Paidotribo.

TASK 3.1

TRANSLATION

Cesión de derechos de autor

Por el valor recibido, el abajo firmante, por la presente, vende, transfiere y cede a ………………, sus sucesores, cesionarios y representantes personales, todo derecho, título e interés sobre la siguiente propiedad intelectual que se describe a continuación: …………………………………………………………….

Se adjunta el Certificado de Derechos de Autor (si lo hubiera). El abajo firmante garantiza la correcta titularidad de los citados Derechos de Autor, y que se encuentran libres de cualquier tipo de gravamen, carga o demanda conocida.

En………., a día………de…………………………de………….

These are the sources that I have used to help me with the translation:

http://www.cedro.org/areadesocio/preguntashabituales/cedro
http://www.sgae.es/
http://www.uc3m.es/portal/page/portal/biblioteca/aprende_usar/preguntas_ propiedad_derechos_autor
http://www.javiergonzalez.org/articulos/contrato_propiedad.pdf

TASK 3.2

TRANSLATION

Los Jóvenes Magos dejan atrás los juegos infantiles

A.O.SCOTT – 18 – 11- 2010. The New York Times.

Las fiestas de medianoche en las librerías ya pertenecen al pasado y con el estreno de la 1ª parte de la adaptación cinematográfica de "Harry Potter y las Reliquias de la Muerte", está a punto de cerrarse un ciclo extraordinario dentro de la cultura popular.

"Harry Potter y la Piedra Filosofal" se publicó en EE.UU. en 1998 (toda una vida para muchos lectores jóvenes mientras que para sus padres parece que fue ayer) y ahora esa historia y sus seis entregas posteriores parece que ya forman parte del panorama literario. Bajo el hechizo de la prosa de J.K. Rowling, muchos lectores de

mediana edad se trasladaron por un momento a los diez años. Dado que ninguna de las películas ha causado el mismo impacto, resulta fácil subestimar su éxito. Pero en la pasada década, más de una franquicia cuyo éxito se basaba en colecciones de libros populares no logró convertir a sus fieles lectores en un público entusiasta, ni atraer legiones de nuevos adeptos. Su suerte (recordemos "<u>Una serie de Catastróficas Desdichas de Lemony Snicket</u>" y "<u>La Brújula Dorada</u>") sugiere que el atractivo de siempre del "Harry Potter" de la pantalla se daba por sentado. Así que ahora no cabe duda de que "<u>Harry Potter y las Reliquias de la Muerte: Parte 1ª</u>" atraerá a numerosos apasionadosy curiosos. Y es muy probable que queden satisfechos. David Yates, que dirigió las entregas 5ª y 6ª de la serie, ha demostrado su habilidad para captar y acelerar el ritmo narrativo de Rowling. También ha demostrado una profunda simpatía por sus personajes, concretamente por el trío central formado por Ron Weasly, Hermione Granger y el propio Harry. En este capítulo sus aventuras gozan de un ambiente especialmente sombrío y aterrador, ya que los tres amigos son expulsados del halo protetor del Colegio Hogwarts de Magia y Hechicería a un mundo de adultos lóbrego y peligroso que pone a prueba la independencia para la que se han estado preparando bajo la mirada no siempre benevolente de sus maestros. Los juegos de niños ya pertenecen al pasado – en esta ocasión no hay quidditch[1], ni uniformes escolares, ni enamoramientos adolescentes ni bromas en clase, y la supervisión de los adultos ha desaparecido. Aldus Dumbledore está muerto y aunque Hagrid (Robbie Coltrane) y Alastor Ojoloco Moody (Brendan Gleeson) ofrecen su apoyo desde el principio, Harry y sus compañeros deben confiar en la bondad de los elfos domésticos, en sus recién estrenadas habilidades como magos y sobre todo, los unos en los otros.

Esto último no siempre resulta fácil. La rivalidad implícita entre Harry y Ron por conseguir la aceptación de Hermione y que siempre ha estado latente, aflora ahora a la superficie, al igual que el resentimiento de Ron por ser el amigo íntimo de El Elegido. El peso de la responsabilidad por ser el Elegido también abruma a Harry, a quien le es más fácil aceptar ser condenado a muerte por Lord Voldemort que aceptar la buena voluntad de sus amigos y protectores a la hora de sacrificar sus vidas por él. Hermione (Emma Watson), por su parte, parece estar más sola que nunca. Ha roto todos los vínculos con sus padres Muggles[2] para evitar que se vean involucrados en una guerra civil entre magos que se torna cada vez más maléfica.

