



2nd Mediterranean Editors and Translators' Meeting

27-28 October 2006

Institut Europeu de la Mediterrània
Carrer Girona 20, 08010 Barcelona, Spain

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Program

Room 1 is the main auditorium (Sala d'Actes).

Room 2 is on the ground floor next to the Main Auditorium.

Rooms 3, 4 and 5 are on the third floor.

Room CEJ (for Friday morning events only) is in the *Centre d'Estudis Jurídics*, Carrer Ausies Marc 40, just 2 doors from the IEMed.

FRIDAY, 27 OCTOBER, 2006

8:30-9:15	Registration desk opens.	
9:15-10:00	Informal welcome and orientation to the program	
10:10-11:20	Room 1	Room CEJ
	<p style="text-align: center;">Short workshop</p> <p style="text-align: center;">Putting the impact factor in its place with a new approach to bibliometry</p> <p><i>Michael Taylor</i>, Universidad Autonoma de Madrid (UAM), Spain; <i>Pandelis Perakakis</i>, University of Granada, Spain; <i>Varvara Trachana</i>, Centro Nacional de Biotecnología (UAM), Madrid, Spain [Abstract, Page 19]</p>	<p style="text-align: center;">Presentation</p> <p style="text-align: center;">Revising the visuals that support oral presentation</p> <p><i>Simon Bartlett</i>, Science Communication, Centro Nacional de Investigaciones Cardiovasculares, Madrid, Spain [Abstract, Page 9]</p> <p style="text-align: center;">Panel discussion</p> <p style="text-align: center;">Mentoring and coaching oral communication—classroom skills and theory meet real-life training</p> <p><i>Mary Ellen Kerans</i> (panel organizer), freelance translator, editor and oral communications coach; <i>Angel Cardama</i>, Universitat Politècnica de Catalunya; <i>Jeffrey Breyer</i>, freelance and Universitat Pompeu Fabra; <i>Jura Žymantas</i>, ESADE. All based in Barcelona, Spain [Abstract, Page 2]</p>
11:20-11:50	Coffee break	
11:50-13:00	Room 1	Room CEJ
	<p style="text-align: center;">Panel discussion</p> <p style="text-align: center;">Process-oriented quality assurance—what the new European Translation Standard means for freelance translators</p> <p><i>Greg Morley</i> (organizer), Young Medical Communication and <i>Juan José Arevallillo</i>, Hermes Traducciones y Servicios Lingüísticos, both based in Las Rozas (Madrid), Spain; <i>Sheryl Hinkkanen</i>, Secretary-General, Fédération Internationale des Traducteurs, freelance translator, and translation agency owner, Finland; <i>Helen Casas</i>, freelance translator and editor, Barcelona, Spain [Abstract, Page 4]</p>	<p style="text-align: center;">Presentation</p> <p style="text-align: center;">Eliciting author revision at a distance—author's editing by correspondence</p> <p><i>Aleksandra Mišak</i>, <i>Croatian Medical Journal</i>, Zagreb, Croatia [Abstract, Page 13]</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">When editors write and authors edit—experimenting with collaboration in scientific research communication</p> <p><i>Valerie Matarese</i>, author's editor and trainer, UpTo.it, Pieve di Soligo, Italy [Abstract, Page 12]</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">Ghostwriting in medical journals: the white brush that tars all medical writers and authors' editors</p> <p><i>Elise Langdon-Neuner</i>, medical writer and editor of EMWA's <i>The Write Stuff</i>, Vienna, Austria [Abstract, Page 11]</p>

FRIDAY, 27 OCTOBER, 2006 (cont)

13:10-14:20	<p align="center">Room 1</p> <p align="center">Short workshop</p> <p align="center">Point-by-point replies to editors and peer reviewers—guiding novice writers</p> <p>Catherine Mark, Departamento de Inmunología y Oncología, Centro Nacional de Biotecnología/CSIC, Madrid, Spain [Abstract, Page 18]</p>		<p align="center">Room CEJ</p> <p align="center">Presentation</p> <p align="center">Starting up your own business</p> <p>Ben Young, Young Medical Communications, Madrid [Abstract, Page 16]</p> <p align="center">Presentation</p> <p align="center">Simultaneous bi-lingual publishing of high-frequency, compliant documents in identical target- and source-language versions originated in either language: a theoretical benchmark model?</p> <p>George Witherington, freelance translator, London, UK [Abstract, Page 15]</p>		
14:30-15:50	<p align="center">Lunch</p>				
16:00-19:00	<p align="center">Room 1</p> <p align="center">Training workshop</p> <p align="center">Statistics for editors (25 places)</p> <p>Ana Marušić, <i>Croatian Medical Journal</i> and Darko Hren, Research Fellow, Zagreb University School of Medicine, both based in Zagreb, Croatia [Abstract, Page 17]</p>	<p align="center">Room 2</p> <p align="center">Training workshop</p> <p align="center">First steps for translating and editing research articles—how to adopt a genre analysis approach (20 places)</p> <p>Alan Lounds, Servei de Llengües i Terminologia, Universitat Politècnica de Catalunya, Barcelona, Spain [Abstract, Page 17]</p>	<p align="center">Room 3</p> <p align="center">Training workshop</p> <p align="center">Righting citing (20 places)</p> <p>Iain K. Patten, freelance translator and editor, Valencia, Spain [Abstract, Page 18]</p>	<p align="center">Room 4</p> <p align="center">Training workshop</p> <p align="center">“Talking” to authors by annotating their texts (15 places)</p> <p>Joy Burrough-Boenisch, author’s editor, Unclogged English, Reading, UK [Abstract, Page 16]</p>	<p align="center">Room 5</p> <p align="center">Training workshop</p> <p align="center">Practical tools for improving text flow: focus on the role of punctuation (20 places)</p> <p>Tom O’Boyle, freelance translator, editor and oral communications coach, Madrid, Spain [Abstract, Page 17]</p>
19:15-19:30	<p align="center">Room 1</p> <p align="center">Formal welcome from Lurdes Vidal Bertran, representing the European Institute of the Mediterranean (IEMed)</p>				
19:30-20:45	<p align="center">Room 1</p> <p align="center">Plenary lecture</p> <p align="center">Plagiarism in the sciences: What do we really know?</p> <p>Miguel Roig is a psychology professor at St. John’s University in New York. For over a decade, Dr. Roig has conducted research on plagiarism, particularly with respect to factors associated with text misappropriation. In recent years, he has expanded his research to include the problems of professional plagiarism and other ethically questionable writing and authorship practices.</p> <p>Abstract—Plagiarism has been classified as one of the major forms of scientific misconduct. Yet, although these transgressions are easily recognized when they appear in their most egregious forms, other more subtle instances may be dismissed as mere “ethically questionable” writing practices. How is plagiarism defined by the various science disciplines and regulatory agencies? What is the incidence of this type of misconduct and what does the available research literature say about its causes and possible prevention? ...</p>				
20:45-22:00	<p align="center">Wine and tapas</p>				

