



# METM 07, Madrid, Spain

25-26 October 2007: Pre-METM Workshops and General Assembly

27 October 2007: Meeting

28 October 2007: Post-METM Excursion



Collaborating institutions



<b>Program.....</b>	<b>3</b>
Thursday, 25 October 2007 .....	3
Friday, 26 October 2007 .....	4
Saturday, 27 October 2007 .....	5
<b>Abstracts.....</b>	<b>9</b>
Plenary lecture: Ana Moreno .....	9
Workshops.....	10
A genre analysis approach to translating and editing research articles.....	10
Practical tools for improving text flow: Focus on punctuation.....	10
Communicating with your clients: A systematic approach for translators and editors .....	11
Statistics for editors and translators.....	11
Righting citing: Principles and strategies for editors and translators .....	12
Practical tools for improving text flow: Focus on information ordering.....	12
Panels.....	13
Panel 1: CAT tools: what are the benefits to freelancers? .....	13
Panel 2: Editing and translation tools: A microarray of simple Internet and computer tools that work .....	14
Panel 3: Working the market, part I—Adding scope, depth and breadth.....	15
Panel 4: Working the market, part II—Managing your clients, focus on negotiation .....	16
Posters.....	17
Adapting IMRaD from text to slides: Focus on objectives and summaries .....	17
Efficient author querying: Use a “problem—solution” structure .....	17
Does editorial leadership (seen in the instructions to authors) determine biomedical journal quality? A case-control study between Italy and the UK.....	18
Academic publishing in a global context: Exploring the experiences of multilingual scholars.....	19
Discipline- and genre-specific language corpus analysis—a handy tool for clarifying language usage.....	19
Accountability: Editor, guest editor, reviewer, scientific association, publisher. The Human Immunology/Arnaiz-Villena retraction, 2001-2003.....	20
<b>Social events .....</b>	<b>21</b>
Closing dinner (Saturday, 27 October 2007).....	21
Excursion to Toledo (optional, Sunday, 28 October 2007).....	21

## Program

Thursday, 25 October 2007

*Universidad Pontificia Comillas, C/ Quintana 21, Madrid, Spain*

15.30–20:30	<p style="text-align: center;"><b>Training workshop:</b></p> <p style="text-align: center;"><b>Corpus-guided editing and translation</b></p> <p><i>Ailish Maher, Stephen Waller</i> and <i>Mary Ellen Kerans</i>, all freelance translators and editors in or near Barcelona, Spain</p> <p>Translators/editors often feel constrained by their lack of specialist knowledge of the fields in which they work, whether it happens to be medicine, engineering, finance, etc. Yet there is increasing demand for specialist translators and editors—who invariably command higher rates. Although the WWW can be a valuable source of field knowledge, undisciplined/uninformed research can lead to register violations, patchy style, real error, or simply translationese.</p> <p>An alternative approach is to collect samples of appropriate field-specific language and mine it in a way that is both meaningful and efficient for the busy translator. This can be done by creating and analysing a corpus (or corpora)—texts selected to represent a specific target knowledge domain and analysed using tools that help resolve doubts and overcome pitfalls.</p> <p>Our workshop will raise awareness of issues of relevance to specialist (potential specialist) translators/editors, describes the corpus-driven approach, and informs you about free or inexpensive tools that will ultimately enhance the quality of your work. You'll get hands-on practice with tools in a computer lab, receive several specialist corpora to take home, and learn how to create your own.</p> <p>For further details, consult the website.</p>
-------------	--

Friday, 26 October 2007

Real Jardín Botánico/CSIC, Plaza de Murillo 2, Madrid, Spain

8:30 onwards	<b>Registration desk opens</b>		
9:15–12.30	<b>Training Workshops</b>		
	<b>A genre analysis approach to translating and editing research articles</b>  <i>Alan Lounds</i> , Universitat Politècnica de Catalunya, Barcelona, Spain  Main room (Description, p 10)	<b>Practical tools for improving text flow: Focus on punctuation</b>  <i>Thomas O'Boyle</i> , freelance, Madrid, Spain  Classroom (Description, p 10)	<b>Communicating with your clients: A systematic approach for translators and editors</b>  <i>Jura Žymantas</i> , ESADE, Barcelona, Spain  Bonsai space (Description, p 11)
12:30–14:15	<b>Lunch break</b> (Not included in the conference fee)		
14.30–17.45	<b>Training workshops</b>		
	<b>Statistics for editors and translators</b>  <i>Darko Hren</i> , Zagreb University School of Medicine, Croatia  Main room (Description, p 11)	<b>Righting citing: Principles and strategies for editors and translators</b>  <i>Iain Patten</i> , PhD, freelance translator and editor, Valencia, Spain  Classroom (Description, p 12)	<b>Practical tools for improving text flow: Focus on information ordering</b>  <i>Mary Ellen Kerans</i> , freelance, Barcelona, Spain  Bonsai space (Description, p 12)
17:45–19:15	<b>MET General Assembly</b> Main room		