[1]Deporte que se juega sobre escobas voladoras.

[2]Mortales que no son magos.

DISCUSSION

I have used so many translation strategies that the list would be really long. In fact, I think there is not any sentence that has not been adapted in one way or another in order to make the fragment sound "Spanish", that is, to make it sound natural. Despite the numerous strategies, I am not happy enough; I would go on and on and rereading and rewriting the translation. Here are some of the resources:

Borrowings*: quidditch and muggles. I found necessary a brief explanation on notes 1 and 2 as Spanish has no equivalent for those words.*

Transposition*: "The midnight bookstore parties", "extraordinary pop-culture cycle", etc.*

Modulation*: "It is beyond doubt" that has been translated by "no cabe la menor duda de que".*

Reformulation: *"…their adventures have a special sombre and scary <u>coloration</u>…" I found that translating "ambiente" instead of "coloración" was more adapted to the Spanish use of the language.*

Expansion*: "…a lifetime ago for many young readers, just yesterday for their parents": "…toda una vida para muchos lectores jóvenes mientras que para sus padres <u>parece</u> que fue ayer…"I have added the verb "parece" and it doesn't appear in the ST:*

Omission*: I have ignored the word "Time" in the headline. If I translate: "Es hora de que los jóvenes magos dejen atrás los juegos infantiles" it suggests they must do it, whereas actually they have already done it as we can see from the text.*

TASK 3.3

I am on Venuti's side, so I favour foreignization. If we tend to use domestication in a translation, we may eliminate lots of cultural elements that the readers could probably understand and become familiar with. If we translate a text with lots of cultural references using domestication, we may even erase its main idea.

I am a teacher and I always try to include cultural elements in my classes, because I think that students, apart from the language, need to know the culture of the country where that language is spoken. If students are taught the culture at the same time as

the language, they will not have problems understanding a foreignized text, although I assume that sometimes, there might be some words or phrases that the student or reader cannot know, and this is the moment where domestication should be used, but only in very particular cases. If we translate a text about Thanksgiving, we must translate this celebration as it is. If we change it and put "Nochebuena", students will get a wrong idea of what the text is trying to convey.

As Peter Newmark says, using domestication, although we can understand the text perfectly, "one notices a great loss", and I firmly agree with that.

I really hope that what Sun Zhili says gets real, and that "foreignization will be the preferred strategy of literary translation in China in the 21st century. I hope that this not only happens in China but also in the rest of the world.

TASK 3.4

One useful tool for translation is the Translation Memory, as it helps in the documentation process and offers the translator different translation options of the segments to be translated. The Translation Memory is part of the CAT translator's workbench programmes and it registers the words that have been already translated.

Translation Memories were first designed in universities but it was only in the 90s that it was available for the general public.

At first, they stored words and segments translated and were used as specialized dictionaries. The modern versions of the Translation Memory programme store translated segments and retrieves them in order to help the translator when the same structure or the same words appear again. It facilitates the work in a repetitive translation, making it faster and more precise. These programmes also have tools that help the translator when writing (grammar, terminology). It has to be noted that it is when translating technical documents with specialized terminology that the translation memories are most useful.

When the Translation Memory has no match for the selected fragment to be translated, the translator would have to do it manually and insert that fragment into the Translation Memory for future use. It is then a method that will augment the memory with time and use and provide better results and efficiency. It provides translators with a valuable tool that will help them with the difficult task of finding the right word and term every time they need it.

TASK 3.5

TEXT
FOOTBALL GODS PUNISH PATRIOTS AGAIN

Since taking the field with a 18-0 record in Super Bowl XLII , just 60 minutes from perfection, the New England Patriots have not won a playoff game. In their latest postseason collapse, versus the New York Jets, New England's offense, averaging a league-best 32 points, was held to 14 points at home until a garbage-time touchdown with seconds remaining.

