

St. Louis Office Opens



This fall Indy Translations opened a second office in St. Louis, Missouri, operating under the name of The Foreign Language Company, LLC. Our St. Louis office is headed by Christiane Wheatley (See related article). Our new office will allow us to expand and strengthen our client base into America's 18th largest metropolitan market with 2.6 million residents. The Foreign Language Company will provide the same high quality language translation, interpretation and instructional services as Indy Translations, as well as foreign language books and materials.



foreignlanguagecompany.com

Why is it hard to translate into Spanish?

For many people, Spanish was the "easy" language they chose to study in high school or college. It is true that compared with French or German, it is an easier language for native English speakers to learn; however, this perceived simplicity does not necessarily mean that Spanish is an easy language to translate.



There are 300 million Spanish speakers worldwide, and according to the 2000 U.S. Census, there are 28.1 million in the U.S., which makes Spanish by far the most requested language for translation in the United States. The problem is that with over 20 Spanish-speaking countries there is tremendous variation in terminology and expressions. This is especially true in the U.S. where there are large populations of speakers from Cuba, Puerto Rico, Mexico, and Central and South America concentrated in various parts of the country. For this reason, occasionally just one translation for even a domestic audience may not be completely adequate. Each speaker naturally has his or her own way of saying things and can be very resistant to having certain terms translated in any other way. Often a completely correct translation will be criticized as a bad translation, or inaccurate, simply on the basis that the particular reader either does not know or does not like the specific terms chosen.

Therefore, when deciding to translate a document or website into Spanish, it is important to determine from the onset who the target audience for the translation will be. Translations which are intended for use in a specific country should be translated by translators from that country so that the audience will not have the feeling that their documents have been translated by "foreigners."

However, often a translation must be rendered so that it can be used anywhere in the Spanish-speaking world. In that case, translators need to be extra sensitive to avoid any regionalisms or idioms which might have double meanings or be misconstrued by the reader. Most of the time, standard Spanish words can be found which are completely comprehensible to the majority of speakers. When this is not possible, it may be necessary to place alternative translations in parentheses. Nonetheless, it should be made clear that a competent, professional translator can produce a translation in nearly any subject which will be clear, concise and unambiguous to educated readers of Spanish throughout the world. *(Continued on page 2)*

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Language in Focus: Japanese

The Japanese language is spoken by 125 million speakers. It ranks as one of the top ten most spoken languages in the world, yet it is spoken only in one country. In addition, there are several regional dialects, some of which are incomprehensible to speakers from other regions of the country.



A pagoda in the heart of Tokyo.

The Japanese language has no known link to any spoken language in the world. Its writing system is one of the most complex. It combines borrowed Chinese characters known as *kanji*, along with two phonetic writing systems: *katakana* and *hiragana*.

The Japanese language has been bombarded with approximately 20,000 English words in recent decades. Here are a few examples: *besuboru* (baseball), *intaanetto* (Internet) and *nyuusuu* (news).

COMMON PHRASES

Good morning — Ohayo gozaimasu
Good day — Konnichiwa
Good-bye — Sayonara
How are you? — O genki desu ka?
I am fine — Hai, genki desu
And you? -- Anata wa?
Do you speak English? — Anata wa eigo o hanashimasu ka?

Is Spanish the easiest or hardest language to translate? (continued)

Despite this, there is another translation trend in the United States, though not one that we advocate. It is the use of Spanglish when translating for the domestic Latin market. Spanglish is the mixing of Spanish and English words and grammar to varying degrees by large numbers of speakers throughout the United States. The rationale is that certain words sound better in one language, or that certain terms do not translate very well in another. In other cases, Spanglish creates totally new words. For example, one occasionally hears the English word *truck* translated as *troca*, when *camion* is in fact a perfectly good Spanish word.

However, the use of Spanglish should be very carefully considered. Spanglish tends to be much more prevalent among second-generation speakers or by those speakers who have been in the U.S. for a considerable period of time. Therefore, Spanglish may be incomprehensible to newly-arrived speakers or for those who have never been exposed to it. We advise all of our clients that unless there is an overriding need to use Spanglish in a particular document, it is always a good idea to avoid it completely since many speakers will immediately perceive such translations as poor Spanish and will not take the material or the company who produced it seriously.

To summarize, it is important to remember that even though there are great variations in the Spanish spoken across the world, and even across our country, a well-produced Spanish translation will always be comprehensible to educated native speakers. Before proceeding with any new Spanish translation, be sure you determine who your audience will be and then communicate this information to your translation service provider. This will prevent you from hearing, "That's not how we say it in my country."

