



Talal Abu-Ghazaleh Translation,
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We Translate to Help Build the World's Information Society

IN THIS ISSUE:

- TAG-Translators Provide Simultaneous Interpreting Services
- Training News
- Translation E-Training
- Applied Practical Training
- Training Manager Presents an Academic Paper at ASU
- Samples of translated work by TAG-Translators' trainees

We work hard to stay first

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TAG-Translators Provide Simultaneous Interpreting Services

Serving local, regional and international agencies, TAG-Translators has rendered several simultaneous and consecutive interpreting services that were not only of high quality but also of competitive price.

Recent key clients include:

Handicap International, Agadir Agreement, Capacity Building Managing for Results and Impacts (CaMaRI), and Creative Commons.

Attendees to the respective workshops and conferences, which amounted to 24 days between July and November 2009, showed high appreciation of TAG services in this ever challenging business.

In praise of our services, Dr. Ashley, CaMaRI Team Leader said: "Mohammed Abu-Risha and his colleague Siham [The two TAG interpreters] were excellent in all they did for the non-Arabic speakers, competent and had charming personalities, who performed under pressure. It will be a pleasure to do business with them in future."

Dr. Bruno Schuler, a Senior Project Manager of InWEnt, who also participated in CaMaRI's workshop expressed in a feedback his satisfaction of the services: "...the translation into English was very good, understandable and made sense. Even in stress situations, the translators captured the content of fast speaking persons and expressed it parallel in good English. [...] The translators were attentive and even took initiative to inform individuals in English about important discussion going on in Arabic. Continuous translation was provided by the translators during two days and according to my observation the translation did not take artificial breaks or

omit essential content. The two (TAG) translators managed themselves and shared the work. Therefore, I evaluate a good and harmonic team work between him and her. The translation was fully satisfactory."

Simultaneous and consecutive interpreting is widely recognized as a challenge for translators requiring them to listen, decode the message, and render a translation instantly and accurately that also copes with many complexities not least of which are cultural differences between the speaker and listeners.

Tag-Translators have worked on the training of its staff to handle such a job. While many other agencies tend to outsource interpreters, we have a number of in-house interpreters who are excellent and professional. The training division is also considering the training of a new batch of TAG translators to be qualified interpreters.



Training News



The training division of TAG-Translators has rendered several courses in translation. Two courses at least are routinely delivered every month, regardless of the number of enrolled trainees, to fill in the gap that challenges university graduates, in particular, when joining the labor market.

Recent courses covered important realistic topics including: legal translation, mass media translation, general translation, NGO document translation, finance translation and simultaneous and consecutive interpreting.

What makes our courses unique is that we follow powerful up-to-date teaching strategies making use of up-to-date technologies in delivering training. Our staff members are qualified as teachers and also as translators, interpreters and editors. The line of business of our company, that is translation, is a surplus for the training division that makes use of practical material in teaching a practical course.

All our trainees have shown satisfaction and pleasure to have joined TAG-Training courses, which were of great help to them in refurbishing their translation skill and forging a career in the market. Several university students affirmed that "what we learnt at TAG in a month was more than what we have learnt throughout the course of our university studies."

"It was my pleasure to join you and my colleagues in the Simultaneous and Consecutive Interpreting Course July-Aug 09. It was a very fruitful and interesting experience with your good self and with TAG Business Academy. Looking forward to having a new experience with you again," says Ms Samia, an ex-trainee who joined our course in simultaneous and consecutive interpreting. The course used real recordings of conferences in addition to recorded simulation to address such skills as: memory retention, memory mapping, breath control and handling of distractions.

Our general comprehensive courses are delivered to particularly introduce trainees to the real demands of the translation market in management, business, law among other disciplines. What marks such a course is the potential it has in developing trainees' skills and repertoires of vocabulary and structure.