There are many reasons for New England's postseason woes: some specific to the Patriots, others generic to all football, one particular to a great performance by the Jets' defense. But Tuesday Morning Quarterback thinks this is the core reason: The football gods are not yet finished punishing Bill Belichick for Spygate. Belichick suffered public humiliation —plus the Patriots' loss of a first-round draft choice— when it was revealed that for years he had staff methodically film other teams' sidelines. But Belichick has never owned up to what seemed like cheating to practically everyone except him. Though NFL prohibitions against sideline filming are crystal clear, Belichick insisted he mistakenly believed such filming was allowed.

To sum the whole of Spygate: If Belichick really thought filming the opposition sideline was allowed, why didn't the Patriots do so openly? After being caught, Belichick said he wished "to apologize to everyone who has been affected." But he's never admitted to cheating, hard as it is to think of any other word for what Belichick did. Apparently the football gods are still angry.

Source: *Easterbrook, G. (2011). "Football Gods punish Patriots again". ESPN, January 19.*

MT (Google Translator)
Castigar a los dioses del fútbol Patriotas de nuevo

Desde que asumió el campo con un récord de 18-0 en el Super Bowl XLII , a sólo 60 minutos de la perfección, los Patriotas de Nueva Inglaterra no ha ganado un partido de playoffs. En su colapso última postemporada, contra los Jets de Nueva York, la ofensiva de Nueva Inglaterra, un promedio de una liga de 32 puntos, tuvo lugar a 14 puntos en casa hasta que un pase de touchdown de basura a tiempo con segundos restantes.

Hay muchas razones para los problemas de postemporada de Nueva Inglaterra: algunas específicas para los Patriots, otros genéricos para todo el fútbol, en particu-

lar a una gran actuación defensiva de los Jets una. Pero el martes por la mañana El mariscal de campo piensa que ésta es la razón esencial: Los dioses del fútbol no se ha terminado castigar a Bill Belichick de Spygate.

Belichick sufrido humillación pública —además de los Patriots pérdida de una elección de primera ronda— cuando se reveló que durante años había personal metódicamente equipos de las películas de otros margen. Pero Belichick nunca ha poseído hasta lo que parecía hacer trampa a prácticamente todos, excepto él. A pesar de las prohibiciones en contra de la NFL lateral filmación son muy claras, Belichick insistió en que erróneamente creyeron tales filmación estaba permitido.

En resumen el conjunto de Spygate: Si Belichick realmente pensaba el rodaje de la oposición se le permitió dejar de lado, ¿por qué no los Patriotas hacerlo abiertamente? Después de ser capturado, Belichick dijo que deseaba que "pedir disculpas a todos los que han sido afectados". Pero él nunca ha admitido a hacer trampa, por difícil que es pensar en cualquier otra palabra para lo que Belichick lo hizo. Al parecer, los dioses del fútbol son todavía enojado.

CAT (MyMemory Translated + Wordfast software)
Los dioses del fútbol castigan a los Patriots de nuevo

Desde que entró en el campo con un récord de 18-0 en el Super Bowl XLII , a sólo 60 minutos de la perfección, los Patriotas de Nueva Inglaterra no han ganado un partido de playoffs. En su colapso de la última postemporada, contra los Jets de Nueva York, el ataque de Nueva Inglaterra, con un promedio de una liga de 32 puntos, fue reducido a 14 puntos en casa hasta que anotaron con un pase de touchdown en los minutos de la basura, quedando pocos segundos restantes.

Hay muchas razones para explicar los problemas de postemporada de Nueva Inglaterra: algunas específicas para los Patriots, otros genéricos para todo el fútbol, en particular a una gran actuación defensiva de los Jets. Pero el martes por la mañana el Quarterback piensa que ésta es la razón esencial: los dioses del fútbol no han terminado de castigar a Bill Belichick por Spygate.

Belichick sufrió una humillación pública —además de la pérdida de una elección de primera ronda para los Patriots— cuando se reveló que durante años había personal filmando metódicamente a los banquillos de los otros equipos. Pero Belichick nunca ha asumido lo que parecía hacer trampa a prácticamente todos, excepto él. A pesar de que las prohibiciones de la NFL sobre la filmación de las bandas son muy claras, Belichick insistió en que erróneamente creía que tales filmaciones estaban permitidas.