Saturday, 27 October 2007

*Real Jardín Botánico/CSIC, Plaza de Murillo 2, Madrid, Spain*

08:15–09:15	<b>Registration desk opens</b>
09:15–09:50	<p><b>Opening remarks</b></p> <p><b>Catherine Mark</b>, vice-chair of MET and organizer, METM 07; Departamento de Inmunología y Oncología, Centro Nacional de Biotecnología/CSIC, Madrid, Spain  <b>Mary Ellen Kerans</b>, Chair, MET; author's editor and translator, Barcelona, Spain  <b>Joy Burrough-Boenisch</b>, author's editor, Unclogged English, Reading, UK</p> <p>Spokesperson for our hosts: the <b>Real Jardín Botánico/CSIC</b></p>
10:00–11:15	<p><b>Panel 1: CAT tools: What are the benefits to freelancers?</b></p> <p>There are other benefits to be gained from CAT tools apart from recycling old translations and saving effort... and in a rapidly changing and highly competitive professional environment no translator can afford to ignore those other benefits</p> <p><b>Stephen Waller</b>, coordinator; freelancer translator and editor, Barcelona, Spain  <b>Timothy Barton</b>, freelance translator, Barcelona, Spain  <b>Iain Patten</b>, PhD, freelance translator and editor, Valencia, Spain  <b>Cindy Chadd</b>, freelance translator, Madrid, Spain  <b>John Rynne</b>, Versalia Traducción, S.L., Aranjuez, Spain</p> <p>Abstract, p 13</p>
11:20–11:45	<p><b>Spotlight on posters</b></p> <p>Brief presentation of main messages conveyed by posters. Speakers will be available at their posters during the coffee break immediately afterwards.</p> <p><i>Four new posters are featured:</i></p> <p><b>Adapting IMRaD from text to slides: Focus on objectives and summaries</b> (Abstract p 17)  <b>Simon Bartlett</b>, author's editor, Centro Nacional de Investigaciones Cardiovasculares in Madrid, Spain</p> <p><b>Efficient author querying: Use a “problem—solution” structure</b> (Abstract p 17)  <b>Mary Ellen Kerans</b>, freelance, Barcelona, Spain</p>

Saturday 27 October: Continued on next page

Saturday 27 October: Continued from previous page

	<p><b>Does editorial leadership (seen in the instructions to authors) determine biomedical journal quality? A case-control study between Italy and the UK</b> (Abstract p 18) Valerie Matarese, C. Zulian, UpTo infotechnologies, Vidor (TV), Italy</p> <p><b>Academic publishing in a global context: Exploring the experiences of multilingual scholars</b> (Abstract p 19) Theresa Lillis, the Open University UK, and Mary Jane Curry, University of Rochester, New York</p> <p><i>Two are 'legacy posters' with still-relevant messages:</i></p> <p><b>Discipline- and genre-specific language corpus analysis—a handy tool for clarifying language usage</b> (Abstract p 19) Mary Ellen Kerans, Ailish Maher, Barcelona and Berga, Spain</p> <p><b>Accountability: Editor, guest editor, reviewer, scientific association, publisher. The Human Immunology/Arnaiz-Villena retraction, 2001-2003</b> (Abstract p 20) Karen Shashok, Granada, Spain and Mary Ellen Kerans, Barcelona, Spain</p>
11:45–12:30	<p><b>Coffee break and poster session—Bonsai room</b></p>
12.30–13:10	<p><b>Panel 2: Microarray of simple Internet and computer tools that work</b></p> <p>Few of us can afford to spend time discovering which research tools are too cumbersome, complicated, or irrelevant to our immediate needs to be of real use and which ones are truly helpful. Fortunately others have already spent their valuable time on this discovery process.</p> <p><b>William Orr</b>, panel coordinator; freelance translator and interpreter, Barcelona, Spain <b>Alan Lounds</b>, SLT, Universitat Politècnica de Catalunya, Barcelona, Spain <b>Stephen Waller</b>, freelance translator and editor, Barcelona, Spain</p> <p>Abstract, p 14</p> <p style="text-align: right;">Saturday 27 October: Continued on next page</p>

