

译风

THE ATA CHINESE LANGUAGE DIVISION NEWSLETTER

美国翻译协会中文翻译分会简报

Summer 2017



Washington DC: Host City of the 2017 ATA Annual Conference (Photo: Carol M. Highsmith)

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FROM THE EDITORS

A big “Thank You” to those who have contributed articles and helped us reach a milestone: We have eight articles in this edition of the CLD Newsletter, the highest number ever!

In this issue, Trista Lu explains some key concepts in health insurance, and Jim Jones talks about his experience in video subtitling.

E-commerce is booming in China to such a degree that it is transforming China into a cashless society. Sirena Rubinoff gives us some pointers for e-commerce success in China.

Dr. Chaowei Zhu continues his discussion about the translation and interpretation program at Wake Forest University in North Carolina.

As you probably know already, the ATA Annual Conference takes place in Washington, DC this year and Tian Huang suggests some interesting places to visit in the nation’s capital.

Finally, we need more CLD members to contribute articles for future newsletters!

ABOUT THE EDITORS



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SUBMISSION GUIDELINES

Suggested lengths:

Articles: 800 to 1,500 words

Reviews: 600 words

Letters: 300 words

Include a brief bio and a photograph.

Illustrations and links, etc., are
encouraged.

Submissions may be edited.

Opinions expressed in this publication
are solely those of the authors.

Send submissions for future issues to

echiang@atecworld.com

Submissions deadline for the next
issue: December 1, 2017

Letter from the CLD Administrator



Pency Tsai is a court-accredited interpreter who is currently serving as the CLD Administrator. Translating keeps her mind sharp when she is not interpreting in business, medical, and tribunal settings. She is the owner of VoiceOyster. Contact her at pency@voiceoyster.com.

Hello everyone! Can you believe it's August already? So here we are, less than three months from another gathering, this time in the nation's capital. ATA58 in Washington, DC is a chance to rub shoulders with your peers who can provide insights and share stories of their escapades in the realm of translators and interpreters and all things in between. Don't sit on the sidelines and wait for that ball to come to you. Take hold of the baton and run with it – join us there and see where the journey takes you.

Enough with the clichés. All jokes aside, the atmosphere in Washington will be electric and the networking opportunities will be immense. I'd like to thank all those who have submitted a session proposal this year. While we didn't receive the go-ahead for many proposals, I voiced my concerns and hopefully we will have a larger representation at the next ATA Annual Conference. It is great that we have so many submissions and it only shows the collective enthusiasm of our members. Let's all work together to push toward sharing our thoughts and opinions, our ideas and our experiences. We can start by sharing our words with one another. To all those who have submitted a proposal and to all those who thought about it but didn't meet the submission deadline, I encourage you to share your vision in our newsletter.

We all have to start some place and what better place than here. Let's make our newsletter the preview party for our future lecturers. We've been dealt our cards. Now, let's play our hand.

Birds of a feather flock together, so let's dust off their wings and head east to the sunrise. Remember folks, the early bird gets the worm.

Enough with the clichés. This time I mean it. 😊

Pency Tsai

Some Key Health Insurance Terms



Trista Xiuchuan Lu is an ATA certified English to Chinese translator based in New York City. She has extensive experience in areas such as healthcare, insurance, business and legal translation. Trista is also a theater aficionado.

The American healthcare system is different from that of most western countries in the world, and the terms used in this article are therefore applicable only in America. While the terms discussed here are not numerous, they can be very confusing to new immigrants who are not familiar with health insurance and are not fluent in English. Even native English speakers in the US can get confused as well.

The concepts that are discussed in this short article are the ones you will always encounter in health insurance marketing material and coverage documents. This article hopes to offer some help to translators who are new to this area.

1. Deductible

It refers to the amount of money that the insured has to pay before insurance companies start paying. In other words, it is the amount the insurance companies can “deduct” from their coverage. For example, if the deductible of your plan is \$4,000, it means that the insurance company will start paying after you have finished paying \$4,000. There are several ways to translate this term into Chinese to make the concept clear to a Chinese audience, such as “扣除额”, “自付额”, “自负额” and “免赔额”.

When people hear the word “deductible”, they may get confused and think that a certain amount can be deducted from their medical bills. However, the deduction is in fact not applied to the insured’s bill, but to insurance companies’ payment. The Chinese translations of the term provided above are all acceptable; all of them appear in government literature and marketing material, etc. Personally I think “免赔额”, directly

back translating to “the amount not covered”, is the best, as it is the most clear, and people will not confuse it with the term “out-of-pocket”, which will be discussed below as well.