Para resumir el asunto del Spygate: si Belichick realmente pensaba que filmar la banda del bando contrario estaba permitido, ¿por qué no lo hicieron los Patriots abiertamente? Después de ser capturado, Belichick dijo que deseaba "pedir disculpas a todos los que han sido afectados". Pero él nunca ha admitido hacer trampa, por difícil que sea pensar en cualquier otra palabra para lo que Belichick hizo. Al parecer, los dioses del fútbol están todavía enojados.

COMMENTS

The MT translation is obviously wrong in almost every line; it would need many corrections by the translator, so it is better to do it yourself, word by word. On the other hand, the CAT part contains more accurate meanings, though the workload relies on the human side as well. Hence, a CAT work is a much better choice.

TASK 4.1

TRANSLATION
Buenas noches, Madre de Marsha Norman

MAMÁ: (*Quedándose quieta un minuto.*) Dijiste que querías hacerme las uñas.

JESSIE: (*Dando un pasito para atrás.)* No puedo. Es demasiado tarde.

MAMÁ: ¡No es demasiado tarde!

JESSIE: No quiero que despiertes a Dawson y a Loretta cuando llames. Quiero que todavía estén despiertos y vestidos para que puedan venir.

MAMÁ: (*Mientras Jessie se apoya hacia atrás, Mamá avanza hacia ella, pero cuidadosamente.*)

Ellos se despiertan rápido, Jessie, si tienen que hacerlo. Aquí ellos no importan, Jessie, sólo tú y yo. Nosotras no hemos terminado todavía. Tenemos muchas cosas de las que ocuparnos. No sé dónde están mis recetas y no me dijiste qué decirle al doctor Davis cuando llame o cuánto quieres que le cuente a Ricky o a quién llamar para rastrillar las hojas o...

JESSIE: No intentes pararme, mamá, no puedes.

MAMÁ: (*La agarra de nuevo, esta vez, con fuerza.*) ¡Sí que puedo! Estaré aquí de pie delante del recibidor y no podrás pasar. (*Forcejean.*) Vas a tener que dejarme inconsciente para huir de mí, Jessie. No voy a dejarte... (*Mamá forcejea con Jessie en la puerta y en la lucha, Jessie huye de ella y...*).

JESSIE: (*Casi un susurro.*) Buenas noches, madre. (*Jessie se desvanece entrando en la habitación y escuchamos como la puerta se cierra justo cuando Mamá llega hasta ella.*)

MAMÁ: (*Grita*.) ¡Jessie! (*Y golpea la puerta*.) Jessie, déjame entrar. No hagas esto, Jessie. No voy a dejar de gritar hasta que abras la puerta, Jessie. ¡Jessie! ¡Jessie! ¿Y si no hago ninguna de las cosas que me dijiste que hiciese? Le diré a Cecil el hombre tan miserable que fue por hacerte sentir de aquella forma y le daré el reloj de Ricky a Dawson si quiero y la única manera de la que te puedes asegurar de que hago lo que quieres es salir aquí y obligarme, ¡Jessie! (*Golpeando de nuevo*.) ¡Jessie! ¡Para ya con esto! ¡No lo sabía! Estuve aquí contigo todo el tiempo. ¿Cómo podría saber yo que estabas tan sola? (*Y Mamá se para por un momento, sin aliento y desesperada, pegando la oreja a la puerta y cuando no escucha nada, se echa hacia atrás de nuevo y grita una vez más*.) ¡Jessie! ¡Por favor! (*Y oímos el disparo, y suena como una respuesta, suena como un "No". Y Mamá se desmorona contra la puerta con lágrimas recorriendo su rostro, pero ya sin gritar. Ahora en shock*.) Jessie, Jessie, cariño... perdóname. (*Una pausa*.) Pensaba que eras mía.