SATURDAY, 28 OCTOBER, 2006

<p>09:00-10:10</p>	<p style="text-align: center;">Room 1</p> <p style="text-align: center;">Plenary panel discussion</p> <p style="text-align: center;">Organizations for communication professionals—what do they offer you?</p> <p>Karen Shashok (plenary panel organizer), freelance translator and author's editor, Granada, Spain, with the participation of representatives from the following organizations:</p> <ul style="list-style-type: none"> • World Association of Medical Editors (WAME) - Ana Marušić • The Eastern Mediterranean Association of Medical Editors (EMAME) - Farhad Handjani • Société Française des Traducteurs (SFT) - Chris Durban • European Association of Science Editors (EASE) - Arjan KS Polderman • Fédération Internationale des Traducteurs / International Federation of Translators (FIT) - Sheryl Hinkkanen • Council of Science Editors (CSE) - Ana Marušić • European Medical Writers Association (EMWA) - Elise Langdon-Neuner <p style="text-align: right;">[Abstract, Page 5]</p>			
<p>10:20-11:30</p>	<p style="text-align: center;">Room 1</p> <p style="text-align: center;">Panel discussion</p> <p style="text-align: center;">Academic English vs plain prose—the debate</p> <p>Anthony Pym and John Bates, Universitat Rovira i Virgili, Tarragona, Spain; and Kevin Costello, James Madison University, Harrisonburg, Virginia, USA</p> <p style="text-align: right;">[Abstract, Page 5]</p>	<p style="text-align: center;">Room 2</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">Aspects of personal style in research article discussion sections in Spanish and English medical journals</p> <p>Ian A. Williams, University of Cantabria, Santander, Spain</p> <p style="text-align: right;">[Abstract, Page 15]</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">The writer's voice: first person pronouns in earth science research article introductions</p> <p>Tracey Thorp, Centro de Lenguas Modernas, Universidad de Granada, Spain</p> <p style="text-align: right;">[Abstract, Page 14]</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">Understanding and translating complex noun phrases in medical English: avoiding the pitfalls of coordinated structures</p> <p>François Maniez, Lyon 2 University, France</p> <p style="text-align: right;">[Abstract, Page 12]</p>	<p style="text-align: center;">Room 3</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">Computerized plagiarism detection as a teaching tool: helping novice NNS health science writers avoid plagiarism</p> <p>Christine Parkhurst, Associate Professor, Massachusetts College of Pharmacy and Health Sciences, Boston, Massachusetts, USA</p> <p style="text-align: right;">[Abstract, Page 14]</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">Avoiding innocent plagiarism—the plagiarism of <i>innocència</i> by authors and their language consultants</p> <p>Mary Ellen Kerans, freelance translator, editor and oral communications coach, Barcelona, Spain</p> <p style="text-align: right;">[Abstract, Page 10]</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">Dilemmas in translating a minoritized language</p> <p>Susan M. DiGiacomo, Universitat Rovira i Virgili, Tarragona, Catalonia, and University of Massachusetts at Amherst, USA</p> <p style="text-align: right;">[Abstract, Page 10]</p>	
<p>11:30-11:50</p>	<p style="text-align: center;">Coffee break</p>			
<p>11:50-13:00</p>	<p style="text-align: center;">Room 1</p> <p style="text-align: center;">Panel discussion</p> <p style="text-align: center;">Time management—getting the job done outside a structured office environment</p> <p>Ann Graul (organizer), editor and journalist, Prous Science, Barcelona, Spain</p> <p style="text-align: right;">[Abstract, Page 1]</p> <p style="text-align: center;">Presentation</p> <p style="text-align: center;">Ergonomics for text editors—a critical review</p> <p>Carolyn Newey, author's editor and translator, Hospital de la Santa Creu i Sant Pau, Barcelona, Spain</p> <p style="text-align: right;">[Abstract, Page 14]</p>	<p style="text-align: center;">Room 2</p> <p style="text-align: center;">Panel discussion</p> <p style="text-align: center;">The historian's corner: translation and translators in the Mediterranean</p> <p>Frances Luttkhiuzen (organizer), Barcelona, Spain; Siam Bhayro, University of Cambridge, UK; and Irwin Temkin, Barcelona, Spain</p> <p style="text-align: right;">[Abstract, Page 3]</p>	<p style="text-align: center;">Room 3</p> <p style="text-align: center;">Short workshop</p> <p style="text-align: center;">Non-directive listening for translators and communications coaches</p> <p>Jura Žymantas, ESADE, Barcelona, Spain</p> <p style="text-align: right;">[Abstract, Page 20]</p>	<p style="text-align: center;">Room 4</p> <p style="text-align: center;">Short workshop</p> <p style="text-align: center;">How to navigate guidelines for manuscript preparation</p> <p>Karen Shashok, freelance translator and author's editor, Granada, Spain</p> <p style="text-align: right;">[Abstract, Page 19]</p>

SATURDAY, 28 OCTOBER, 2006 (cont)

	Room 1		
	Plenary lecture		
	Soft vs. hard—skills worth acquiring to win premium clients		
13:10-14:20	<p>Chris Durban is a freelance English-to-French translator based in Paris, where she produces for-publication texts for corporate clients, many of them companies targeting investors in the English-speaking world. She also writes “The Onionskin”, a client education column in the <i>ITI Bulletin</i> and the <i>ATA Chronicle</i>, and is co-author of the “Fire Ant and Worker Bee” advice column in <i>Translation Journal</i>.</p> <p>Abstract—With basic language skills improving across Europe, the market for translation and related editorial services has never been more demanding. To compete effectively, some professional linguists are investing to acquire/consolidate subject-matter specialization and writing skills—an excellent first step. Yet such initiatives will only generate returns if clients are made aware of the expertise the translator/editor brings to the job. Enter the need for communication and people skills... and watch many linguists/translators fall flat on their face.</p>		
14:20-15:50	Lunch		
16:00-17:10	Room 1	Room 2	Room 3
	Panel discussion	Presentation	Panel discussion
	<p>Tips for the accidental interpreter William Orr (organizer); Brad Londres; Cristóbal Pérez, Nova Traductors i Interprets; Richard Samson, Universitat de Vic; and Anthony Pym, Universitat Rovira i Virgili—all based in Catalonia, Spain</p> <p>[Abstract, Page 5]</p>	<p>The role of translation in undergraduate medical English instruction Sofija Micic, Assistant Professor of English, School of Medicine, University of Belgrade, Belgrade, Serbia</p> <p>[Abstract, Page 13]</p> <p>Presentation</p> <p>Working with our colleagues: providing English language publishing skills in a university setting Sally Burgess, Ana Díaz Galán and María del Carmen Fumero Pérez, all of University of La Laguna, Spain</p> <p>[Abstract, Page 9]</p>	<p>Facing up to freelancing: dealing with the main issues Malcolm Hayes (organizer), International Communications and Technical Services, Lleida, Spain; Anne Murray and Mary Ellen Kerans, both freelance translators based in Catalonia, Spain; and Felicity Neilson, Matrix Consultants, Paris, France</p> <p>[Abstract, Page 1]</p>
	Room 1		
	MET General Assembly		
17:15-19:15	<p>The first annual General Assembly for the association MET will include:</p> <ul style="list-style-type: none"> • A presentation and discussion of overall objectives, and medium-term committee goals to implement them • Proposal of 3 bylaws to interpret the registered Charter and voting to accept or amend them • Recruitment for committee projects and interest groups • Open discussion of members' views <p>All MET members are encouraged to attend. Guests considering joining MET are also welcome.</p>		
19:30 approx.	Walk and talk: At about 19:30, those who would like to stretch their legs will leave for a leisurely walk to the restaurant where the closing supper will take place.		
21:00	Closing supper (optional)		

On Sunday morning, we have organized a walking tour of the old city. See the website for details and how to sign up.

Abstracts

The abstracts are listed by type of event (panel discussions, presentations, training workshops, and short workshops) and alphabetical order of the presenter/organizer.

Panel discussions

Time management: getting the job done outside a structured office environment

Ann Graul (organizer), **Susan Feitoza**, **Bettina Meyer**

Saturday 28, 11:50-13:00, Room 1

Distraction and isolation are just two of the obstacles that must be faced and overcome when working outside a structured office environment. Many people are unable to establish a successful work-home balance when work and home life take place within the same four walls. Together with panelists **Susan Feitoza** (Prous Science, Lisbon) and **Bettina Meyer** (independent editorial coordinator), **Ann Graul** (Prous Science, Barcelona) will discuss effective time management techniques, tools and tips designed to facilitate working from outside the office (or traveling between home and office), and potential traps to avoid if the freelance endeavor is to succeed.