2. Co-pay/Copayment

This refers to the fixed amount that you pay upfront for each doctor’s visit. It is similar to “挂号费” in China, except that “挂号费” is determined by the hospital or the doctor, whereas the co-pay is determined by the insurance companies and it can differ from plan to plan. The common translation for this term is a literal one, “共付款”. Some translators translate it as “定额手续费”, which is more easily understandable but less common. You may also use the Chinese term “挂号费”, which is less accurate.

3. Coinsurance

This term is usually literally translated as “共同保险”. It refers to the percentage of the cost covered by the insurance plan that the insured needs to pay. For example, if the covered medical bill is \$100, and the coinsurance of the plan is 20%, the insured will need to pay \$20 and the insurance company pays the rest.

4. Out-of-Pocket

The above three terms are all “out-of-pocket” expenses that will be determined by each plan. As mentioned before, the insured is usually required to pay a co-pay for each doctor’s visit and the portion of medical bills up to the deductible amount before the insurance starts to kick in. After the deductible is fulfilled, the insured still has to pay a part of the bill according to the coinsurance rate specified in the policy. Some plans set a maximum out-of-pocket amount. Once the insured pays the requisite out-of-pocket amount, he or she will no longer need to pay anything towards any medical expenses, not even the co-pay. And this term is usually literally translated as “自付额”.

5. Medi-Share

People don't talk about "Medi-Share" as often as they talk about other terms in health insurance. That is because this term is not used in your regular health insurance but rather in "a Christian healthcare sharing ministry where members share each other's medical expenses". There are several Chinese translations for this term, such as "医疗共享会", "医保互助会", "医保共享会".

However, "Medicare" and "Medicaid" are generally not translated in government documents or insurance company marketing material. Being similar to these two, "Medi-Share" should probably be left untranslated.

6. Creditable Coverage

This is a somewhat tricky term. People can mistake "creditable" with "credible", which has a different meaning. I have known translators who translated "creditable coverage" as "好的承保", and that is just wrong.

In the US, people who have pre-existing medical conditions may be denied insurance coverage or required to pay a much higher premium when they change plans. But people may have to change health insurance plans even when they like the plans they have. For example, if you are a college student about to graduate or if you change jobs, you will have to change your health insurance plan.

"Creditable coverage" refers to certain types of insurance plans or coverage, such as a group plan and a student plan, that qualify a potential insured who has pre-existing conditions to switch insurance plans without having to wait for a long exclusion period or pay a monetary penalty.

"Creditable" here literally means "deserving public acknowledgment", or as the word itself suggests, something that "can be used as credit". My suggestion for the translation of this term is "受认承保". Below is a sentence extracted from some marketing material:

People who already have creditable coverage and continue to use this coverage without purchasing a Medicare Part D plan will not be subject to the 1% per month premium penalty for late enrollment.

Translating “creditable coverage” as “good coverage (好的承保)” doesn’t seem to matter too much—to some extent, this kind of coverage is in fact “good” coverage. However, it is also very clear that changing the term to simply “good coverage” neglects the nuance behind the policy and doesn’t help the readers to understand their policies.

What it Takes for Ecommerce Success in China



Sirena Rubinoff is the Content Manager at [Morningside Translations](#). She earned her B.A. and Master's Degree from the Medill School of Journalism at Northwestern. After completing her graduate degree, Sirena won an international fellowship as a Rotary Cultural Ambassador to Jerusalem. Sirena covers topics related to software and website localization, global business solutions, and the translation industry as a whole.

China is home to more internet users [than Europe and the United States combined](#). It also accounts for [a 50% share](#) of the international e-commerce market. In other words, if you're selling goods and services online, you can't afford to ignore China.

That said, breaking into this market isn't easy: The government still imposes restrictions affecting both internet usage and the overall economy, and cultural and language barriers present a large hurdle for any non-native businesses. In order to successfully take advantage of this opportunity, you'll have to adjust your strategy for successfully selling in China.

The Benefits of Entering the Market Early

China's role in international e-commerce grew thanks to a doubling of its economy, which occurred [between 2000 and 2010](#). These boom years may be over, but they provided the country with a lot more money to spend than before. Businesses that tapped the China market early benefitted in a few, substantial ways.

It is in the best interest of a business to break into the Chinese market as quickly as possible, so as to capitalize on this initial growth stage. Consumer mindset has shifted to one of spending, and people are in the process of forming brand loyalties and preferences.