Saturday 27 October: Continued from previous page

<p>13:15–14:30</p>	<p><b>Plenary lecture</b></p> <p><b>Cross-cultural differences and similarities: What do we really know about cultural differences in written communication? A realistic review of the contrastive rhetoric literature</b></p> <p><b>Ana Moreno</b>, Centre for Information and Scientific Documentation (CINDOC), Spanish Council for Scientific Research (CSIC), Madrid, Spain</p> <p>Applied linguists have looked at both the details and the larger, overall structures of writing across cultures, including text and paragraph structure, cohesion, and much more. We'll look at what they've found out—to separate rumour and anecdote from the results of systematic observation. The talk will set the stage for a discussion of the implications of these findings for editing and translating texts for an international readership.</p> <p><b>Ian Williams</b>, University of Cantabria, Santander, Spain, will introduce the speaker.</p> <p>Abstract, p 9</p>
<p>14:30–15:50</p>	<p><b>Light lunch</b>—overlooking the gardens, weather permitting, or in the Bonsai room and porch</p>
<p>16:00–17:15</p>	<p><b>Panel 3: Working the market, part I—Adding scope, breadth and depth</b></p> <p>Editing (for authors, research groups, institutions, or academic societies publishing from a base in a Mediterranean country) and translation are the primary language support categories clients ask about, but additional needs that emerge are instruction in writing and an array of publishing skills, help in switching from one medium to another.</p> <p><b>Mary Ellen Kerans</b>, translator and editor, Barcelona, Spain  <b>Philip Bazire</b>, translator, editor, surgeon, Segovia, Spain  <b>Denise Arend</b>, translator, Sao Paulo, Brazil  <b>Valerie Matarese</b>, UpTo infotechnologies, Vidor (TV), Italy  <b>Aleksandra Mišak</b>, freelance translator and manuscript editor, Zagreb, Croatia</p> <p>Abstract, p 15</p>

Saturday 27 October: Continued on next page

Saturday 27 October: Continued from previous page

17:15–17:30	<b>Brief coffee break</b>
17:30–18:45	<p><b>Panel 4: Working the market, part II—Managing your clients, focus on negotiation</b></p> <p>Success through dialogue: The current demand for high-end services allows freelance and in-house language facilitators to improve their conditions of work by negotiating on the basis of quality.</p> <p><b>Alan Lounds</b>, panel coordinator; treasurer, MET; Universitat Politècnica de Catalunya, Barcelona, Spain  <b>John Bates</b>, Servei Lingüístic, Universitat Rovira i Virgili, Tarragona, Spain  <b>Luci Vazquez</b>, SLT, Universitat Politècnica de Catalunya, Barcelona, Spain  <b>Mary Ellen Kerans</b>, freelance, Barcelona, Spain  <b>Felicity Neilson</b>, Matrix Consultants, Paris, France</p> <p>Abstract, p 16</p>
18:45–19:00	<b>Closing remarks</b>
21:00	<b>Closing supper</b> —Restaurant Samarkand, Atocha Station

## Abstracts

### Plenary lecture: Ana Moreno

---

#### **Cultural differences: What's really known about how rhetorical features of texts differ between English and other languages?**

Saturday 27 October, 2007: 13:15-14:30

Applied linguists have looked at both the details and the larger, overall structures and other rhetorical features of writing across languages and cultures. This talk will set forth some of the better-supported findings—both negative and positive—of the ‘contrastive rhetoric’ literature. It will provide some criteria for separating rumour and anecdote from the results of systematic observation. We’ll emphasize the usefulness of recent, well-controlled studies of large sets of comparable L1-written texts and then discuss the implications for editing L2-English texts or translating for an international readership.

Features linguists have examined and included thematic development, cohesion, hedging and other ‘metadiscourse’ devices that convey attitude, paragraph and text structure, and much more. Until fairly recently, however, studies in contrastive rhetoric were plagued by confounding variables and design flaws—such as lack of control over the expertise of writers whose texts were being compared or over the contexts in which the studied language features occurred. But, most importantly, many contrastive studies drew conclusions about non-English L1 rhetorics based on the analysis of English L2 texts, often prose written by English-L2 university students or insufficiently proficient professional writers. Readers of such studies were understandably left wondering how much attention to pay to them. In this talk the speaker will look at some of the claims that have been made and cast a critical eye on how some researchers came to their conclusions. Then we’ll move on to what we are now beginning to understand about how rhetorics differ.

**Ana I. Moreno’s** work in contrastive discourse analysis has appeared in such journals as *English for Specific Purposes*, *Text*, *Journal of English for Academic Purposes* and *Multilingual Matters*. Now a tenured researcher at Madrid’s Centre for Information and Scientific Documentation (CINDOC), a part of the Spanish Council for Scientific Research (CSIC), she brings an intercultural perspective to the group on Scientific and Technical Information and Communication through the Internet. Her work has implications for those teaching academic or professional communication or anyone working with professional L2-English texts. Her concern with good contrastive research practice is extending her message beyond her own focus on the English–Spanish pair.

## Workshops

### A genre analysis approach to translating and editing research articles

<b>Facilitator:</b>	Alan Lounds, <a href="mailto:Alan.Lounds@metmeetings.org">Alan.Lounds@metmeetings.org</a>
<b>Date:</b>	Friday, 26 October 2007 (9:15 – 12:30 h)

Original research articles in English are the main channel for disseminating knowledge, and in Mediterranean countries there is great demand for language facilitators to help authors publish. We wish to show how persons with a non-scientific background can move into this fascinating area of work, and to offer a new approach for those already working in it.

This workshop provides a brief introduction to the research article genre in general. It will show how genres reflect the expectations of 'discourse communities'. It will convey the importance of taking a systematic approach and having a sense of genre in order to get the register right in choice of grammar, terminology, phrasing and structure. It will work through examples to identify different subspecialty forms and to illustrate some of the pitfalls that may be encountered if one fails to pay attention to genre conventions.