Panel coordinator, **Ann Graul**, whose academic background is in the liberal arts (Lawrence University, 1987), has worked in scientific publishing at Prous Science since 1988—both in-house and at home since 2000. She is now responsible for writing and editing the *Integrity[®] Disease Briefings*, which are a series of continuously updated online reports focused on diseases and their treatment.

Facing up to freelancing: dealing with the main issues

Malcolm Hayes (organizer), **Anne Murray**, **Mary Ellen Kerans**, **Felicity Neilson**

Saturday 28, 16:00-17:10, Room 3

This round table discussion seeks to initiate a wider debate focusing on some of the practical problems and realities facing editors and translators who either work alone or in small groups. Members of the panel representing a variety of working circumstances will briefly explain their own experiences by giving their answers to a series of questions posed by the moderator:

- Where and how do you find work?
- How do you determine what to charge and pay?
- How do you ensure you get paid?
- How do you promote and guarantee quality?
- How do you build your image and develop your business?
- How do you collectively organise and coordinate projects?

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(Continued from previous page: Hayes et al. Saturday 28, 16:00-17:10, Room 3)

Then, we will proceed to a more general debate and discussion with all present, in which other practical issues could also be raised.

Malcolm Hayes (moderator) is the founder and president of a small language services cooperative based in Lleida, Spain. He has a first degree in Geography and a Masters degree in Immigration, Education and Social Work. His specialist areas are translating texts on urbanism, tourism and marketing and editing academic publications (mainly social sciences and agriculture).

Anne Murray is a full-time freelance translator who works from home in a small village in Catalonia. Having graduated from Dublin City University in 1990 with a degree in French and German translation, she moved to Spain, where she taught English and ran a language school for 8 years. She translates mainly technical, medical, and pharmaceutical texts from Spanish, Catalan, and French into English.

Mary Ellen Kerans has been a happy freelancer in Barcelona for over 20 years, with occasional projects for institutions including a recent 7-year period developing a health sciences English program at the Universitat Internacional de Catalunya. Her Masters from Columbia University Teachers College is in teaching English to speakers of other languages. The scope of her work encompasses curriculum design and materials writing in English for specific purposes, author's and journal editing and translation.

Felicity Neilson is an international communications specialist in the biosciences and runs Matrix Consultants, a small Paris-based company offering language focused services in the Pharmaceutical and Medical sectors. The organisation's activities include training and coaching, technical translations and medical writing.

Mentoring and coaching oral communication—classroom skills and theory meet real-life training

Mary Ellen Kerans (organizer), **Angel Cardama**, **Jeffrey Breyer**, **Jura Žymantas**

Friday 27, 10:10-11:20, Room CEJ

Writing well is necessary but insufficient for successful participation at the highest levels of international communication. Oral communication in formal and informal situations is an essential skill for researchers who want to bring their written work to the attention of others at academic events or when speaking to representatives of institutions or the general public. In business or institutional settings, effective formal or impromptu speaking in English is also a central concern.

This panel discussion will describe situations in which language experts have moved outside traditional language teaching curricula to foster acquisition of oral presentation skills, by focusing on how to interweave written and spoken forms of language, visual display and paralinguistic modes of communication.

Mary Ellen Kerans (organizer), freelance translator, editor and oral communications coach, Barcelona, Spain, has worked in publishing, academics (English for specific purposes teaching and curriculum design), and translation. The content-and-language-integrated-learning (CLIL) project presented in this panel takes place at the Universitat Politècnica de Catalunya (UPC)

Angel Cardama, Universitat Politècnica de Catalunya, Barcelona, Spain. Professor Cardama will discuss how and why a CLIL project (the course Critical Thinking and Scientific Writing) was conceived, how oral communication is tightly interwoven with reading and writing, how techniques from linguistics are used by the engineering content teachers in the course, and when and how the language expert is asked to intervene.

Jeffrey Breyer has over 20 years' experience designing and directing international communication and instructional programs for corporations, universities and governments in North America, Europe and Asia.

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(Continued from previous page: Kerans et al. Friday 27, 10:10-11:20, Room CEJ)

He has worked closely with managers and senior executives on developing communication skills, enabling them to become more effective leaders in their respective professions. Currently Mr. Breyer serves as professor in the full-time MBA programme at the Universitat Pompeu Fabra in Barcelona. In addition, he continues to work as a professional development consultant in the private sector and will discuss how he coaches speakers on controlling the subliminal messages that change attitudes and behavior.

Jura Žymantas, instructor of English for specific purposes in business at ESADE in Barcelona, Spain. She will describe a brief intervention project in which language experts shadow business executives in order to analyze needs and enhance acquisition of English communication skills in a natural setting for a set time period just before major business events take place.

The historian's corner: translation and translators in the Mediterranean

Frances Luttkhuizen (organizer), **Siam Bhayro**, **Irwin Temkin**

Saturday 28, 11:50-13:00, Room 2

On how knowledge of Syriac came to Europe

An often ignored linguistic link between Greek science and the translations that reached Europe through the schools of Spain and Sicily is the 6th century translation movement from Greek to Syriac, the language of learning at that time. We will trace Syriac from its early development as a local dialect of Aramaic, spoken in the Upper Mesopotamia, to its mid-16th century arrival in Europe.

Frances Luttkhuizen was a teacher of English for Specific Academic Purposes at the Universitat de Barcelona, text-book writer, Coordinator of the "Scientific & Technical Writing" workshops, at the Parc Científic de Barcelona, and Organizer of the International Conferences on Languages for Specific Purposes", Escola de Teixits, Canet de Mar, until her retirement in 2001.

The sixth-century oriental Christian translation Movement

In the sixth century, an oriental Christian translation movement attempted to transmit the science of late antiquity, preserved in Greek, into a dialect of Aramaic called Syriac. Despite its success, this movement and its achievements were maligned by later Islamic scientific translators, and largely lost to modern scholarship, which accepted the propaganda contained in the Arabic sources. This paper will introduce this translation movement, place it in its historical context and address the main accusations made against it by its detractors.

Siam Bhayro has been Lecturer in Semitic Languages, Dept. of Near Eastern Languages and Civilizations, Yale University (2002-05); Wellcome Trust Visiting Lecturer in Semitic Languages, University College London; and at present holds a position of Research Associate at the Genizah Research Unit, University of Cambridge.

The Al-Andalus legacy—a report on MET's spring workshop on the Egyptian film *Destiny*

This report describes the piloting of a workshop that included a private viewing and discussion of Youssef Chahine's *Destiny*. In that film, a group of scribes and translators in the circle of Cordoban philosopher Ibn Rushd (Averroes) work together to protect his work in the face of rising fundamentalism.

The focus of the description will be on the aims of the workshop and the reasons for conceiving it. Also covered will be the approach taken to a pre-screening session on the historical background and longer term importance of Averroes' contributions. That session also used film shots of certain scenes to place key characters and physical features and scenes in

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(Continued from previous page: Luttikhuisen et al. Saturday 28, 11:50-13:00, Room 2)

their social context. Feedback from participants suggested that even for those who had seen *Destiny* before, the preparation and discussion supported deeper understanding and appreciation of the various messages in this complex film, which won a special prize on the 50th anniversary of the Cannes Film Festival in 1997.

Irwin Temkin received his MA in TESOL at Teachers College, Columbia University and came to Barcelona in 1978. He currently works as an English instructor, teacher-trainer and translator.