By entering the e-commerce market at this time and in the near future, a company can benefit off of this pre-existing momentum, while continuing to expand.

Using the Right Search Engine

If you're planning on marketing your products to Chinese customers, you should familiarize yourself with Baidu: It's essentially the country's Google. Baidu accounts for about [70% of all internet searches in China](#).

However, for your website to rank high in a Baidu search, it needs to be accurately translated for the intended audience. Simplified Chinese is your best option, as it will allow you to target the largest number of Chinese consumers. To ensure accuracy, hire an experienced [global translations](#) firm.

For the best results, you should also localize the domain name. You'll show up more consistently on Baidu if you use a Chinese domain, like .cn or .com.cn.

Know the Rules

The Chinese government exercises a substantial amount of control over internet behavior within its borders. Read up on the [Chinese internet censor](#), also known as the Great Firewall. Refrain from using any blacklisted words, and avoid political topics or references that could get your account blacklisted on Baidu.

This is another instance in which it pays to work with a firm that understands the specific cultural and legal barriers organizations face when attempting to attract Chinese consumers.

Make Adjustments

The role a proper SEO strategy plays in reaching internet users is priceless. To attract international customers, experts recommend generating content that adheres to multilingual SEO guidelines.

It's worth noting that there are approximately 300 million active social media users in China. Unfortunately, your current social media practices won't be of much use to you in China, where Facebook, Twitter, and Youtube remain banned. Instead, you should investigate Sina Weibo, the Chinese equivalent of Twitter, which is used by approximately 30% of the country's internet users. Baidu Tieba is another helpful resource: It's Baidu's discussion site, offering businesses the chance to reach more users.

Whether you're [getting a patent](#) overseas or simply looking to launch your brand in a thriving market, you should find reliable, knowledgeable professionals. You can't localize your content effectively with a simple literal translation. By coordinating with a translation firm that understands the culture, SEO guidelines, and government restrictions unique to the Chinese market, you'll significantly boost your chances of success.

Video Subtitling



Jim Jones, ATA and CLD member, first learned Mandarin 31 years ago. He is a former member of STC (Society for Technical Communication stc.org) and does translation (from ZH, DE, and ES to EN), editing, writing, cartooning, and other things. Find him at [LinkedIn.com/in/jimxlat](https://www.linkedin.com/in/jimxlat), and at Twitter [@han4yu3](https://twitter.com/han4yu3).

In the final quarter of 2013, I translated the English subtitles of a short video into Chinese. Usually I translate from Chinese into English.

The work was for PBS News Hour and the subtitling facility used was universalsubtitles.org, known as Amara. The 54-second video showed a young woman speaking in English giving opinions on various political issues in the runup to the 2012 US Elections.

That video is now also on YouTube; “I hope there are young politicians out there” is the video title. The gear icon popup lets one select subtitles in simplified Chinese.

Contact me at han4yu3@gmail.com if you would like a link to this video.

What Specifically Did I Do?

First, I opened the subtitling tool on universalsubtitles.org.

I pointed the tool to this video, and the tool listed all of the English subtitles for me, frame by frame. Using NJStar to compose the sentences in Chinese, I then put the equivalents into the appropriate area of the tool. After finishing the work, I had a few native speakers and expert professionals look my work over, and then I made some adjustments.

ITS Helps Students Grow into Interpreting and Translation Professionals



Dr. Chaowei Zhu teaches full-time at the Graduate School of Arts & Sciences, Wake Forest University, NC. ATA-certified, he has translated several books and specializes in financial and academic texts. He may be reached at zhuc@wfu.edu

In August 2015, the Graduate Program in Interpreting and Translation Studies (ITS) at Wake Forest University (WFU) introduced a new 2-year Chinese-English track to meet the high demand for professional Chinese-English interpreters and translators in both the U.S. and Chinese markets. Over the past two years, the ITS Chinese-English track has grown into one of the leading programs of its kind on the East Coast, particularly in terms of the number of Chinese students enrolled.