Source text problem	Strategy used	Justification	Target text solution
Translation of the title "**Night, Mother**"	Neutralization	"Night" is an abbreviation in oral language for "good night" that doesn't exit in the target language.	Buenas noches
They don't matter here, Jessie. <u>You do. I do</u>.	Reformulation	The use of auxiliary verbs wouldn't be possible in Spanish.	Aquí ellos no importan, Jessie, <u>sólo tú y yo</u>.
Jessie vanishes into her bedroom.	Expansion	In this case a more natural translation requires a bigger number of words in Spanish to convey the meaning precisely.	Jessie se <u>desvanece entrando</u> en la habitación.

What if I don't do any of the things <u>you told me to do</u>?	Adaptation.	The English structure needs changing to fit the Spanish language norms.	¿Y si no hago ninguna de las cosas que me <u>has dicho que haga</u>?
And Mama collapses against the door, <u>tears streaming down her face</u>.	Neutralization	There is a neutralization, because in the translation the image of "a stream of tears" have been neutralized to the simple fact of "run".	Y Mamá se desmorona contra la puerta con lágrimas recorriendo su rostro.
Don't try and stop me, Mama, you can't do it.	Adaptation	The English structure needs changing to fit the Spanish language norms.	no <u>intentes pararme</u>, mamá, no puedes.
Don't try and stop me, Mama, <u>you can't do it</u>.	Omission	It is unnecessary to translate "hacerlo". It could even be a little less natural.	no intentes pararme, mamá, <u>no puedes</u>.
<u>breathless</u> and frantic.	Transposition	An adjective is translated by a prepositional phrase because of the Spanish language conventions.	<u>sin aliento</u> y desesperada

TASK 4.2

I think that translating tourist texts can be interesting, because you learn a lot about the language, but at the same time it is a challenging area, as you must be very careful to express the same idea that appears in the original text.

It is a very rewarding job, because its texts are usually full of a positive and enthusiastic language.

A translator of tourist texts must be aware of the importance of authenticity in this type of texts and of the cultural diversity of the readers of such texts.

A tourist text must be attractive, either when promoting a hotel, a theme park or a city tour, and its translation must not forget to show a desiring environment and place, using creditable, positive and glowing language.

The functions employed in the language of tourism are: expressive, conative, referential, poetic, phatic and metalinguistic.

A tourist text must meet the classical requirements of advertising discourse: attention, interest, desire and action.

Tense used in tourist texts: much better to use the past or the future.

Use magic vocabulary to make the reader dream a little bit.

Don't identify the addressee. A tourist text can have many types of readers.

A tourist text is a monologue, a unidirectional discourse.

When translating a tourist text, write in the imperative, and use alternative ways to issue commands. Mention promotional material, as it provides information to the tourist, such as lodging, dining, travel connections, etc. This has an enormous power over the tourist.

We must keep the verbal techniques in a translation of a tourist text: comparison, key words (inspire imagination), give testimony, humour, languaging and ego-targeting.

Task 4.3

Hyperbole. <u>Safeway</u>: Everything you want from a store, and a little bit more. *Todo lo que le pides a una tienda, y un poco más*.

Hyperbole. <u>Fix-All Liquid Cement</u>: A million and one uses. *Más de un millón de usos*.

Parallelism. <u>Diesel</u>: Smart listens to the head, stupid listens to the heart. *El inteligente sigue a la cabeza, el estúpido sigue al corazón*.

Comparison. <u>Shiseido</u>: Light as a feather. *Ligero como una pluma*.

Anaphora. <u>Nike</u>: Just do it. Do not let them stop you. *Hazlo ya. No permitas que te detengan*.

Rhetorical question. <u>American Express Card:</u> Do you know me? *¿Nos conoces?*

Reduplication. <u>Nissan</u>. You may look and look, but you will never see anything like it. *Puedes mirar y mirar, pero nunca verás nada igual*.

Metaphor. <u>SJ</u>: Fashion is the air!. *La moda es aire*.

Simile. <u>BMW</u>: They move like living beings. *Se mueven como seres vivos*.

Antithesis. <u>Clinique</u>: Kill them with kindness. *Deshazte de ellos con ternura*.

Alliteration. <u>Objects of Desire</u>: Spring's secret treasures ["s" and "r" sounds]. *Tesoros secretos de primavera*.

Prosopopeya (personification). <u>Professional Sebastian</u>, Hair that speaks. *Un pelo que habla*.

Prosopopoeia, animation. <u>Citibank</u>: Because the Citi never sleeps. *Porque la ciudad nunca duerme*.