The workshop will also introduce the concept of methodological doubt—never take it for granted that something that looks strange isn't in fact typical of a genre you might not yet be familiar with—and how to approach resolving your doubts.

For further details, consult the website.

### Practical tools for improving text flow: Focus on punctuation

<b>Facilitator:</b>	Thomas O'Boyle, <a href="mailto:tomoboyle@telefonica.net">tomoboyle@telefonica.net</a>
<b>Date:</b>	Friday, 26 October 2007 (9:15 – 12:30 h)

The basic syntax is sound. The terminology is correct. Overall, the text is coherent. But, for some reason it still doesn't flow. It's time to do a punctuation check. This workshop looks at punctuation as a tool that removes ambiguity, provides balance, and improves flow. The emphasis is on using these syntactic signposts to solve dilemmas raised by poor punctuation and provide clear, reader-friendly texts.

Writers—and the editors who review their texts—can't afford to assume that readers will fix unsystematic punctuation instinctively. If punctuation provides 'traffic signs' that help readers travel from one thought to the next, decisions about placement are surely not based on whim and a given speaker's sense of rhythm. The workshop will introduce a decision-making hierarchy to enable participants to make logical, efficient decisions depending on whether texts are for publication or for personal expression.

For further details, consult the website.

## Communicating with your clients: A systematic approach for translators and editors

<b>Facilitator:</b>	Jura Žymantas, <a href="mailto:jura.zymantas@esade.edu">jura.zymantas@esade.edu</a>
<b>Date:</b>	Friday, 26 October 2007 (9:15 – 12:30 h)

Mediation, or the negotiation of meaning, is central to translating, editing and communication in general. Wordsmiths mediate between the writer (researcher, report writer, etc) and the reader, as well as between speakers preparing poster presentations or longer talks and the eventual listeners. Mediation is equally important for language service providers when negotiating terms, conditions and project expectations with a client before undertaking a job.

Non-Directive Listening (NDL) is a systematic approach to full understanding in situations of mediation. It requires a listener's undivided, non-judgmental attention before beginning to act on the information understood. With this approach, both the listener and the speaker (or the author or the client) assure each other that they're on the same page.

Whether it's a question of unblocking ideas or clarifying and focusing them, NDL is a very practical tool for communication. Its principles have extended to many situations where understanding is essential, such as education, business negotiations and meetings, human resources and nursing. It has also been applied to systematic author querying by translators and editors.

In this session participants will be introduced to NDL concepts and have the opportunity to practice NDL in realistic situations.

For further details, consult the website.

## Statistics for editors and translators

<b>Facilitator:</b>	Darko Hren, <a href="mailto:dhren@mef.hr">dhren@mef.hr</a>
<b>Date:</b>	Friday, 26 October 2007 (14:30 – 17:45 h)

Do you think that editors should not be bothered with the statistics in articles published in their journals? Or that translators and author's editors should pass over the statistics with no comment? We've heard those arguments often, yet statistics are an integral part of the content of an article. Even the interpretation of simple aspects of language in papers written by non-native speakers of English requires us to understand the role of statistics in the overall argument.

We invite you to participate in the workshop which will examine how much journal editors, author-editors and translators should know about data presentation in articles they work on. The workshop aims to show that all professionals involved in publishing scientific articles, regardless of the training and type of work on articles, should use their common sense when thinking about data presentation in a scientific article.

For further details, consult the website.

## Righting citing: Principles and strategies for editors and translators

<b>Facilitator:</b>	Iain Patten, <a href="mailto:ikpmet@gmail.com">ikpmet@gmail.com</a>
<b>Date:</b>	Friday, 26 October 2007 (14:30 – 17:45 h)

Far more than a mere formality, citation is an integral part of scholarly writing that affects message, clarity, and even an author's credibility. As such, it has implications for translators and editors who help authors create coherent texts. Professionals who provide language support for academic authors are often faced with citation problems ranging from unclear or ineffective use of references to practices that fall into the category of plagiarism. In addition, texts may suffer from the confusing effects of cut-and-paste or 'patch writing'. However, it is not uncommon for such problems to be overlooked or for it to be assumed that authors must know how referencing is handled in their fields and never to think of treating it as a textual feature to be examined critically along with grammar, terminology, and general flow of information. Language professionals who are aware of citation issues and who develop skills to recognize and resolve problems will be better equipped to support authors who publish academic articles.

For further details, consult the website.

## Practical tools for improving text flow: Focus on information ordering

<b>Facilitator:</b>	Mary Ellen Kerans, <a href="mailto:METworks@gmail.com">METworks@gmail.com</a>
<b>Date:</b>	Friday, 26 October 2007 (14:30 – 17:45 h)

'Flow' is a feature readers name as a hallmark of good writing. However, we are often unable to quite pin down what it is that causes the opposite: poor flow. Good flow reflects the fact that a text is cohesive, and cohesion relies on devices such as punctuation (the subject of a separate workshop), mechanical markers of discourse like *nonetheless* and grammatical referents like *these*—and perhaps most importantly in English flow depends on the choice of what information comes first in a new sentence.