One of the goals of ITS is to help these Chinese students grow into professionals of language and culture. To achieve this goal, in addition to courses in translation and interpreting theory and professional training, the Chinese track students are encouraged to participate in all types of professional activities outside the classroom. For example, we sponsor selected students to attend conferences held by ATA, CATI (Carolina Association of Translators and Interpreters), as well as other international translation- and interpreting-related organizations on a regular basis. In March, second-year graduate students Ma Ying and Junlan Li presented their papers at the 10th Leipzig International Conference on Translation & Interpretation Studies in Leipzig, Germany. Ms. Ma presented the paper titled *Explicitation in English-Chinese Translation: A Corpus-Based Review and Future Research Agenda* and MPs Li presented *Information Manipulation of Three Non-Conduit Roles in Medical Interpreting: A Process-Based Analysis*.

On April 8, 2017, ITS hosted CATI's 30th Annual Conference on the campus of WFU. The

event brought together more than one hundred professionals from the Carolinas representing different facets of the language industry. ITS Chinese students received an excellent opportunity to learn how to assist in organizing a professional event. At the conference, Chinese student Junlan Li also presented her paper titled *Improving Lay-Friendliness in Immigration Documents: English-to-Chinese Translation of Form I-864*, together with four other papers presented by MA students in the Spanish track.

ITS also encourages the students to join professional organizations both in the U.S and China, such as the ATA, CATI, TAC (Translators Association of China), and Proz.com. In May, first-year student Dongdong Yang passed the ATA certification exam and became an ATA-certified English-to-Chinese translator. Our students also visit or intern at NGOs and international organizations where Chinese language specialists work, such as the United Nations in NYC, Novant Health Group and Baptist Health in Winston-Salem, and Cavalry Church in Charlotte, among others.

Hands-on practice is important in helping students grow into language professionals. ITS Chinese students have been invited to participate in real-life translation and interpreting projects. For example, between 2015 and early 2017, some first- and second-year students were selected to participate in my two recent book translation projects with Renmin University of China Press (*Leadership Secrets of Hillary Clinton*, published in July 2016, and *Organizational Behavior*, scheduled to be published in early 2018.) Some students from the program have volunteered to join WFU's global branding campaign as translators and interpreters in the Chinese communities using the CAT translation tools they have learned; they have also provided simultaneous interpreting for ITS guest speakers on a variety of topics. ITS has recently established a new EU-standard language lab to give students more real-life practice opportunities and access to state-of-the-art language technologies.

Looking into the future, the ITS program will continue its commitment in helping all its students improve their language and cultural skills. We welcome and appreciate new partners and organizations willing to provide our students with more volunteer and internship opportunities.

What to Do in DC during the ATA Annual Conference



Tian is a conference interpreter and co-founder of [Intran Solutions](#), an LSP providing 'Authenticity in Communication' between Chinese and English-speaking clients. She is qualified by the US Department of State, and works with organizations in both the private and public sectors. Feel free to contact her via email or phone.

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Good news! The upcoming [2017 ATA Annual Conference](#) is taking place here in my home-away-from-home, Washington, DC. As a Board member of the National Capital Area Translators Association (NCATA), the Hospitality Chapter for this event, I would like to extend my warmest welcome to all CLD members! This post is all about things for you to do and enjoy while visiting the national capital this October.

Washington is one of my favorite cities, not only because of its many things to do, but also because it's a place where people from all around the world live and visit. For those visiting DC for the ATA Annual Conference, here are some of my recommendations...

Museums and Monuments

They're one of the first things that any visitor is sure to check out. The most popular are open free to the public and are close to the [National Mall](#) downtown. These include the Air and Space Museum, Lincoln Memorial, Capitol Building and the White House.

Some lesser known favorites include the Museum of American History, which includes exhibitions on American culture and ideals. It's Julia Child's kitchen on full display! Also, I highly recommend stopping by the Library of Congress. They hold really interesting (and frequent) tours every day, where you can check out the Gutenberg Bible exhibit and the gorgeous dome inside the Main Reading Room. Finally, be sure to check out the National

Museum of the American Indian. After a tour of its exhibits, stop by the cafeteria - where an amazing collection of food from around the world will provide a pleasant rest for your tired walking legs.

Outside the downtown/National Mall area, you might want to visit Chinatown, the National Zoo (Pandas!), and Arlington National Cemetery. See below for Metro information.

Speaking of Food...

The Conference will be held at the Washington Hilton, near DuPont Circle. Hilton has put together a page on places to eat, but here are a few recommendations if you're looking for a more local flavor.

[Keren Restaurant](#) (near the Conference site)

This small local favorite serves a variety of excellent Ethiopian dishes, and has some of the friendliest service. If you like experiencing new flavors as much as I do, you're going to love this.

Address: 1780 Florida Ave NW, Washington, DC

Phone: (202) 265-5764.