TASK 4.4

THE SPANISH DUBBESE: A CASE OF (UN)IDIOMATIC FRIENDS

The language used in dubbing has often been described as contrived, stilted and, in general, unidiomatic. Most authors working on this subject agree that there is such thing as a Spanish dubbing language and that it sometimes sounds stilted and contrived. In spite of the importance of dubbing in Spain and recent scholarly calls for the need to carry out research on Spanish dubbese, literature on this subject is still scarce.

The objective of this study is to see how the translation of phraseology affects the overall idiomatic of the Spanish dubbing language. In order to analyze the phraseology used in a given text, some basic aspects regarding terminology and definition must be addressed, namely what are the units to be analyzed and how can they be best defined. Different terms, such as idiom set, phrasor, phrasemeare often used to refer to the object of study in this field.

The parallel corpus chosen for this study consists of a number of transcripts of the aired episodes of the American TV series Friends and their dubbed versions in Spanish. One of the main factors that has been taken into account in the qualitative analysis of the corpus under study is its audiovisual nature. Like any other parallel corpus, it entails translation, but in this case it is a rather particular type of translation that deals with a very particular type of text, one in which communication takes place through two different channels – the visual and the acoustic. Elements transmitted through the acoustic channel: the linguistic code, paralinguistic codes, the music and special effects code, the sound arrangement code. Elements transmitted through the visual channel: the planning code, mobility codes. The findings and, in general, the qualitative analysis of this corpus are not to be understood as a spot-the-error exercise, which does not seem to be a very productive approach to translation research.

Needless to say, the conclusions drawn from this study can only be applied to the three episodes that have been analysed. In order to make generalisations about the Spanish dubbese, it would be necessary to carry out an analysis of more episodes or films, and even a comparison between films originally in Spanish and films dubbed into Spanish.

QUALITY STANDARDS AND AUDIOVISUAL TRANSLATION RECEPTION

In this article we can see a possible set of quality standards in Audiovisual Translation, particularly with regard to translation for dubbing. The standards are motivated by the implicit presence of an ideal viewer or spectator in the target polysystem.

The implicit receiver of the translation plays a potential role of active addressee who conditions the form and conventions of the target product. Quality standards are then postulated with the audience in mind and in accordance with certain conventional aspects of dubbing. The quality standards dealt with here encompass the desirable objectives not only of the translator, but also of the dialogue writer, dubbing director, dubbing actors and actresses, and the sound engineer.

Task 4.5

Carroll, M. (2004). 'Subtitling: Changing Standards for New Media?'. Globalization Insider XIII / 3.3

In this article, Mary Carroll together with Jan Ivarsson make a review of evolution on the subtitling field, giving recommendations for new standards. Different methods

to insert subtitles have been used up until the 1980's in many countries. For instance, the in and out times of the subtitles were defined by identifying the start and finish of characters' utterances, or by filming each subtitle on a single frame which was manually cued while the film was being broadcast or recorded.

It was when caption generators were developed that subtitles were inserted into video material but aspects such as price, size or rudimentary word processing made of it a non ideal solution. Further on, technical development took place on videotext and teletext systems, accessible by means of a decoder.

But the real revolution was caused by times codes and computers. By means of subtitling software and video recorder with a jog shuttle, subtitlers could match subtitles to images and after their revision insert them electronically into a copy of the master tape. This resulted in the creation of digitized workstations where the subtitlers access their films from a server to spot, translate and prepare the subtitles based on a previous script that ensure an accurate translation.

But although an original language script can be available for the main feature, additional content such as audio commentaries, making-of's, is often poorly enunciated. This problem, in the opinion of the author, can be solved by creating a template with English subtitles and fixed in and out times, as an aid for subtitlers. Unlike the usual rhythm of translation and formulation of subtitles which is based in the visual rhythm of the film, the rhythm of the actors' speech and the reading rhythm established, when using the template the work has to do with creative solutions in timing and the possibility of adapting language to complement the audiovisual medium.

Hajmohammadi, A. (2004). The Viewer as the Focus of Subtitling. Towards a Viewer-oriented Approach'. Translation Journal, 8(4)

In this paper the author reviews some considerations regarding the subtitling field, from the point of view of audiences, since subtitling involves cultural adaptation to the recipient of the target culture and language transfers to the TT.