This is the focus of theme–rheme analysis. Simply put, theme refers to what starts a sentence (or what it is about) and rheme refers to what is said about the theme.

In their native languages, good writers handle theme–rheme flow fairly naturally. But translated texts often have source-language information ordering in sentences that are otherwise impeccably translated, entirely correct and even beautifully written on their own; nevertheless, they sometimes make reading difficult because the flow across the boundary from one sentence to another is unexpected. Texts written by non-native speakers of English—and sent to us for 'correction'—often also suffer from unexpected information ordering. Thus, an awareness of theme–rheme flow can provide us with a lens for analyzing why reading is difficult and how information can be reordered to improve cohesion.

We will apply this concept to real-life editing, translation and revision problems.

For further details, consult the website.

## Panels

### Panel 1: CAT tools: what are the benefits to freelancers?

---

Saturday, 27 October, 2007: 10:00-11:15

A surprising number of translators use computer-assisted translation (CAT) tools reluctantly, if at all. Their reasons vary:

“CAT doesn’t help with my kind of translation... The software cramps my style... It’s too complicated to use... I’ll be forced to offer discounts for repetitions... I only translate part-time....”

In this panel discussion, seasoned users of some mainstream CAT programs (Wordfast, Trados, Déjà Vu, Heartsome) explain why CAT is a vital part of their workflow and discuss the specific benefits their chosen tool provides—as compared to other tools, and as compared to working in the traditional way. Issues to be considered include translation quality, user-friendliness, payment, teamwork, client requirements and professional standards.

Our message is that there are other benefits to be gained from CAT tools apart from recycling old translations and saving effort. And that in a rapidly changing and highly competitive professional environment, no translator can afford to ignore those other benefits.

**Stephen Waller** is a freelance translator and editor based in Barcelona, Spain. Having worked previously in bilingual dictionaries and EFL, he has 14 years’ experience as a translator, specialising in business and finance.

**Iain K. Patten**, PhD, will talk about Wordfast. Iain is a freelance translator and editor based in Valencia, Spain. He comes from a research background in biomedical science and is interested in issues associated with effective communication of scientific information.

**Timothy Barton** will talk about Déjà Vu. Timothy is a freelance translator ([www.timtranslates.com](http://www.timtranslates.com)) based in Barcelona who specialises in education and sport. He began translating in 2004, and spent two years in-house translating for Universitat Autònoma de Barcelona. He now lectures in translation at the same university alongside his freelance work.

**John J. Rynne** will talk about Heartsome. John is a translator and director of Versalia Traducción, S.L. ([www.versalia.com](http://www.versalia.com)). After a primary degree in Chemistry, a stint in ESL led him to the joys of translation. He is an *intérprete jurado*, an American Translators Association-Certified Translator from Spanish into English and from English into Spanish, and holds the lol Dip. Trans., among other qualifications. For over fifteen years he has specialised in financial and business-related translation.

**Cindy Chadd** will talk about Trados. Cindy is a full-time freelance translator with 20 years of corporate experience in a variety of fields, including training and development, recruitment, business travel management and public relations. She is currently based in Colmenarejo (Madrid), Spain.

## Panel 2: Editing and translation tools: A microarray of simple Internet and computer tools that work

---

Saturday, 27 October, 2007: 12:30-13:10

While there are many tools that purport to help us maintain consistency, ensure correct terminology, and increase production by cutting down on research time or business chores, few of us can afford to spend time discovering which ones are too cumbersome, complicated, or irrelevant to our immediate needs to be of real use and which ones are truly helpful.

Fortunately others have already spent their valuable time on this discovery process. This panel offers an array of useful and even essential Internet and computer tools and gadgets that are simple to use and provide immediate benefits to language facilitators. They include concordance and indexing tools for focused searching, specialist dictionaries for finding the right spelling of technical terms in specific fields, means for sharing translation memories with team members who might not use CAT tools, and handy keystroke applets that shorten the process of getting to the right search engine.

**William Orr**, panel coordinator, is a freelance translator and interpreter who works with both business-related and medical texts and is based in Barcelona, Spain.

**Alan Lounds**, panel coordinator; treasurer, MET; Universitat Politècnica de Catalunya, Barcelona, Spain.

**Stephen Waller** is a freelance translator and editor who specialises in financial texts. He's based in Barcelona, Spain.

---

### Panel 3: Working the market, part I—Adding scope, depth and breadth

---

Saturday, 27 October, 2007: 16:00-17:15

A recurrent theme at MET events and a message we have brought to other conferences and associations is that our clients require more than one type of language support service, with different needs coming to the fore at different times. Editing (for authors, research groups, institutions, or academic societies publishing from a base in a Mediterranean country) and translation are the primary language support categories clients ask about, but additional needs that emerge are instruction in writing and an array of publishing skills, help in switching from one medium to another (writing to speaking, article genres to posters or other visual presentations), and help in designing language quality assurance processes for traditional or web-based publishing. That list is by no means exhaustive, as we've often found ourselves involved with sensitive dialog interpreting and with cross-cultural negotiations—and those are but a few roles we've taken on. With so many client needs around us, it's not surprising that professionals with skills and experience find themselves working in a seller's market.