[Chasin' Tails](#) (South of town)

If you've got a bit of time and are looking to get out of the downtown area, I recommend a trip to Arlington, VA (just over the Potomac River) to visit this Cajun/Creole favorite. They serve a variety of seafood, done up Arcadia style. I love the crawfish and king crab boils. Seafood served right out on the table. Put on your gloves and bib... and dig in!

Address: 2200 N Westmoreland St, Arlington, VA

Phone: (703) 538-2565

[Bob's Shanghai 66](#) (North of Town)

Of course, us CLDers might need a little Chinese comfort food. This Shanghainese style restaurant serves some of the best Nan Xiang soup dumplings (xiao long bao). This restaurant is also located a little outside of town, in one of the area's most vibrant Chinese communities just north of DC.

Address: 305 N Washington St, Rockville, MD

Phone: (301) 251-6652

A little about the Hospitality Chapter:

NCATA is the Hospitality Chapter for this year's ATA Annual Conference. Please feel free to check out our [newly designed website](#). The member directory has a list of our members, and we would love to see you at one of our monthly meetups.

And a few other comments about DC:

This is really one of the most beautiful and multicultural environments I've ever been to. I love walking down the National Mall while trying to count the languages spoken around me. The [Metro system](#), despite its recent maintenance issues, is normally reliable and I always feel safe. The closest stop from the Conference site is DuPont Circle Station on 20th Street. You also may want to use the Red Line from that station to go to the Gallery Place Chinatown Metro Station, and other sites mentioned above.

Bird's Corner: Branding

By Pency Tsai

Do you know the difference between a pair of \$100 Nikes and a \$20 generic brand? Does an order of McDonald's French fries bring back happy childhood memory? When you want a quick answer to a question that makes you think twice, do you Google it?

I'm sure your answers are pretty close to mine. That's the power of a brand.

Now, here's a question for you that I ask myself regularly. Dig deep and think about it for a bit; an honest answer is all that you should look for.

How's my brand doing?

What's that, you say? I'm not a brand – I can't afford a fancy logo and I don't have some clever slogan that shouts to the world, "Hey, it's me!"

That may be true (we're being honest, here) but you're approaching your business all wrong if you think you're not a brand. You are. And you are your brand's biggest spokesperson. As the mouthpiece for what your brand stands for, you have to ensure that it conveys what you want to be known for. Whether that is integrity or flexibility, capable or dependable, fun or professional, it all depends on you to bring those qualities forward and into the limelight.

The things that people do while on the job are perplexing. Look around and you'll see people argue with their clients, chastise the one that feeds them, and even berate the person who hired them. Imagine McDonald's giving you a hard time when they take your order incorrectly at the drive-through window. Regardless of how tasty their fries are, how likely is it that you would go to that particular location again? Now, think about how you would feel if you hired an interpreter or translator who became confrontational when you raise an issue regarding his service. How likely is it that you would hire him again in the future, let alone referring him to others?

It is amusing that some people think of themselves as an island, remote and not connected to the outside world...until it suits their needs. Being argumentative may feel empowering, but it does have consequences. It is a bad reflection on oneself. Potential clients and professional colleagues are always watching. That lawyer you passed your name card to at the end of your assignment had noticed the way you handled your client earlier. The doctor that you interpreted for had seen your curt behaviour with the patient. Your behaviour is a reflection of yourself, but it is also a reflection of your brand. You can be blessed with the greatest skill set that enables you to interpret or translate better than 99.9% of your peers but that alone is not enough to make you the best there is. There will be people who are put off by the demeanor and attitude that radiates from a difficult person and they will refuse to work with you. It's a small world out there and once word gets around, your reputation will take a hit. Your brand will suffer and it takes a lot more effort to right a wrong than to do it right the first time. Think about your brand before you react with your emotions. That momentary thrill of speaking your mind is not worth setting off a chain reaction that negatively affects your state of mind and your brand's image.

If you feel that you're not getting enough work or that business is good but could be much better, maybe you should sit back and be completely honest with yourself. What do you need to do to attract more of what you want? What is it that is holding you back and should be done differently?

How is your brand doing?

Summer School in London

By Eric Chiang

“Translate at City” is the name of a literary translation summer school organized every year by City, University of London. The week-long program offers students the opportunity to translate texts of different literary genres into English, with leading professional translators of Great Britain as tutors. A friend of mine had taken the course and recommended it, so I decided to give it a try myself this year.