Luna, an ex-trainee in that course, said to us in a written feedback: "I took a comprehensive translation course a month ago. I wish to acknowledge the benefits of that experience despite of its short period. Those benefits include the long list of different words and expressions of the translated assignments

in several fields, and the interesting and open discussions that took place between the participants, not to mention the generous and encouraging words that we heard from the trainer when we did the assignments, which was the main element that kept us engaged and interested."

It is not surprising, therefore, that our translation training program has gained appeal from the public and private sectors and also from abroad due the reputation that we have built on solid and scientific grounds in training translators. Many ex-trainees have told us they are now working in freelance translation and interpreting. In fact, at least ten working interpreters are graduates of our interpreting courses.

Our reputation in training translators gained us a contract with the Omani Ministry of Defense to train one of its translation staff, Captain Ghalib Al-Harithi. Receiving an intensive 120-hour Arabic-English and English-Arabic course, Al-Harithi expressed his thanks and appreciation of our professional training. He said: "It gives me great pleasure to express my fullest satisfaction of the wonderful performance of your training institution in the field of translation with all its professional, physical and human resources that I felt during the translation course that I received in Jordan. I also thank your staff for the hi-tech equipped training halls and facilities and also for the cooperation of the administrative and academic staff at TAG-translators. Please extend my sincere thanks to all of those who helped this course to succeed, wishing you all the best in the training of qualified translators on the local and Arab levels."

It is noteworthy that the translation division gives utmost care and attention to the practicality of the course. Our belief is that a successful course entails focusing on individual needs of each and every single trainee in a training hall that maintains a standard number of trainees to help them make the best of the training experience at TAG.

TAG-Translators originally started the translation training line of business in 2003 in response to demands by local students and employees, who, due to the wide reputation of TAG-Org, requested such courses to be held by our professional agency. Since then, we have attracted dozens of trainees and are seeking to expand our service coverage to reach other countries in the Arab world.



Translation E-Training

TAG-Translators training division has concluded the first translation training rendered by TAG-translators through the internet.

This online service has emerged in response to trainees' queries and desire to benefit from our experience in translation while they are abroad. The exercises given to trainees under this mode of training are no less powerful as the ordinary interactions that a normal classroom can offer. Each trainee receives feedback and adequate notes on why an utterance is changed, deleted or modified and how to develop individual training skills in translation.

Online training also entitles a trainee to accessing all lessons given in past courses, all of which are regularly uploaded to TAGOLS, our e-learning system.

One key benefit of online training is that it spares the trainee the efforts and money spent on travelling to Jordan to take translation courses. Trainees, moreover, pay the exact fees paid by local trainees without any overcharge.

Currently, two other trainees from abroad are taking online courses. We expect the number to increase in the near future.

Applied Practical Training

We are pleased at TAG-Translators to receive students from Jordanian universities for a practical training session in fulfillment of their graduation requirements. While no fees are required to be paid, we encourage trainees to pay a nominal fee in return of an accredited translation training certificate.

A number of Jordanian universities are contacting us for the training of their students under this practical training scheme. We are told that all translation students have TAG-translators as their first choice for training.

Training Manager Presents an Academic Paper at ASU

Mr. Mohammed Abu-Risha, the training manager at TAG-translators delivered on December 9, 2009, an academic paper at the Applied Science University in a conference on Language and Power.

The paper was under the title "Translator as Co-Author" and it addressed the issue that a translator can legitimately interfere in the translation process by adding, deleting and modifying certain utterances originally mentioned by the writer of the source text.

The idea itself seems revolutionary and against such norms as fidelity and faithfulness. Real work in translation, however, demands such a skill, and hence comes the importance of this paper as it tries to bring to world academia, which is obsessed with theories in translation insights from real requirements by real clients.

Citing real translations that prove his theory, the researcher concluded that a translator must have more freedom than expected by theorists when handling a work of translation.

The conference was attended by a number of scholars and researchers in language and translation.