The message of this panel is that “wordface professionals”—editors, translators, writers, educators—manage their work best if they cultivate a certain range of overlapping skills and stand ready to apply appropriate combinations at the right time. The four participants will discuss certain compatible combinations that are relevant to our context.

**Mary Ellen Kerans** will discuss the concept of translator-as-editor and give a brief overview of what's behind the current worldwide boom in author's editing. Mary Ellen is a freelance editor and translator based in Barcelona and is presently Chair of MET.

**Philip Bazire** will discuss how he, a surgeon, came to be working with authors in Spain and the way he's able to provide a surrogate peer review to authors submitting manuscripts. Philip trained as a doctor at UCH, London and then specialised in surgery at La Paz, Madrid. He entered full-time translating in 1997, specialising in the medical and pharmaceutical fields. His base is near Segovia.

**Valerie Matarese** will look at website function from a new perspective—that of educator—showing how websites can be a means for client education. The e-journal *Science Careers* recently featured Valerie's work.

**Denise Arend** will describe how a group of translators came to take on web publishing responsibilities in the context of the very active Brazilian experience with bilingual publication. Denise is a partner at Scientific Linguagem and SciBooks, two Brazilian companies focused on medical publications (services include revision, editing, translation, workflow and quality control). She is currently taking an MA in Translation Studies at Aston University, Birmingham, UK.

**Aleksandra Mišak** will describe the interventions she agrees to do for an author or refuses to do when she's editing a manuscript. Saša is a freelance translator and manuscript editor in Zagreb, Croatia.

---

## Panel 4: Working the market, part II—Managing your clients, focus on negotiation

---

Saturday, 27 October, 2007: 17:30-18:45

Both freelance and in-house translators can feel isolated and frustrated at their lack of involvement in decision-making on the work they carry out. However, the current need for high-end translation and editing services places them on a good footing to negotiate their conditions of work. To some extent negotiating in-house and as a freelancer are two sides of the same coin. In both it is necessary to negotiate what can be done and in what setting, under what conditions—and these will largely determine the price of the service. However, quality is an essential prerequisite for successful negotiation: your reputation will help you to obtain better conditions.

Based on the experience of freelance and in-house translators and editors, this panel will discuss strategies for self-management and dialogue that may help language facilitators to take greater control of the work they do, make it more interesting and move their careers forward.

**Alan Lounds** is head of the Language Advisory Service at UPC and Treasurer of MET.

**Luci Vázquez** will describe how the Language Service of the Technical University of Catalonia (UPC) has hit a track to success by narrowing its focus, negotiating with clients and management on the basis of quality, and empowering its suppliers. Luci is a translator and editor at UPC.

**John Bates** will describe the strategies to successful negotiation adopted at the Language Service of Rovira i Virgili University (URV), paying close attention to what needs to be negotiated and with whom. John is Head of the Language Service at URV.

**Mary Ellen Kerans** will discuss the principles and tools that have proved useful for negotiation, focusing mainly on the freelancer's position and offering remedies for some of the recurrent syndromes affecting translators. Mary Ellen is a freelance editor and translator based in Barcelona and is presently Chair of MET.

**Felicity Neilson** will describe how reputation gives market leverage and therefore affects one's position in any negotiation. She will also explain why quality assurance measures need to be a priority for companies, agencies, groups and individual translators. Felicity is an international communications specialist in the biosciences and runs Matrix Consultants in Paris.

## Posters

---

### **Adapting IMRaD from text to slides: Focus on objectives and summaries**

*Objective:* To explore how techniques for compressing, abridging, and reinforcing key information can be used to create effective introduction and conclusion sections for audiovisual presentations of scientific research.

*Background:* Trainee researchers first become familiar with the highly conventionalized IMRaD structure through reading primary research articles; but their first experience as presenters of their own work is often in the distinct genre of a slide presentation. These presentations are usually ten-fifteen minute summaries of ongoing research given at a national or international conference, and provide one of the first opportunities for junior researchers to showcase their work and establish a profile within their discipline.

*Problem:* Inexperienced presenters often transfer the IMRaD article structure directly to slides. This approach reflects a failure to consider how audiences' needs change with the shift from reading a static text to the dynamic, multi-channel flow of information that takes place in an audiovisual presentation. Presentations often have excessive background detail and contain hard-to-view text and graphics in overcrowded slides. Such poor preparation compounds the oral communicative problems faced by some presenters who are non-native speakers of English.

*Solution:* Effective communication to a conference-hall audience requires simplified layouts, abridged schemes, and frequent back-referral to reinforce key messages. Focusing on the presentation of objectives and conclusions, this poster explores ways in which these aims can be achieved. Clearly signposted objectives and conclusions provide an efficient way of anchoring the audience's attention to create a lasting impression.

**Simon Bartlett** has a background in biomedical research, and for the last five years has worked as an author's editor at the Centro Nacional de Investigaciones Cardiovasculares in Madrid, Spain.