One of reasons for the increasing attraction of subtitled cinema would be the desire of film lovers, who prefer hearing the real voices of the actors. Another important reason could be the interest in learning a foreign language. Even though the potential that it represents, subtitling has been very often considered a second-rate form of translation.

In order to assess the importance of subtitling, the author of this paper summarizes the process involved in watching subtitled films. Although the reading of subtitles

could be considered only a fraction of the overall process, that is not the case since the introduction of subtitles has an impact on the whole process of image perception.

It could be said there is a polysemiotic dimension in the film. That is, viewers deal simultaneously with four different kinds of signs: –verbal acoustic signs –no verbal acoustic signs –verbal visual signs –no verbal visual signs. So subtitles, considered as verbal visual signs, interfere with the perception of non-verbal visual signs, and that's why the viewers have to divide visual attention between subtitles and image, leading to an insufficient perception of the image.

All above entail some considerations about the general rules commonly accepted in reading speed, leading the author to the conclusion that subtitles should be designed to give the viewers the essential idea of the dialogue, let them focus on the image and spare time on the reading. This is a viewer-oriented approach that deals with two fundamental considerations:

— *Subtitles must be enough to help the viewers make the image-story comprehensible.*

— *The function of each segment of dialogue must be oriented to moving the image-story forward with the fewest possible words.*

It is really interesting a debate about the pride of place that Hajmohammadi assigns to image and audience preferences in his country. Nevertheless, although acknowledging the supremacy of image as carrier of meaning (narrative, action, etc.), in my view, the wealth of a dialogue can't be reduced without losing part of its meaning. Hence when translating from the ST into the TL it must be taken into account not only dialogue exhanges that are necessary for the comprehension of images but also all those that enrich and enhance the overall meaning.

Task 5.1

What is Technical Text?

The paper describes a study that investigates the character of texts typically considered technical. According to this paper, the characteristics of a technical text are:

— *A technical text is quite likely to have an identified topic on which it is focused. It will communicate knowledge about that topic in a serious and objective manner, developing its thought in a logical, orderly way. This produces a document with*

a hierarchical organization in which information can be accessed at random. Sections in such documents often bear titles or headings. Authors typically use Terminology specific to the domain and avoid colloquialisms and humour. Their writing is likely to use same-sense domain verbs and to make generic references (talk about classes rather than individuals).

— Technical texts frequently have an introduction and a table of contents or index. They may use citations but avoid quoted dialogue. Material may be presented with special fonts or punctuation or according to some commonly-understood convention. They avoid vague terms or figurative language and tend to use explicit analogies, unambiguous references and nominalizations.

— A number of syntactic characteristics suggest technicality. Technical writing uses few interrogative or imperative sentences, but sentences incorporating some form of 'be' are common. Statements are often couched in the third person and in present tense and employ subordination suggesting cause and effect. Binders and hedges are used to knit the narrative together. Writing can be dense: ellipses are frequent, particles or emphatics rare.

In my opinion, technical texts are one of the most difficult texts to understand and translate. It takes very specific knowledge in a given field and this type of text uses many abbreviations and acronyms that hinder the comprehension.

Another problem is the Terminology, which is constantly changing due to the technical progress, which facilitates the emergence of new words (neologisms), making the translation and the comprehension harder.

Task 5.2

Esta es mi última voluntad y mi testamento extendido por mí, _____, del nº 16 de la _____ en Newcastle-Upon-Tyne.

1. Por la presente revoco cualesquiera disposiciones de última voluntad o de carácter testamentario que haya hecho y declaro que esta es mi última voluntad_____

2. Deseo que después de mi muerte mi cuerpo sea incinerado y que mis cenizas sean enterradas en el Cementerio _____ de Newcastle-Upon-Tyne en el panteón de mis últimos abuelos identificados y conocidos por mi familia (se trata del Panteón nº _____ de mi abuelo _____ que murió en 1923).