SPANISH-SPEAKING COUNTRIES

Argentina	Mexico
Bolivia	Nicaragua
Chile	Panama
Colombia	Paraguay
Costa Rica	Peru
Cuba	Puerto Rico*
Dominican Republic	Spain
Ecuador	United States
El Salvador	Uruguay
Guatemala	Venezuela
Honduras	*US Commonwealth



Team Focus: Christiane Wheatley

This fall we focus on Christiane Wheatley who is a native of Brasilia, Brazil. She met her American husband in Brazil and has been living in the US since 1991. Since moving to the U.S., she has lived in San Diego, San Francisco, Indianapolis and now St. Louis. She has been working with Indy Translations for three years. This fall she began to head up our new office in Saint Louis, The Foreign Language Company.

In Brazil, Christiane studied to be a diplomat and worked for the Ministry for Foreign Affairs and the Embassy of Finland, always using her language skills. Her hobbies are reading and yoga. Christiane is also an excellent translator. She translates Spanish, Portuguese and French. In her spare time, she has been studying Italian and German.

International Holidays This Fall

OCTOBER	NOVEMBER	DECEMBER
07 Labor Day in Australia 09 Korean Alphabet Day in South Korea 10 Health-Sports Day in Japan 12 Our Lady Aparecida Day in Brazil 13 Thanksgiving Day in Canada 14 Young People's Day in Zaire 14 Thanksgiving Day in Canada 15 Evacuation Day in Tunisia 17 Heroes Day in Jamaica 17 Mother's Day in Malawi 25 Labor Day in New Zealand 25 Taiwan Restoration Day in Taiwan 28 National Holiday in Greece	01 Feast of All Saints in Portugal 03 Culture Day in Japan 06 Prophet Mohammed's Birthday in Malaysia 07 National Revolution Day 11 Veterans Day-US; Remembrance Day-Canada 11 Armistice Day in France & Great Britain 15 Proclamation of the Republic in Brazil 15 Thatlouang Festival in Laos 15 Dynasty Day in Belgium 18 Independence Day in Morocco 19 Discovery Day in Puerto Rico 20 Revolution Day in Mexico 22 Independence Day in Lebanon 25 Independence Day in Suriname 27 Thanksgiving Day in USA 29 Goodwill Day in Liberia	06 Independence Day in Finland 07 Independence Day in Ivory Coast, Panama 08 Blessing of the Water in Uruguay 09 Independence Day in Tanzania 10 Human Rights Day 12 Independence Day in Kenya 16 Day of the Covenant in South Africa 16 National Day in Bahrain 16 Victory Day in Bangladesh 23 Victory Day in Egypt 23 Emperor's Birthday in Japan 25 Christmas Day 26 Boxing Day in Canada and UK 26 Family Day in South Africa 26 Feast of Our Theotokos in Greece

European Tour Class Offered



Are you planning a trip to Europe? Or maybe you know you want to learn another language, but you aren't quite sure which one is right for you? Indy Foreign Language Academy's new European Tour "Traveler's" class may be just what you're searching for!

The new class, which was recently added to our ever-growing list of public group classes, offers students an 8-week course that introduces them to many aspects of Spanish, German, French and Italian. Students learn just the basics of each language – enough to help them get by while traveling, or to help them decide which of the four languages is right for them to pursue. Dutch, Russian or Portuguese can be substituted according to demand.

The next session of European Tour will be offered Wednesday evenings from 6:00-7:30 pm, January 21 – March 10, and registration is now open. New classes are offered every eight weeks. Class size is limited to eight.



Gift Certificates

Not Sure What to Get That Special Someone?



The **Indy Foreign Language Academy** offers Language Instruction Gift Certificates and Language Gift Baskets for all occasions. Call or visit our website for more details.

(317) 924.5175

indyfla.com/giftcertificates

Winter Public Group Class Schedule

Spanish I	Jan. 21 – Mar. 10	1:00 – 2:30 pm 6:00 – 7:30 pm	\$180
	Jan. 23 – Mar. 13	1:00 – 2:30 pm	
Spanish II	Jan. 20 – Mar. 9	6:00 – 7:30 pm	\$180
Accelerated Spanish	Jan. 19 – Mar. 22	6:00 – 8:00 pm	\$295
Intermediate Spanish I	Jan. 22 – Mar. 11	6:00 – 7:30 pm	\$180
Spanish for the Family	February 7 - 28	10:00 – 11:00 am	\$75
Children's Spanish	February 7 – 28	2:00 – 4:00 pm	\$75
French I	Jan. 19 – Mar. 8	6:00 – 7:30 pm	\$180
Portuguese I	Jan. 20 – Mar. 9	6:00 – 7:30 pm	\$180
Russian I	Jan. 21 – Mar. 10	6:00 – 7:30 pm	\$180
American Sign Language I	Jan. 20 – Mar. 9	6:00 – 7:30 pm	\$180
English As A Second Language I	Jan. 19 – Mar. 8	1:00 – 2:30 pm	\$180
		6:00 – 7:30 pm	
Accent Reduction	Jan. 20 – Mar. 9	6:00 – 7:30 pm	\$180
European Tour Class	Jan. 21 – Mar. 10	6:00 – 7:30 pm	\$180