TRANSLATION ACES NEWS

OCTOBER 2011

♦ MUCH ADO ABOUT EVERYTHING ♦

Without further ADO, we wonder what all the FUSS is about regarding the HULLABALOO that's making a FUSS over the current BROUHAHA? While English uses TO-DO as a noun, there's no definite article before ADO, and we'd like to make a KERFUFFLE about it! Indeed, there's even a bit of a BROUHAHA over the etymology of "brouhaha." Some think the word is onomatopoeic in origin, but others believe it comes from the Hebrew *bārūkh habbā* ["Blessed be he who comes" – or "Welcome" (Psalms 118:26)]. Although English borrowed its spelling and meaning from the French around 1890, some say the expression came from medieval theater as a cry by the devil, disguised as a priest, who called out "*Brou, ha, ha!*" to sound scary, we guess. However, other etymologists claim that was just noisy nonsense, preferring to connect the French derivation as a distortion of the Hebrew phrase by worshippers with limited knowledge of Hebrew -- who should have called us! A similar word in the Arezzo dialect of Italian, *barruccaba*, is undoubtedly borrowed from the Hebrew as well. So, the use of this word first meant "a noisy confusion of sound" and later was extended to a tumultuous and confused situation, usually negative, that becomes an uproar with much excitement or commotion. Big deal!

A tempest in a teapot in American English might be:
A storm in a glass of water in Bulgarian: *Буря в чаша вода*
Waves stirred up in a ladle in Latin: *Excitare fluctus in simpulo*
A storm in the potty in Hungarian: *Vihar a biliben*
A storm in a glass in Lithuanian: *Audra stiklinėje*
Drowning in a spoon of water in Greek: πνιγόμαστε σε μια κουταλιά νερό
And smaller, that is, a storm in a teacup, in British English!

So a ROW or a DISTURBANCE can also be a HURLY-BURLY, BALLYHOO, HUSTLE & BUSTLE, FRACAS, HUE & CRY and even a HUBBUB, the origin of which we think is fun: mid-sixteenth century, apparently Irish; akin to the Scots Gaelic cry "Ubub!" which is duplicating "ub!" in expressing aversion or contempt.

Making a mountain out of a molehill in English might be:

Making a pitchfork out of a needle in Polish: robić z igły widły
or
Making an elephant of a fly, flea or mouse in:
Danish: gøre en myg til en elefant
Dutch: van een mug een olifant maken
Estonian: teha sääsest elevant
Flemish: van een muis een olifant maken
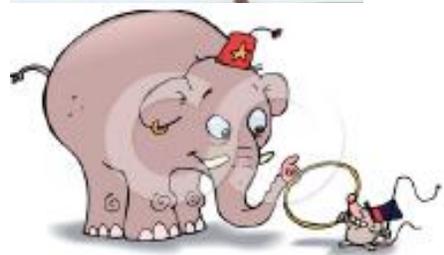French: faire d'une mouche un éléphant
Italian: fare di una mosca un elefante
German: aus einer Mücke einen Elefanten machen
Russian: делать из мухи слона
Slovene: narediti iz muhe slona
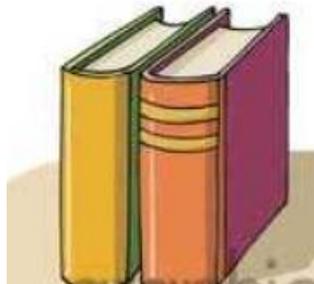Spanish: hacer de una pulga un elefante

---

♦ THIS MONTH'S HIGHLIGHT ♦
We translated 14,000 words of an international telecom company's codes of conduct into French and German and 37,000 words of a national retail chain's employee policy guides into Spanish.

◆ FEATURE ◆ Lingua Quiz!
1.   TRUE or FALSE FRIENDS: Do these mean FUSSY?
(a)   *Fuss* in German
(b)   *Fusée* in French
(c)   *Fustigar* in Spanish
(d)   *Fuso* in Italian
(e)   *Fustă* in Romanian

2.   MIX and MATCH these October holidays:
(a)   Independence Day   (1)   Oct. 21 in Honduras
(b)   National Day   (2)   Oct. 1 in Macao and Nigeria, Oct. 26 in Austria
(c)   Republic Day   (3)   Oct. 12 in the US
(d)   Columbus Day   (4)   Oct. 10 in Taiwan, Oct. 29 in Turkey
(e)   Chulalongkorn Day   (5)   Oct. 26 in India, Malaysia, Singapore
(f)   Deepavali   (6)   Oct. 23 in Thailand
(g)   Army's Day   (7)   Oct. 2 in Guinea, Oct. 9 in Uganda, Oct. 24 in Zambia

---

ANSWERS:

2. (a) = (7); (b) = (2); (c) = (4); (d) = (3); (e) = (6); (f) = (5); (g)=(1);
Romanian is a skirt or petticoat.
1. (a) *Nein, Fuss* in German is a foot; (b) *Non, fusée* in French is a spindle, rocket, fuse and more. (c) Imposible, *fustigar* in Spanish means 'to whip'; (d) No, *fuso* in Italian is melted; (e) No, *fustă* in