3. a. NOMBRO albaceas testamentarios a mi esposa _____ y al abogado _____ con despacho en el n° _____de la calle_____ en Winchester.

   b. Si mi esposa muriese antes que yo o después de mi muerte pero antes de aceptar la herencia o si algo le impidiese hacerlo, en su lugar NOMBRO albaceas testamentarios a mi hijo, _____, con domicilio en el n° 60 de _____ en Edimburgo, y a mi hija _____, con domicilio en el apartamento _____ de _____ en Kent, conjuntamente con el referido abogado _____.

   c. Los albaceas testamentarios aquí designados, así como sus sucesores se denominarán en este documento 'mis Albaceas'.

4. ENCOMIENDO que después de mi muerte mis Albaceas – sin quedar sometidos a un plazo determinado pero actuando de conformidad con el asesoramiento que sea preciso – vendan todas las inversiones de que disponga o que me correspondan el día de mi muerte y que se detallan y especifican en un documento separado, tal como conste en la documentación de que yo disponga o que obre en poder de mis Abogados y se dividirá el saldo neto, una vez abonados los impuestos, que proceda en legados destinados a los que me sobrevivan.

[...]

7. DISPONGO Y LEGO el resto de todos mis bienes muebles e inmuebles, una vez satisfechos los gastos de funeral y testamentarios, así como las deudas y cualesquiera impuestos o tasas debidas o que sean consecuencia de mi muerte, por partes iguales a mi hijo ya citado _____ y a mi hija ya citada _____, o a sus herederos TENIENDO EN CUENTA QUE si cualquiera de ellos muere antes que yo o deja un hijo o hijos que me sobrevivan, en ese caso, el hijo o los hijos, que sean nieto o nietos míos, heredarán por sustitución y, en el caso de que haya más de uno, lo harán en partes iguales a la participación que de mi herencia les corresponda a él, a ella o a los descendientes que tengan_____

8. CUALQUIER albacea que sea abogado u otra persona que desempeñe cualquier profesión o actividad puede ser empleado o actuar y estará facultado a facturar y a que se le satisfagan todos los gastos profesionales y de otro tipo por cualquier negocio o actuación que realice por sí mismo o a través de su despacho en relación con los fideicomisos, incluyendo los actos que cualquier albacea pueda haber hecho personalmente _____

En FE DE LO CUAL firmo con mi puño y letra mi Voluntad el diez de junio de mil novecientos noventa y nueve.

Firmado por el susodicho _____ como manifestación de su última Voluntad en mi presencia y en la presencia de otra persona que, como Testigos, suscribimos a continuación con nuestros nombres.

TASK 5.3

This is my opinion after reading the articles:

These articles explain the importance of lexical relationships between words, especially in the context of financial translations. These relationships are fundamental if we wish to make an appropriate textual and contextual interpretation. If they are essential when dealing with general English, they become the supporting element that gives clarity to an economic or financial document.

Secondly, the consultation of specialised reference works in specific areas, as opposed to the use of general language dictionaries, aid the translator in carrying out the process efficiently.

Thirdly, we reaffirm the necessary role played by context when dealing with documents that leave no place for ambiguity since they include clear and straightforward concepts, which must be translated with the same scientific rigor they had in the original text. As Halliday and Hasan (1976) say, "context is what goes with the text"; therefore, an accurate translation cannot be achieved by simply putting disconnected elements together; instead, associated elements must work together to form a coherent whole.

It's necessary give the translation the importance it deserves, rather than considering it a mechanical process that can be carried out with the help of a dictionary alone. It is a much more complex and interesting activity, which involves going beyond simply linking a series of words to produce a translation that is correctly understood by the target audience, who is not familiar with the source language.

We can also see the obvious presence of ironic components in the financial text in English and the different ways in which it is presented. In this context, irony isn't based on the fact of expressing the opposite of what is said, but serves other more complex procedures that sender and receiver must be aware of.

It's precisely the difficulty of identifying the presence of irony which represents a major obstacle when it comes to translate English financial texts into Spanish. The incorrect identification of ironic component not only alters the meaning of the text, sometimes can even express something radically opposed to the original meaning. It is particularly important that the translator, an agent that it usually placed outside the communicative exchange itself, possesses the necessary language skills to capture the irony of the speaker and interpret it properly, absorbing the context in which these ironic elements are included.