Samples of translated work by TAG-Translators' trainees



Sample One: Earth

Translated from English into Arabic by: Ms. Ghada Al-Amoudi

As viewed from space, Earth's distinguishing characteristics are its blue waters and white clouds. Enveloped by an ocean of air consisting of 78% nitrogen and 21% oxygen, the planet is the only one in our solar system known to harbor life. Circling the Sun at an average distance of 149 million km (93 million miles), Earth is the third planet from the Sun and the fifth largest planet in the solar system.

Its rapid spin and molten nickel-iron core give rise to an extensive magnetic field which, coupled with the

atmosphere, shields us from nearly all of the harmful radiation coming from the Sun and other stars. Most meteors burn up in the Earth's atmosphere before they can strike the surface. The planet's active geological processes have left no evidence of the ancient pelting it almost certainly received soon after it was formed.

The Earth has a single natural satellite—the Moon

هكذا تتراءى لنا من الفضاء! بلورة عتيقة يتلاحق فيها اللونان الأزرق والأبيض في تجانس جميل بين حقيقة الماء الأزرق والسحاب الأبيض ليحكيان معا صفة كوكبنا الفريدة.

تتميز الأرض عن غيرها من الأجرام الفضائية بمقومات الحياة الطبيعية؛ فالغلاف الجوي المحيط بها يتألف من عنصري النيتروجين والأكسجين بنسبة 78% و 21% - على التوالي، مما يعزز فرص نمو الأنواع المختلفة من الأحياء على سطحها، كما أنه يقودنا إلى استنتاج أن الأرض هي الكوكب الوحيد القادر على احتضان الحياة دون كل كواكب مجموعتنا الشمسية.

تدور الأرض حول الشمس في حركة إهليجية تقطع خلالها متوسط مسافة تقدر بحوالي 149 مليون كيلومتر (93 مليون ميل)، وهي الكوكب الثالث في ترتيب الكواكب الأقرب إلى الشمس مما يعني أنها تحتل موقعا وسطا بين كواكب النظام الشمسي، يضاف إلى ذلك أن الأرض خامس أكبر الكواكب حجما في النظام ذاته.

يحيط بالأرض حقل مغناطيسي ناتج عن تدافع قوتين متضادتين في الاتجاه ومتساويتين في المقدار هما: قوة الدوران السريع للأرض (حول نفسها وحول الشمس) من جهة، وقوة انصهار مواد النيكل والحديد في مركز الأرض من جهة أخرى. هذا الحقل المغناطيسي يتحد مع الغلاف الجوي للأرض ليشكلا معا درعا واقيا يحمي الحياة على سطح الكوكب من التأثير بالأشعة الضارة التي تصدرها الشمس أو ترسلها الكواكب الأخرى القريبة من الأرض؛ إذ يعمل المجال المغناطيسي على حجب الجسيمات المشحونة المنبعثة من الشمس باتجاه الأرض لأن بعض هذه الجسيمات تلحق الأذى بالخلايا الحية.

إن غالبية النيازك تحترق في الغلاف الجوي قبل ارتطامها بسطح كوكب الأرض. ولم تزودنا المسوح الجيولوجية لطبقات الأرض بأي مؤشر على حدوث اصطدامات قديمة بين الأرض وهذه النيازك، ولكننا نستطيع أن نفسر ما تم اكتشافه من فجوات سطحية أو عميقة خلفها ارتطام النيازك في القشرة الأرضية؛ من أن غالبية هذه الاصطدامات قد حصل بعد فترة وجيزة من تشكل الأرض.