Process-oriented quality assurance—what the new European Translation Standard means for freelance translators

Greg Morley (organizer), **Juan José Arevalillo**, **Sheryl Hinkkanen**, **Helen Casas**

Friday 27, 11:50-13:00, Room 1

On the 17th of May 2006, the new European Quality Standard for Translation (EN-15038) was published and has come into force after approval by the individual signatory countries. Given that the quality of a translation is hard to define objectively, the standard focusses on processes to help ensure acceptable quality. One particular requirement is that all translations be revised by someone other than the translator. Translation service providers that are compliant with the standard can be certified and the hope is that certification may help potential clients select their provider.

This session will start with a presentation of the new standard by **Juan José Arevalillo**, president of the ACT, with reference to the role of the ACT in drawing up the new standard and market research carried out by this association. After the presentation, a short question-and-answer session will allow those unfamiliar with the standard to clear up doubts about practical aspects. Finally, a panel comprising representatives of the ACT and freelance translators will debate some of the controversial issues and the implications of the standard for freelance translators.

Greg Morley, PhD, (organizer) is a medical writer (Young Medical Communication, S.L.) and freelance technical translator based in Madrid, Spain. Although his research background is in chemistry, he mainly works in the biomedical field.

Juan José Arevalillo Doval, PhD, is Managing Director of *Hermes Traducciones y Servicios Lingüísticos* and president of the ACT (Association of Spanish Translation Companies). He is also a lecturer and consultant for the Translations Studies course at Alfonso X University, Madrid, Spain.

Sheryl Hinkkanen is Secretary-General, Fédération Internationale des Traducteurs, and an authorized (certified) Finnish to English translator and translation agency owner in Finland. She has been an English translator, language reviser, editor, and journalist since 1978, and has also taught translation and editing at the University of Helsinki.

Helen Casas, an engineering graduate from Massachusetts Institute of Technology, is a freelance translator based in Barcelona who specializes in pharmaceutical and medical translation and editing. She has 13 years of experience working for a variety of clients including translation agencies in Spain and abroad, as well as direct clients in business and academia.

Tips for the accidental interpreter

William Orr (organizer), **Brad Londres**, **Cristóbal Pérez**, **Richard Samson**, **Anthony Pym**

Saturday 28, 16:00-17:10, Room 1

Whether a language facilitator is mainly a language teacher, translator or editor, a client's call to interpret will come along at some stage. The situation may be a meeting, telephone conversation—or even a major press conference or a police raid. The requirement might be for a simultaneous or consecutive interpreter and the setting may be a vast conference hall, a boardroom, a prison cell or the back of a taxi.

Professional interpreters are clear about what this involves, but the accidental or casual interpreter needs to think about a number of things before jumping headlong into a potentially delicate situation. This panel brings together interpreters and translating/interpreting service providers to share their experience in organizing and carrying out interpreting work. The objective is to provide insight into what the casual interpreter should bear in mind.

William Orr (coordinator) is a freelance translator and interpreter. Panelists who have confirmed their participation are **Brad Londres**, Freelance translator and interpreter and teacher of English for specific purposes in the health sciences, **Cristóbal Pérez** of Nova Traductors i Interprets, **Richard Samson** of the Universitat de Vic, and **Anthony Pym**, Universitat Rovira i Virgili. All are based in Catalonia, Spain.

Academic English vs. plain prose—the debate

Anthony Pym (organizer), **John Bates**, **Kevin Costello**

Saturday 28, 10:20-11:30, Room 1

The virtues of Plain Prose are beyond doubt. However, given that many academic writers, in all disciplines and sciences, know little about those virtues, translators and editors may see part of their work as being to make florid prose plain. Clefts are unclefted, passives are made active, and python-like sentences are chopped into digestible pieces. The role of a university language service may thus be seen as to make the languages of science accessible and understandable, in a sense that goes well beyond sentence-for-sentence translation. Translators consequently take on a series of tasks for which they are mostly unpaid. Academics, on the other hand, may feel unhappy about the dumbing-down of their language. They tend to see aesthetic and social virtues in complex prose, which is why they produce it. These issues will be taken up by the head of a university language service (**John Bates**), a translator and editor addicted to Plain Prose (**Kevin Costello**), and an academic prepared to explain and defend complexity (**Anthony Pym**).

Anthony Pym, Universitat Rovira i Virgili and **John Bates**, Servei Lingüístic, Universitat Rovira i Virgili, Tarragona, Spain; **Kevin Costello**, James Madison University, Harrisonburg, Virginia, USA

Organizations for communication professionals—What do they offer you?

Panel coordinator: **Karen Shashok**

Saturday 28, 09:00-10:10, Room 1

Communication specialists around the world—editors, translators, technical and medical writers, website developers, oral communication coaches, researchers, and others—are enjoying a period of increasing recognition and professionalization thanks in part to the work of several

(Continued on next page)

(Continued from previous page: Shashok et al. Saturday 28, 09:00-10:10, Room 1)

well-established organizations. This panel discussion is intended to give organizations involved in effective knowledge dissemination to international audiences a chance to explain their goals and activities to language, editing, publishing and communication consultants sensitive to the challenges faced by those whose first language is not English. As the new kid on the block, MET is proud to introduce you to some of our sister organizations so you can see who they're aimed at, what their goals are, and what professional development opportunities they offer you. After brief presentations, representatives from each organization will answer questions from the audience to provide a more complete picture of the activities.

Karen Shashok, translator and editorial consultant, Granada, Spain, has organized and will coordinate this panel discussion.

The following organizations are represented:

- World Association of Medical Editors (WAME) - Ana Marušić
- The Eastern Mediterranean Association of Medical Editors (EMAME) - Farhad Handjani
- Société Française des Traducteurs (SFT) - Chris Durban
- European Association of Science Editors (EASE) - Arjan KS Polderman
- Fédération Internationale des Traducteurs / International Federation of Translators (FIT) - Sheryl Hinkkanen
- Council of Science Editors (CSE) - Ana Marušić
- European Medical Writers Association (EMWA) - Elise Langdon-Neuner

World Association of Medical Editors (WAME)

Speaker: **Ana Marušić**, Past President, World Association of Medical Editors

The World Association of Medical Editors (WAME) is a voluntary association of editors from many countries who seek to foster international cooperation among editors of peer-reviewed medical journals. WAME resources include WAME Policy Statements, a Syllabus for Editors, Resources for Editors, Ethics Consultation, and the listserv WAME Talk. Membership in WAME is free and open to all editors of peer-reviewed medical journals. As of May 2006, WAME had more than 1409 members representing 890 journals from 90 countries.

WAME helps medical journal editors fulfill their responsibility to ensure that reports of medical research provide valid information in a form that is readily accessible by researchers, medical practitioners and others by providing educational resources and a forum for discussion of issues in research publication. In particular, WAME aims to assist editors in developing countries and editors of small journals, who often face difficulties obtaining high-quality manuscripts, may lack formal training in editing, and have limited finances and access to publication expertise.

Ana Marušić, MD, PhD, is Professor of Anatomy at the Zagreb University School of Medicine in Croatia, and co-Editor-in-Chief of the *Croatian Medical Journal* together with her husband, Prof. Matko Marušić. She is also President-Elect of the Council of Science Editors (CSE)

The Eastern Mediterranean Association of Medical Editors (EMAME): A new partner in the world of medical journalism

Speaker: **Farhad Handjani**, Secretary-General, Eastern Mediterranean Association of Medical Editors

The Eastern Mediterranean Association of Medical Editors (EMAME) is a nongovernmental, nonpartisan and nonprofit organization established with the support of the World Health Organization Regional Office for the Eastern Mediterranean (WHO/EMRO). The mission of EMAME is to support medical journalism in the region through networking, training and exchange of relevant information and knowledge. Specific objectives of EMAME include promoting 1) cooperation and communication between medical editors in the region and throughout the world, 2) healthcare through the dissemination of high-quality medical journals,

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3) professionalism in medical editing, 4) research in peer review, and 5) cooperation with national and international bodies which pursue similar objectives.