---

### **Efficient author querying: Use a “problem–solution” structure**

*Objective:* To propose a “problem–solution” structure for author queries that aim for clarification of ambiguities or correction of errors. To show how longer “narrative” queries can be restructured to assure faster resolution during short journal production cycles.

*Background:* Editorial querying practices vary according to such factors as a translator/editor's preferences and skill with computers, the purpose of querying (extensive vs. limited revision), and the perception of the translator/editor's role (closed or open, superficial or deep). Queries, along with suggestions and criticism, also feature in the letter that journal gatekeeping editors send to authors to communicate the results of peer review.

*New problems:* Such systems aim to elicit an author's careful revision. They are not suited to situations when rapid editing or translation of a manuscript is needed, such as in modern journal production cycles. Our journal translation team needed a more efficient system for obtaining information and for documenting authors' permission to correct errors detected in page proofs during the translation process. The new system could not encourage author revision at the final stage of the publication cycle or lead to time-consuming dialog with authors.

*Solution:* We adapted an engineering genre (the situation–problem–solution–evaluation report) to create an e-mail query structure with four moves: 1) situation, 2) problem, 3) solution, and 4) request for action (evaluation of the solution or provision of explicit information). This format has guided rapid-turnaround, information-rich e-mailing with authors. It has generated no conflict over the several years it has been used and it has been extrapolated to journal copyediting of manuscripts by authors who are not native speakers of English and author's editing when substantive revision is not a goal.

**Mary Ellen Kerans** has taught English for specific purposes in the health sciences and is now mainly a freelance translator and author's editor in Barcelona, Spain. A main interest of hers is bilingual journal publication and copyediting processes for journals receiving mainly articles from non-native-English writers.

---

### **Does editorial leadership (seen in the instructions to authors) determine biomedical journal quality? A case-control study between Italy and the UK**

*Background:* Little attention has been given to the quality of journals produced in particular countries, but readers perceive geographical differences in journal quality. We compared journals belonging to a "lower quality" category (edited in Italy, cases) to journals of apparently higher quality (edited in UK, controls). We asked if differences in bibliometric parameters justified the selection of these groups as cases and controls and, then, if differences in "instructions to authors" documented lower editorial leadership among cases that hindered their ability to publish good papers.

*Methods:* We focused on research journals indexed in Medline. Italian journals were defined as those with both editor and publisher based in Italy; UK journals had both editor and publisher in the UK. We enrolled all Italian journals and an equivalent number of UK journals selected with random numbers. Quality was assessed according to bibliometric parameters. Editorial leadership was assessed by evaluating instructions to authors and editorial policy statements.

*Results:* The case group comprised 76 Italian journals and was matched by 76 control UK journals. Italian journals published fewer articles in 2005 (median, 63 vs. 104) and less frequently had online archives (42 vs. 74 journals) and PubMed links (23 vs. 68). Italian journals were less frequently indexed for impact factor (27 vs. 54) and had a lower median value (1.0 vs. 2.1). Italian journals less frequently required that authors specify competing interests (22 vs. 48), funding (29 vs. 54) or authors' contributions (5 vs. 39). However, more Italian journals referred to ICMJE Uniform Requirements (27 vs. 12). For journals publishing human research, similar numbers referred to the Declaration of Helsinki (34 vs. 35) but fewer Italian journals inquired about informed consent (13 vs. 41) or ethics committee review (18 vs. 48). No Italian journal required registration of clinical trials (vs. 21 UK journals).

*Conclusions:* Italian journals are smaller and score lower on indicators of quality than UK journals, and they also have lower expectations for manuscripts. Insufficient editorial leadership may affect a journal's inability to attract and to contribute to quality manuscripts. Greater appreciation of international initiatives to promote quality publishing might improve Italian journal quality.

**Valerie Matarese** is a former biomedical researcher who now works as author's editor, journal copyeditor and instructor of scientific reading and writing, specifically focusing on the research paper in preclinical and clinical sciences (UpTo infotechnologies, Vidor (TV), Italy).

**Catrin Zulian** is a librarian with an interest in scientific open archives.

---

## Academic publishing in a global context: Exploring the experiences of multilingual scholars

Scholars around the world are coming under increasing pressure to publish research in English-medium academic publications. Achieving English-medium publishing, particularly in academic journals, can yield benefits for getting jobs, promotions, and research grants and being able to disseminate research to a wider audience. This paper presents an overview of findings emerging from a longitudinal study, begun in 2001, of the English academic writing and publishing experiences of some 50 scholars in Portugal, Spain, Hungary, and Slovakia. Key questions our ongoing research raises are as follows:

- What obstacles and opportunities do scholars in different settings encounter in their efforts to publish in English?
- In what ways do local, national, and international networks support scholars' writing in English?
- How do 'literacy brokers'—such as friends, colleagues, translators—influence the texts being produced?
- Which texts are successful or unsuccessful in being accepted for publication, and why?