للأرض قمر وحيد، هو قمرنا الذي نراه كل ليلة نورا في السماء يثبت لنا حديث الكون



Sample Two: Man as Symbol Maker

Translated from English
into Arabic by: Ms. Ghada
Al-Amoudi

Traditionally, philosophers have set man apart from other animals because of his powers of reason. But man has another faculty which also distinguishes him • from other animals - his ability to communicate by symbols. He is the one creature that reacts not only to his real physical environment but also to a symbolic environment of his own making. A hungry dog reacts to food by eating it. A man might, too, but just what he eats often depends on symbolic considerations. He may avoid some foods for fear of offending the deity; he may eat others for their reputed curative powers; he may even eat some, such as caviar, for status.

What all of this means
is that man has an environment
far different from that of other creatures.

Most creatures live in just their physical environments. They receive stimuli, and they respond to them. They have no sense of past, no sense of future; as Kenneth Boulding reminds us, a dog has no idea that there were dogs on earth before he arrived and will be here after he has gone. But man, by creating a symbolic world, has given reality a dimension known only to the human species.

Between the mere stimulus and response of other creatures, he has erected a symbolic system that transforms the whole of human life and sets it apart from the life of all other animals. This distinctive mark of human life is not necessarily related to man's rationality (or to his irrationality, for that matter). It is a remarkable achievement that has taken man out of a merely physical universe and put him into a symbolic universe of language, art, and myth.

الإنسان صانع للرموز

ثيودور بترسون وآخرون مما تواطأ عليه الفلاسفة جيلاً بعد جيل أن يصنفوا "الإنسان" في رتبة مستقلة يغير بها التصنيف العام للحيوانات لما جبل عليه الإنسان من قدرة على التواصل باستخدام "الرموز". فهو الكائن الوحيد الذي لا تتقيد أشكال استجابته بمحيطه المادي القريب فحسب، بل يتجاوزه إلى عالم رمزي من صنعه كذلك.

إنّ الكلب الجائع يتفاعل مع الطعام بالأكل فقط، وهكذا قد يصنع الإنسان! إلا أنّ ما يأكله الإنسان يتوقف إلى حد كبير على اعتبارات رمزية. فقد يحرم على نفسه ألواناً من الطعام المحرم في الدين والعقيدة، بينما يتناول أنواعاً أخرى أماً في الشفاء، وقد لا يتناول الطعام جوعاً بل زينة وتفخراً ورغبة بالتباهي أمام الناس بانتمائه لطبقة اجتماعية مترفة.

كل هذا يوحي إلينا أن ثمة بونٌ شاسع يفرق بيئة الإنسان عن بيئات الأحياء الأخرى. فغالبيتها الكائنات الحية تستقبل المؤثرات من محيطها ثم تتفاعل معها في حدود البيئة المادية المحسوسة ولا أكثر، فهي كما يقرر كينيث بولدينج (1910 - 1993) لا تمتلك إدراكاً أعلى للشعور بالزمن "إذ لا تلقي بالاً للماضي الفائت ولا تنتظر المستقبل القادم". فحيوانٌ مثل الكلب لا يمتلك خبرة عن أنواع الكلاب التي سكنت الأرض قبله، ولا يشغله تلك التي ستأتي بعده. أما الإنسان، فإنه استطاع بإنشائه عالم الرمز لديه أن يلقي على هذا المحيط المادي أبعاداً أكثر عمقا جعلت من الواقع القريب شكلاً فريداً يعرف بانتسابه إلى الجنس البشري .

وبين حدّي المؤثر والأثر القائمين عند المخلوقات الأخرى؛ تمكّن الإنسان من أن يبني نظاماً رمزياً ينقل كل أنشطة الحياة الإنسانية ويسجلها بصرف النظر عن حياة الحيوانات الأخرى . وهذه العلامة الفارقة للحياة الإنسانية ليس بالضرورة أن تكون ذات صلة بالصبغة العقلانية عند الإنسان (أو بحدسه الغريزي، في هذا الصدد) ، فاختراع (النظام الرمزي) يعد إنجازاً استثنائياً نقل الإنسان من ضيق الكون المادي إلى رحابة الرمزية التي تمثلت في اللغة والآداب والفنون والأساطير .