With an estimated 400 medical journals being published in the region, EMAME aims to promote activities to help upgrade the quality of these journals so that more journals can be indexed internationally. In collaboration with WHO/EMRO, EMAME aims to improve existing regional indexing systems and formulate guidelines for a regional publication code of ethics. EMAME has set up five committees (Education and Training, Editorship, E-journalism, Evidence-Based Medicine, Research Ethics and Scientific Misconduct and Research and Scientific Committees) and hopes to work with interested and qualified individuals and related bodies to organize workshops, seminars and teaching modules to promote high-quality medical journalism.

Dr. Farhad Handjani, Secretary-General of EMAME and Associate Professor of Dermatology at Shiraz University of Medical Sciences, Shiraz, Iran, is also the Editor-in-Chief of the *Journal of Medical Research (JMR)* and a member of the National Commission on Medical Journals in Iran

Société Française des Traducteurs (SFT)

Speaker: *Christine Durban*, President, Société Française des Traducteurs

The SFT membership has risen briskly in recent years, with an average 10 to 15 new members per month. Both freelance and staff translators appear increasingly interested in networking with other professional linguists and view the SFT as a source of information and contacts. Membership is currently over 1100, including both translators and interpreters (freelance, in-house, court). But the SFT has also moved aggressively to position itself as a focus for the industry in France. Concrete initiatives include training courses to promote professional skills, a strong grassroots presence with special events organized by dynamic regional groups, an annual World Translation Day event (similar to other associations' annual conferences), active membership of national bodies representing "the professions" in France (doctors, lawyers, architects, accountants, and now, translators), and member benefits that include a website and online directory, professional liability insurance, health insurance and a lively e-group.

Chris Durban is a freelance English-to-French translator based in Paris, where she produces for-publication texts for corporate clients, many of them companies targeting investors in the English-speaking world.

European Association of Science Editors (EASE)

Speaker: **Arjan KS Polderman**, President, European Association of Science Editors

The European Association of Science Editors (EASE) is a community of individuals from diverse backgrounds, linguistic traditions and professional experience who share an interest in science communication and editing. Most science editors must learn their profession "on the job" and EASE helps in gaining the necessary skills. EASE has a tradition in courses, workshops and seminars to advance editorial practice. This has resulted in some course books and in the *Science Editors' Handbook*, which is regularly updated. In the future the professional education of editors will receive more emphasis. EASE also publishes a quarterly journal, *European Science Editing*, featuring articles related to science and editing, book and web reviews, regional and national news, and resources. The e-mail "EASE Forum" provides opportunities to disseminate news and views and ask questions about all kinds of editorial matters. Every three years members meet and exchange experiences at a major conference.

Arjan Polderman, a biotechnologist, is managing editor of *Pharmaceutisch Weekblad*, the journal of the Dutch Pharmaceutical Society. He has been involved in training Dutch desk editors and was the Secretary of the Netherlands Association of Science Editors before being elected President of EASE.

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Fédération Internationale des Traducteurs / International Federation of Translators (FIT)

Speaker: **Sheryl Hinkkanen**, Secretary-General, Fédération Internationale des Traducteurs

FIT is an international federation of associations of translators, interpreters and terminologists gathering more than 100 associations from all over the world. Its purpose is to promote professionalism in the disciplines it represents. FIT is also concerned with the conditions of professional practice in various countries and strives to defend translators' rights in particular and freedom of expression in general. FIT maintains formal consultative relations with UNESCO.

Sheryl Hinkkanen is an authorized (certified) Finnish to English translator and translation agency owner in Finland. She has been an English translator, language reviser, editor, and journalist since 1978, and has also taught translation and editing at the University of Helsinki.

(Council of Science Editors (CSE))

Speaker: **Ana Marušić**, President-Elect, Council of Science Editors

CSE's mission is to promote excellence in the communication of scientific information. CSE's purpose is to serve members in the scientific, scientific publishing and information science communities by fostering networking, education, discussion and exchange, and to be an authoritative resource on current and emerging issues in the communication of scientific information. CSE targets its activities to all professionals in scientific publishing in all research fields. Resources for members include *Scientific Style and Format-The CSE Manual for Authors, Editors, and Publishers*, as well as many other publications offering guidelines in scientific publishing. CSE also offers training courses in manuscript management, editing and publishing at its annual meetings in the USA.

Ana Marušić, MD, PhD, is Professor of Anatomy at the Zagreb University School of Medicine in Croatia, and co-Editor-in-Chief of the *Croatian Medical Journal* together with her husband, Prof. Matko Marušić.

European Medical Writers Association (EMWA)

Speaker: **Elise Langdon-Neuner**, Editor, *The Write Stuff*

The European Medical Writers Association (EMWA) has a lot to offer medical writers working in industry or academia, with journals or publishers, or as freelancers. Membership is worldwide and many members work in countries where English is not the native language. Some medical writers write and some edit. The definition of medical writing has woolly edges, comprising any communication about medicine from research manuscripts and regulatory reports to promotional materials and journalistic reports.

EMWA maintains a good balance between a professional and social focus. It provides a forum to promote excellence in medical writing by furthering professional development and increasing awareness of medical writing. Two conferences are held a year concentrating on certificated training and social networking. Services to members include the quarterly journal *The Write Stuff* and the website, which is a main location for job advertising in the field and incorporates a freelance list. EMWA conducts surveys and has responded opportunely to ghostwriting controversies surrounding medical writers by issuing ethical guidelines.

Elise Langdon-Neuner, a writer and editor at Baxter BioScience with a science and law background, has experience as a managing editor of medical journals and as a pharmaceutical company manager assisting authors to prepare manuscripts for submission to journals.

Presentations

Revising the visuals that support oral presentation

Simon Bartlett

Friday 27, 10:10-11:20, Room CEJ

The service that a language editor provides often extends beyond correcting English syntax to include document restructuring and re-writing. When the text consists of presentation slides, effective editors need a working knowledge of the audience's needs and of the discourse conventions of the discipline in question and how these will be influenced by the switch from written to spoken communication.

This talk will explore some of the issues that need to be considered when editing slide sets for oral presentations, with a focus on the communication of scientific research. These issues include timing, split audience attention between the speaker's words and the on-screen image and/or text, and the need to re-emphasise key points. The talk will briefly examine strategies for adapting the conventional IMRaD structure to the context of audiovisual communication. These strategies might include 1) abridging background introductory material, 2) expanding description of the purpose of the study to signpost the scope of research and ideas to be presented, 3) avoiding methodological detail, 4) using a "mini-IMRaD" structure for each major result, and 5) preparing a memorable conclusion.

Simon Bartlett, PhD, Science Communication, Centro Nacional de Investigaciones Cardiovasculares, Madrid, Spain

Working with our colleagues: providing English language publishing skills in a university setting

Sally Burgess, Ana Díaz Galán, María del Carmen Fumero Pérez

Saturday 28, 16:00-17:10, Room 2

In this paper we provide a critical account of an experience of working as mentors and (reluctant) editors for our colleagues in the Faculty of Psychology at the University of La Laguna. In 2005 we ran two workshops on publishing skills in English for Psychology staff and research students. Drawing on research in genre analysis and corpus linguistics, the workshops offered a step-by-step procedure for drafting a complete research article, the submission letter that accompanies the article and the letter written in response to editors' requests for revisions. Time was provided during the 5-day course for participants to write an initial version of their paper and to experiment with concordancing software. Extremely positive evaluations apart, it is our view that more lasting benefits could have been achieved had we been able to work in concert with professional editors, during and after the workshops. We explain how such a relationship might be forged and the benefits it might bring to all concerned.

