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◆ ALPHABETS, BITS & BYTES AT TRANSLATION ACES! ◆

The German letter "ß" – called the *Eszett* – is actually a fairly recent combination of the sharp S which looked like an "l" (still to be found in English in the Declaration of Independence, for example), and the former way to spell out a "Z." Switzerland and Liechtenstein never adopted this agglomeration of letters and still use the double "s" instead. So the German word for "street" can be written Straße or Strasse. Hence, in Munich, Basler Street is

Basler Straße 😕

But in Zurich, it'd be Basler Strasse.

Umlauts (yes, those 'two dots' over a vowel) seem to be chic these days. We find them on ice-cream brands (witness Häagen-Dasz, not a Danish, Dutch or German





brand) and many other product, personal, or company names.

But did you know that the addition of two dots on top of a vowel changes its pronunciation? The word 'Umlaut' means 'sound-changing.' Still, one new brand name with a legitimate claim to the umlaut has chosen not to use it: <u>Uber</u>, the on-demand car service with a name taken from the

German *über* (literally, 'over') chose to forgo the *umlaut*. In English, it's been used for the opposite purpose, that is, it does not change the sound, as in it does in 'coöperation,' 'Zoë' or 'naïve.' These two dots in these three examples, often mistaken for an *umlaut*, are actually a diaeresis (pronounced "die heiresses," it's from the Greek for 'divide'). A diaeresis goes over the second vowel to indicate that it forms a separate syllable. Got it?

Remember the old "Alphabet" song [music by Sid Lippman, lyrics by Buddy Kaye/Fred Wise, published in 1948], starting with "'A' you're Adorable, 'B', you're so Beautiful, 'C', you're a Cutie full of Charm..."

– do spelling out MOTHER ["'M' is for the million things she gave me...' and CHRISTMAS ["'C' is for the candy trimmed around the tree"] count!?

Irritated Vowel Syndrome Dep't.

For baby boomers – at least in the US – did memorizing the "'l' before 'E,' except after 'C,' unless rhyming with 'A' as in 'neighbor' or 'weigh'" poem help us on the SATs? Unless you remembered the whole thing, with the exceptions, probably not!

FEATURE: WHY WE'RE BETTER THAN GOOGLE

Google relies in large part on databases and looks for phrases and expressions that have been previously translated. That may be useful to a computer trying to translate something, but it's not helpful to a client if the underlying translation was incorrect in the first place. When Google trawls through EU documents that were translated from the 24 official languages into English, it may encounter such flawed examples of EU institutional jargon and linguistic false friends as: "to assist" meaning "to be present," rather than the correct "to help;" or "to control" meaning "to check," rather than "to exercise power;" or "adequate" meaning "appropriate" or "suitable," rather than "(barely) sufficient;" or "to precise" meaning "to summarize;" "actors" to mean "people or organizations involved in doing something" rather than "performer on a stage"). And then there are "advices," "informations," "luggages" – seen all too often in unedited mis-translations.

Poetry in motion:
unless sounding like 'eye' as in
'Heidi,' or 'Einstein,'
'Weisenheimer,' or 'Eileen'
Exceptions to every rule:

foreign	forfeit	seize
leisure	neither	weird

TRANSLATION ACES!

Our human translators would never commit such errors!



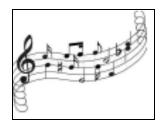
One of us (human linguists) can handle anything!

◆ THIS MONTH'S HIGHLIGHT ◆

Unusual Requests Month! We recently translated such diverse stuff as:

music reviews from Danish into English





police records from English into Czech

1. PRAVÝ PALEC



2. PRAVÝ UKAZOVÁK



and audit reports from Italian into English

Ammortamento	2.181,65
Mat. di manut. varie	206,45
Spese hardware	1,69
Energ. Elettr.	406,82
Acqua	148,03
Metano	270,67
Affitto	16.452,08
Pulizie	2.776,01
Smaltim. rif. e serv.	2.064,82
Assic.	17.910,69

Il presente verbale viene redatto ai sensi ed agli effetti dell'art. 52, 6° comma, D.P.R. 26.10.1972 n. 633 e non è impugnabile dinanzi alle Commissioni Tributarie.

◆ FEATURE ◆ Lingua Quiz!

- 1. HOW DO LOCALS SAY these place names correctly?
- (a) Kosciusko -- (1) Kah-zee-<u>ess</u>-ko or (2) Kas-kee-<u>as</u>ko
- (b) Schuylkill (1) Skool-kill or (2) Shooy-kill
- (c) Isle au Haut (1) Eye-lo-hot_or (2) Eye la ho
- (d) Syosset (1) See-<u>oh</u>-set or (2) Sigh-<u>ya-s</u>set
- (e) Billerica (1) Bill-reeka or (2) Bill-lehrika
- 2. MIX & MATCH

Where would these words with diacriticals be found?

(a) človek(1) Lima(b) člověk(2) Oslo(c) schön(3) Strasbourg(d) garçon(4) Coburg(e) mañana(5) Arrecife(f) rådgiver(6) Horoměřice(g) pingüino(7) Prostějov

ANSWERS:

2. (a) = 7; (b) = (6); (c) = 4; (d) = 3; (e) = 5; (f) = 2; (g) = 1;

1. (a) = (1) in Mississippi; (b) = (1) in Pennsylvania; (c) = (2) in Maine; (d) = (2) on Long Island; (e) = (1) in Massachusetts.

|M| at (C) = (a), related |M| at (b) = (a)

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