In order to explore these questions we have developed a methodology we refer to as a 'text-oriented ethnography', which involves careful tracking of texts—and those involved in the crafting of such texts—from early drafting through to submission and publication. This paper will outline the research methodology, summarize key findings to date, and point to future direction in this project.

**Theresa Lillis**, the Open University UK [t.m.lillis@open.ac.uk](mailto:t.m.lillis@open.ac.uk), and **Mary Jane Curry**, University of Rochester, New York [mjcurry@Warner.Rochester.edu](mailto:mjcurry@Warner.Rochester.edu).

---

## Discipline- and genre-specific language corpus analysis—a handy tool for clarifying language usage

Formal knowledge of language, personal experience with field-specific varieties, and familiarity with style guidelines are sometimes insufficient for resolving doubts about specialist English word usage. Busy editors and translators—whether or not they are first-language users of English or field specialists—can extend their range of knowledge by creating a "target language corpus" of texts to emulate. A simple corpus analysis tool called a "concordancer" can mine the corpus for reliable answers to questions about how words can be handled in keeping with the expectations of experienced readers of those text types. This approach, which helps translators and manuscript editors to work more confidently, is especially useful for teams whose usage must converge to reflect a similar pattern.

This poster shows some of the questions that can be answered with this approach. Common doubts are resolved with outputs from freeware "concordancing" software AntConc 3.1.302 (<http://www.antlab.sci.waseda.ac.jp/software.html>), an easy-to-use freeware program for Windows (version 3.1.2), Linux or MAC operating systems. Such software was developed to serve linguists but the outputs are intuitively useful to specialized translators, language editors, and writers—especially if their native language is not English or they are not habitual users of a specialist variety.

---

**Mary Ellen Kerans** is a freelance translator and editor in Barcelona Spain. She began using corpora as an instructor of English for specific purposes and she now uses this tool in team translation in medical specialties. **Ailish Maher** is a freelance translator in Berga, Spain. Ailish, Mary Ellen and **Stephen Waller** are developing MET's workshop on [Corpus-guided translation and editing of specialist texts](#).

This poster has previously been shown at two conferences: 1) **European Association of Science Editors Ninth Conference: The Culture of Science Editing**, Krakow, Poland, 15-18 June 2006, and 2) **PPRISEAL** (Publishing and Presenting Research Internationally: Issues for Speakers of English as an Additional Language), La Laguna, Tenerife, Spain, 11-13 January 2007.

---

### **Accountability: Editor, guest editor, reviewer, scientific association, publisher. The Human Immunology/Arnaiz-Villena retraction, 2001-2003**

A research paper in a subspecialty medical journal was retracted on the advice of the publisher within one month of publication in September 2001, in response to complaints by readers and members of the journal's editorial board that it contained inappropriate political statements. The controversy triggered by this decision centered on appropriate language and content for scientific articles, and on editorial "due process" for retraction in the absence of fraud or serious error.

The main author was dismissed from his clinical post and became the subject of an official investigation by his health service and university employers (who denied any connection between the retraction and their investigations). Several members of the journal's editorial board resigned to protest the article's "inappropriate" content. The journal later revised its policies on special issues and guest editors, and the publisher subsequently revised its policies on retractions.

The purpose of this poster is to synthesize deficiencies in the language editing, peer review and journal production processes that resulted in failure to satisfy expectations for quality and professional conduct. The case illustrates the potentially damaging consequences of inadequate editorial concern for international readers' expectations. It holds lessons for editors, guest editors, language editors, translators and authors, especially for those whose first language is not English.

**Karen Shashok** is a translator and editorial consultant in Granada, Spain ([kshashok@kshashok.com](mailto:kshashok@kshashok.com)).

**Mary Ellen Kerans** was an instructor of English for specific purposes in the health sciences, Universitat Internacional de Catalunya, Barcelona, Spain at the time this poster was created.

This poster has previously been shown at two conferences: 1) **European Association of Science Editors Eighth Conference**, 2003, Bath, UK, and 2) IFSE-12 Conference, 2004, Mérida, Mexico.

## Social events

### **Closing dinner (Saturday, 27 October 2007)**

The Samarkanda restaurant overlooks the palm, banana and mahogany trees of a large indoor tropical garden at the the Atocha Railway Station, a short walk from the Royal Botanical Garden. Recently refurbished, Atocha is a fine cast-iron and glass structure from the late 1800s.

Note that the closing dinner is included in the conference fee.

### **Excursion to Toledo (optional, Sunday, 28 October 2007)**

An excursion to Toledo, near Madrid, will feature the story of how this once-multilingual, cosmopolitan city was a centre of translation of texts in Arabic to Latin in the 12th century. Translators collaborated in trilingual teams to make works of philosophy and science available to readers of Latin in cities where scholarly communities were gradually developing into universities—Bologna, Oxford, Paris and more.

The fee for this tour by MET's special interest group on Mediterranean communications history includes a return ticket on a high-speed train from Atocha Station, a full Spanish Sunday lunch, and entrance fees. We'll leave Madrid shortly after 9 AM and return around 7 PM.