Sally Burgess is a lecturer at the University of La Laguna. She holds an MATEFL and a PhD from the University of Reading, UK. Her thesis and her subsequent publications are concerned with genre analysis of academic discourse. Sally has also worked as a translator and editor and has written ELT materials for Longman. She leads a research group on academic discourse at the ULL.

Ana Díaz Galán lectures in Applied Linguistics at the University of La Laguna where she also did both her undergraduate degree in English Philology and her PhD. She is, with María del Carmen Fumero Pérez, coordinator of the '*Experto Universitario en Traducción e Interpretación para Servicios Comunitarios*' and a member of the academic discourse research group.

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María del Carmen Fumero Pérez is also a graduate of the ULL. Her PhD research was concerned with the organization of information in the clause but she has more recently turned her attention to both the postgraduate diploma in community services interpreting and translating and to academic discourse groups. She is currently editing a monograph on globalization and scholarly publishing with Ana Díaz Galán.

Dilemmas in translating a minoritized language

Susan DiGiacomo

Saturday 28, 10:20-11:30, Room 3

Translation, for speakers and writers of a minoritized language, is a double-edged sword. Depending on its use in any particular case, it may extend the reach of a literature beyond the boundaries of its own language community to audiences that otherwise would have remained oblivious to its existence; or, alternatively, it may further weaken an already endangered cultural and linguistic system. Caught between two hegemonic languages—Castilian and English—Catalan scientists, scholars and writers live with such ambivalence every day, although in different ways. In the case of medical and scientific translation, the pressure to publish in English increases the international visibility of Catalan researchers (although they are generally perceived as “Spanish”) while it reduces the use of an entire linguistic domain in Catalan. While the demand for scientific translation into English is high, the demand for literary translation into English is low, and the redirection of the Catalan “cultural river” into the stream of “Spanish” cultural production before it flows into the ocean of literature available in English has the effect of obscuring its source. These considerations add a further dimension to the much-quoted saying *traduttore, traditore*; in addition to the issues of validity and fidelity, there is the problem of potential erasure. The Catalan case provides an opportunity to explore the ambiguities of translation and the translator’s role, and the nexus of translation and power.

Susan M. DiGiacomo received her PhD in cultural anthropology in 1985. An adjunct faculty member in the anthropology departments of the Universitat Rovira i Virgili, Tarragona (Catalonia) and the University of Massachusetts at Amherst (USA), she is also a professional translator working from Catalan and Castilian into English, and from English into Catalan.

Avoiding innocent plagiarism—the plagiarism of *innocència* by authors and their language consultants

Mary Ellen Kerans

Saturday 28, 10:20-11:30, Room 3

Compilation of parts of research papers by cut-paste borrowing of complex noun phrases, clauses, sentences and even pairs of sentences is a writing strategy used by many researchers whose native language is not English. In doing so, are such authors displaying good language learning behavior (by acquiring language in “chunks” rather than as individual words) or are they plagiarists? Their belief seems to be that originality in science lies in producing new data sets, not new word combinations, and that copying phrases and sentences—provided references are given—is not only permissible when discussing another’s work or widely known concepts but may even be proper and fitting. Furthermore, the scientists’ belief seems to be supported by the bits of choppy prose we sometimes see in journals and by the use of familiar phrasing without quotation marks. The impression is that journal editors and readers are indeed tolerant of cut-paste writing.

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To counterbalance this impression, this presentation will give an overview of recent statements on the subject of plagiarism and writing made spontaneously by journal editors on the email listserve of the World Association of Science Editors (<http://www.wame.org/>) and will describe cases in which editors have reacted very negatively to cut-paste writing. Finally, ways in which language consultants—whether author's editors or translators—might sometimes unwittingly contribute to this practice will be discussed, along with strategies for avoiding it, correcting its effects, and explaining the problem to authors.

The words *innocent* and *innocència* in the title of this talk are meant to suggest that while many of these authors are innocent of charges of cheeky plagiarism, their practice arises from simplistic notions of how new and old information fit together in academic communication.

Mary Ellen Kerans has taught English for specific purposes in the health sciences and is now a mainly a freelance translator, author's editor and oral communications coach in Barcelona, Spain.

Ghostwriting in medical journals: the white brush that tars all medical writers and authors' editors

Elise Langdon-Neuner

Friday 27, 11:50-13:00, Room CEJ

A ghost writer is a person employed to write material for another person, who is named as author (*Concise Oxford English Dictionary*). But the spectre of the ghost falls on all those who help scientists write papers. The chill swept in from the pharmaceutical companies who covertly use professional writers to write medical articles for marketing purposes. To give credence to these articles opinion leaders, who might or might not have seen the articles, are named as the authors. The writer's involvement is undisclosed because journals and readers are known to be sceptical of industry-supported papers. Exposure of a number of outrages of this nature led the International Committee of Medical Journal Editors in February of this year to update its guidelines, which now require editors to ask authors to disclose whether they have received any writing assistance. The World Association of Medical Editors (WAME) has issued guidelines to its members on revealing ghost authorship by reporting names to the media, academic institutions and the WAME listserver. The European Medical Writers Association (EMWA) has issued guidelines to its members calling upon them to acknowledge their involvement in the writing of manuscripts. This presentation will examine the issues surrounding ghost authorship and disclosure of writing assistance. A lively floor discussion is anticipated.

Elise Langdon-Neuner, writer and editor, Baxter BioScience, has a science and law background. Her experience in biomedical publications is on both sides of the fence as a managing editor of medical journals and as a manager in a pharmaceutical company assisting authors in the preparation of manuscripts for submission to journals. She is editor in chief of *The Write Stuff*, the journal of the European Medical Writers Association, and an editorial board member of *European Scientific Editing*, the journal of the European Association of Science Editors. Her main interests are ethics in scientific publication and the future of scientific communication.

Understanding and translating complex noun phrases in medical English: avoiding the pitfalls of coordinated structures

François Maniez

Saturday 28, 10:20-11:30, Room 2

Scientific articles contain a large proportion of complex noun phrases in which the common presence of modifiers and coordination conjunctions often gives rise to ambiguous structures, and medical literature is no exception to that rule. This communication studies the various mechanisms at play in English learners' understanding of complex noun phrases in scientific English and argues for the creation of a comprehensive bilingual database designed for the inclusion of its most frequently used multi-word units, whether they are complex terms or collocations. Based on the study of monolingual as well as English-to-French bilingual corpora, we examine the translation problems that are caused by various noun phrase structures, from relatively simple cases involving the use of modifiers to much more complex structures involving the use of both nouns and adjectives as modifiers within coordinated noun phrases.

François Maniez, Lyon 2 University. Prof. Maniez has been teaching medical English in a graduate program at Lyon 2 University for the past fifteen years. In addition to numerous scholarly articles, his work in the field includes the translation into French of *Owen Epstein's Pocket Guide to Clinical Examination* and he is the author of *L'anglais médical en situation* (both published by Masson-Elsevier). He has also developed a more recent interest for natural language processing.

When editors write and authors edit—experimenting with collaboration in scientific research communication

Valerie Matarese

Friday 27, 11:50-13:00, Room CEJ

Composing a research paper is a daunting task for those who lack training in scholarly communication. This is especially true in Italy, where scientific research quality is high but inadequate English language skills hinder both reading and writing the research literature. In this scenario, authors' editors may become true consultants in scientific communication, no longer working on the "final" manuscript but advising and assisting throughout the writing process. In this presentation, I will reflect upon 2 years of regular consulting with a large research group. In particular, I will illustrate the different skills required (i.e. writing techniques and understanding of issues of authorship, conflict of interest, bias, peer review), the subtleties of interacting with researchers, and the questions remaining on how to best manage this responsibility. I hope that the presentation stimulates discussion regarding the roles, opportunities and limits of a "team writer" or "writing coach".