Students are divided into a dozen or so language groups according to the source language they work in. The tutor of the Chinese group is Nicky Harman, a prize-winning translator who has devoted much time and energy to promoting Chinese literature. She recently finished the Read Paper Republic project for which she and her collaborators translated and posted free-to-view short stories for a full year.

Our daily schedule looks like this: we translate fiction in the morning, followed by lunch and a lecture; the afternoon session is devoted to a text of non-fiction, followed by tea and networking and another lecture. We work on a different text every afternoon while the morning text remains the same for the whole duration. All the texts are given to us to prepare before the course begins.

Our morning text is a chapter from Jia Pingwa’s novel *Happy*, a dialogue-driven story about a pair of refuse collectors. Since the story takes place in Xi’an, it is peppered with colorful expressions from Shanxi province. Some phrases and words take on new meaning after prior plot development is made known to us. All this adds to the fun of translating the text.

The text for Monday afternoon is a blog post entitled *The Plight of a Human Rights Lawyer* by blogger/reporter Xu Zhiyuan. It is an impassioned plea for the Open Constitution Initiative and co-founder Xu Zhiyong. Tuesday’s text is an excerpt from *China along the Yellow River*, a pioneering work of sociology from the 1990s. Author Cao Jinqing goes to the impoverished countryside and pays a visit to an old woman who implores him to

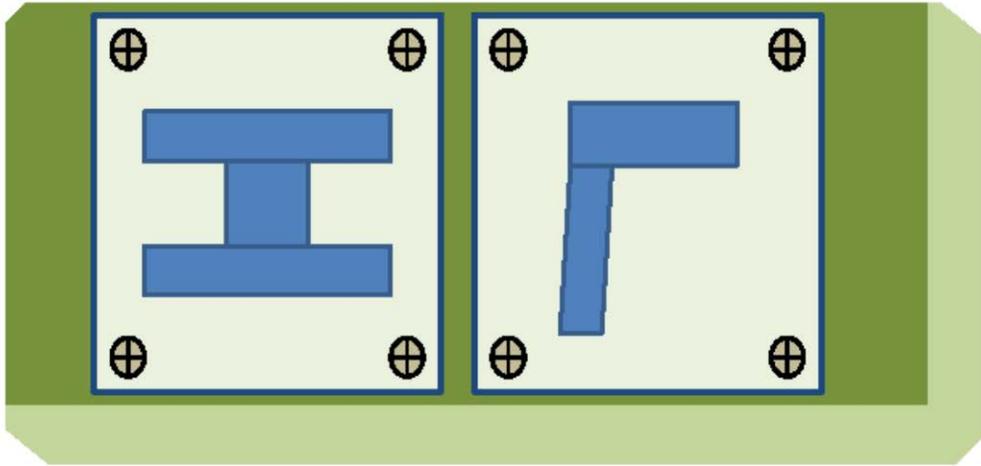
explain a Buddhist text to her. On Wednesday we work on *There is Only One China*, Deng Yingtao's scholarly account of the unsustainability of China's economic development. Due to the need of precision for this kind of scholarship, Nicky has prepared a handout about terminology hunting on the web. The text for Thursday is an excerpt from the book based on Zhang Zhanbo's documentary film *The Road*, and Friday we compare two versions of *Alice in Wonderland* and end the class by translating and singing a pop song together.

There are eight students in the Chinese group. We work in small groups of two or three and discuss the work we have prepared for that session. The groups are different every day to maximize the flow of fresh ideas. Nicky goes around the room to talk to each student individually and answer questions. This format works very well, I find.

There are informative lectures on subjects of general interest to translators, such as pitching to publishers, writing a book report, translation at the EU, and translating children's books. There is a translation slam in which two expert translators translate the same text and discuss their work. They explain their thought processes which result in the word choices they have made. Students of all language groups are invited to attend since the source language plays only a small role here. There is also a supper sponsored by Europe House, the headquarters of EU bureaucrats in London; this is a wonderful occasion for networking.

Apart from one day of rain, we enjoyed nice weather in London. I stayed in one of the residence halls for students; my room was comfortable and spacious, with a hearty English breakfast thrown in with the price. I had wanted to see some plays during the week but ended up doing homework on most nights. London is an expensive city to visit, but the impact on my wallet was muted somewhat by the favorable exchange rate. Even though the program is ostensibly about literary translation, anyone who wants to write better English can benefit from it. I'm glad I went and recommend it highly.

螺丝钉



FACTORY



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