Valerie Matarese, biomedical editing, writing and information research
UpTo infotechnologies, Pieve di Soligo (TV), Italy

The role of translation in undergraduate medical English instruction

Sofija Micic

Saturday 28, 16:00-17:10, Room 2

Medical English instruction at Belgrade University School of Medicine is approaching its 20th anniversary. Throughout the years, it has changed with the educational reforms Serbia has experienced.

English is taught at the first and second year as compulsory, and at the third, fourth and fifth years as an elective subject. Until educational reforms in 2004, students took a written/oral exam after the second year and it was marked. Now they write a test after the first and second year (without oral part) and it is descriptively assessed (Pass/Fail).

Until 2000, the exam included translation from English (source) and into English (target). This task was then excluded from assessment and replaced by reading comprehension. Classes are mostly in English, however, and translation is still a part of the course and considered necessary for the following reasons: 1) international scientific English is the main global language of scientific publication; 2) it has a specific rhetorical structure; 3) it is lexically peculiar with specialized vocabulary, subtechnical lexicon and syntactical characteristics such as complex noun compounds. The last two points are particularly important: future doctors must be introduced to different medical genres and the structural difference between English and Serbian makes it more challenging to translate texts successfully. Recognizing different features through translation fosters proficiency in medical English.

Sofija Micic, PhD, is an Assistant Professor of English, School of Medicine, University of Belgrade, Belgrade, Serbia, and a recent Fulbright Scholar in Indianapolis, Indiana, USA (2004/05). She is the author of numerous articles in specialized journals, two books and a textbook for medical students, the product of her comprehensive work in English for Medical Academic Purposes instruction reforms in Belgrade. She is currently working on a bilingual English-Serbian/Serbian-English medical dictionary.

Eliciting author revision at a distance—author's editing by correspondence

Aleksandra Mišak

Friday 27, 11:50-13:00, Room CEJ

Manuscripts accepted for publication in the *Croatian Medical Journal* (CMJ) undergo substantive revisions before being published. The corresponding author is usually asked to make additional revisions (e.g., perform a *post-hoc* statistical test and adjust the results accordingly), explain vague sentences or unclear terminology, or confirm the changes already done in the manuscript. It often takes more than one e-mail message from the manuscript editor to elicit all the information needed from the author. This communication should be quick and effective due to quick manuscript turnaround times (from entering the editing process to being sent to desktop publisher) and sometimes short deadlines (ranging from 3 months to as little as 2 days). Sometimes, however, it can take weeks and a lot of correspondence before all the concerns are sorted out.

In this presentation, we will show real-life examples of different types of revisions required by the manuscript editor and how they are indicated (listed in the e-mail message or included in the text of the manuscript and marked by a different font color). We will also show the communication process between the manuscript editor and the author, communication problems encountered by both, and different approaches to increasing the effectiveness of communication.

Aleksandra Mišak, MD, is a freelance translator and author's editor. She worked for 5 years at the *Croatian Medical Journal* as a language and manuscript editor.

Ergonomics for text editors—a critical review

Carolyn Newey

Saturday 28, 11:50-13:00, Room 1

High levels of concentration and prolonged posture in front of a visual display terminal (VDT) can lead to a series of physical problems such as eye fatigue and pain or discomfort in the hands, wrist, arms, shoulders, neck or back. Corrective measures are usually simple and inexpensive and with a little knowledge of the principles of ergonomics we can save much discomfort. Based on the currently available literature on the subject and after consultation with different health professionals in the field we will review the most common causes of VDT and repetitive stress related illnesses and check out work habits, work station design and proper use of workstation components.

Carolyn V. Newey has a background in nursing and public health education. She presently works as an author's editor for biomedical researchers at Hospital de Sant Pau i la Santa Creu, a tertiary care university hospital in Barcelona, Spain.

Computerized plagiarism detection as a teaching tool: helping novice NNS health science writers avoid plagiarism

Christine Parkhurst

Saturday 28, 10:20-11:30, Room 3

Undergraduate or graduate students in the health sciences must learn the conventions of correct and accurate paraphrasing and citation. This task is doubly difficult for novice writers whose first language is not English. Using Turnitin.com, a computerized plagiarism detection system, gives novice writers instant feedback on whether their paraphrasing is too close to the original. Matching text can be displayed on a split screen, with identical strings highlighted in red, and the source identified. The total percent of matching text from all sources can also be displayed.

However, users must learn to interpret the Turnitin reports. Not all source texts are in the system's data base, so some plagiarism is missed. Some matches are not actually plagiarism, but rather long noun phrases, for example. Novice writers may become so focused on avoiding unacceptable similarity that their version is too dissimilar: paraphrases become distorted and inaccurate. The system can be a useful teaching tool when users are aware of its limitations.

Christine Parkhurst, Associate Professor, Massachusetts College of Pharmacy and Health Sciences, Boston, Massachusetts, USA.

The writer's voice: first person pronouns in earth science research article introductions

Tracey Thorp

Saturday 28, 10:20-11:30, Room 2

Authors seeking guidance on the appropriate use of personal pronouns in scientific writing may, quite rightly, feel confused by the conflicting advice provided in journal guidelines, style manuals and scientific/academic writing guides. In addition, the advice given generally fails to refer to the rhetorical function of personal pronouns in the reporting of research. The analysis of published texts has provided evidence to contradict the popular belief that research articles

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are merely impersonal and objective accounts of investigation. This study analyses the discourse function and distribution of first person pronouns in Earth Science research article introductions and seeks to identify both subdisciplinary and native speaker/non-native speaker variations.

Tracey Thorp, Universidad de Granada, Spain.

Aspects of personal style in research article discussion sections in Spanish and English medical journals

Ian Williams

Saturday 28, 10:20-11:30, Room 2

This paper examines the expression of personal style in the discussion sections of Spanish and English research articles, namely, the use of integral references in citations (i.e. with named researchers), the frequency of general nouns referring to researchers (e.g. 'authors'/*autores*), and the presence of the current authors through first-person plural verb forms. These features are analyzed in terms of overall frequency, lexico-grammatical characteristics and the communicative roles associated with them. The main roles of integral citations are to provide background information on aspects of study design, comparison of results between current and previous research, and support for claims. In addition to comparison of results, first person references can appear in the justification of methodological choices, statement of results, limitations and claims. The study investigates the use of corpus techniques to reveal systematic differences between the styles employed in the two languages.

Ian A. Williams, University of Cantabria, Santander, Spain.

Simultaneous bi-lingual publishing of high-frequency, compliant documents in identical target- and source-language versions originated in either language: a theoretical benchmark model?

George Witherington

Friday 27, 13:10-14:20, Room CEJ

Bilingual publishing system performance is measurable using various technical and non-technical parameters: degree of simultaneity of source and target language publication, accurate matching of published source and target texts after post-editing, system throughput volumes, source and target text compliance with local regulatory requirements, scope for author contributions in either language. A theoretical benchmark model based on integrated in-house systems that were operational in financial research translation in the late 1990s and early 2000s (French, Spanish and German source languages paired with English) is described.

The model's salient feature is its two-way (author contributions in either language) dual-platform architecture, entailing mirror-image authoring, editing, DTP and management structures on source- and target-language platforms. The model's preferred physical location for in-house target-language translators is the source-text platform. This heavy fixed-cost infrastructure not only permits high scores on all the aforementioned parameters but comes closest to meeting aspirations (nearly always unrealistic) for fully simultaneous bilingual publishing.

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The model runs counter to today's trend of English-only publishing. It provides a springboard for local source-language authoring as opposed to English-language authoring by non-native English speakers. It makes local content that would otherwise appear only in (post-edited) English available to source-language readers. These also benefit from translated English source-language content otherwise confined to English-readers.

George Witherington has spent his whole working life in translation, recently becoming a freelancer and writer on translation after 17 years heading up the French to English equity research translation team at BNP Paribas in London. He worked as an in-house agency translator in Paris during the 1980s and began his career as Russian to English translator at the BBC Monitoring Service.

Starting up your own business

Ben Young

Friday 27, 13:10-14:20, Ben Young, Room CEJ

The presentation will begin with a brief structured approach to starting up and running a freelance operation or company. Practical steps for establishing an infrastructure, legal basis, and billing and accounting procedures, as well as considerations for the management of time and workflow will be discussed. All language specialists who are considering or are new to the freelance option are welcome, and seasoned entrepreneurs are especially encouraged to join in and share their experience.

Ben Young, Young Medical Communications, Madrid, and former president of the European Medical Writers Association (EMWA).

Training workshops

"Talking" to authors by annotating their texts

Joy Burrough-Boenisch

Friday 27, 16:00-19:00, Room 4

What do you do if you can't discuss editorial issues face to face with an author? Phoning, emailing, or submitting "comments for the author" documents are options, but why not "talk" to the author by annotating the electronic manuscript? Never tried this? Tried it but not getting the information or response you needed? Curious whether your method could be improved? Wonder what other editors do? Come to this workshop! Bring a laptop – or work on paper simulations! See the website for further details.

Joy Burrough-Boenisch, an authors' editor, lived and worked in the Netherlands from 1976 to 2005. Her interest in second language interference and non-native English led her to help found SENSE (the Society of English-Native-Speaking Editors in the Netherlands) and to do a doctorate on Dutch scientific English. She has written numerous articles and a book for fellow editors and translators. She now works from the UK.

First steps for translating and editing research articles—how to adopt a genre analysis approach

Alan Lounds

Friday 27, 16:00-19:00, Room 2

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 a little training and dedication can enable persons with a non-scientific background to move into a fascinating area of work.

This workshop is a brief introduction to the research article genre for those who have no previous specialist knowledge. It will show how genres reflect the expectations of a “discourse community”. 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. See the website for further details.

Alan Lounds is head of the Translation Unit at the Technical University of Catalonia (UPC) and Treasurer of MET. He has a degree in European Studies from the University of East Anglia.

Statistics for editors

Ana Marusic

Friday 27, 16:00-19:00, Room 1

Do you think that editors should not be bothered by statistics in articles published in their journals? Who should do this? 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. See the website for further details.

Ana Marušić MD, PhD, is a Professor of Anatomy at the Zagreb University School of Medicine in Croatia, where she is also the co-Editor in Chief of the *Croatian Medical Journal*, together with her husband, Prof. Matko Marušić. The journal editors actively promote excellence in statistical presentation of data, as well as teaching statistical thinking in planning medical research. The editors, together with other creators of the course, have organized continuing medical courses on planning and writing research in medicine, which also include data presentation and analysis.

Practical tools for improving text flow: focus on punctuation

Thomas O'Boyle

Friday 27, 16:00-19:00, Room 5

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

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emphasis is on using these syntactic signposts to solve dilemmas raised by poor punctuation and provide clear, reader-friendly texts. See the website for further details.

Thomas O'Boyle is a freelance translator, editor and language facilitator based in Madrid. His MA, from the University of Salford, is in Translating and Interpreting.

Righting citing—principles and strategies for editors and translators

Iain Patten

Friday 27, 16:00-19:00, Room 3

Citation is an integral part of scholarly writing that has implications for translators and editors who help authors create coherent texts. Some professionals who work with academic publications report they often come across citation problems ranging from unclear or ineffective use of references to instances that fall into the category of plagiarism, even when a reference is given for copied text. Others say they assume authors must know how referencing is handled in their fields and never 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 develop skills to recognize and resolve problems will be better equipped to support authors who publish academic texts. See the website for further details.

Iain K. Patten, PhD, 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.

Short workshops

Point-by-point replies to editors and peer reviewers—guiding novice writers

Catherine Mark

Friday 27, 13:10-14:20, Room 1

An author's need for language support doesn't end with manuscript submission. Except for rare occasions on which a journal accepts an article "as is", the reviewers return their evaluations and the editor requests revision or rejects the manuscript. In either case, the author's understanding of and response to their comments is decisive for subsequent stages of the peer review process.

What do editors and referees say? What do they mean? How should the author respond? While the answers may seem obvious to veterans, these questions can pose difficulties for novice authors, especially those whose first language is not English, as well as for their editors/translators.

The presentation will address ways to help authors learn to analyze and interpret referees' reports, to identify constructive criticism, to determine an appropriate response, and to compose a considered point-by-point reply to the reviewers' comments. We will also discuss letters of appeal, when the author believes that rejection is due to misinterpretation or bias.

Catherine Mark, authors' editor and translator, Department of Immunology & Oncology, Centro Nacional de Biotecnología/CSIC, Universidad Autónoma de Madrid, Spain.

How to navigate guidelines for manuscript preparation

Karen Shashok

Saturday 28, 11:50-13:00, Room 4

Guidelines for manuscript preparation and submission have become longer and more complex as publishers have shifted increasing responsibility for editorial and production work onto the authors. This workshop will explain which points in journals' instructions to authors deserve priority, which points can be dealt with later in the manuscript revision process, and which points may require expert assistance. The aims of the workshop are to enable authors' editors and translators to use the instructions to authors as efficiently as possible as a tool that will help ensure the manuscript navigates the submission and review process successfully.

Karen Shashok, translator and editorial consultant, Granada, Spain. Karen has been a freelance translator and editorial consultant for about 20 years, and has published in *European Science Editing* (EASE), *Learned Publishing*, *BMJ*, *Medscape*, the *Pan American Journal of Public Health*, *Panace@* (MedTrad), *The Write Stuff* (EMWA), *Editing Matters* (SfEP), and the WAME list. Aside from STM translation and editing, her main research interests are peer review, and good editorial and publication practice.

Putting the impact factor in its place with a new approach to bibliometry

Michael Taylor, Pandelis Perakakis, Varvara Trachana

Friday 27, 10:10-11:20, Room 1

Academic journal publishing now follows the classic 80%-20% power law distribution in most respects meaning that, for example, a minority of journals, institutes and authors dominate the scene. We explain how this situation arose and how it is both reflected and accentuated by the Impact Factor. We will describe the giant inequality now present in journals in terms of publishing languages and norms, financial and online accessibility as well as poor or even corrupt quality control during the peer review process that is creating under-representation, hampering collaboration and innovation and reducing the spectrum of published ideas. We have identified and quantified a list of criteria that measure these effects and we have developed a technique using neural networks that can be used to construct (or improve) the standard bibliometric indices. In this mini-workshop we will report our findings and invite you to participate in helping develop a new bibliometric measure that reflects quality, global accessibility and fair practice.

The workshop is open to all. Since the topic is the current journal monopoly and bibliometric indices, it is hoped that not only editors and users using and engaging journals will attend, but also interested individual authors, librarians and individuals who also face difficulties resulting from the impact factor and lack of access.

Participants will learn how quantitative criteria (other than citation indices) can be used to measure journal and publication quality and accessibility. They will be presented with the current state of affairs as well as the global opinion concerning journal quality and access and will acquire the skills needed to construct or understand bibliometric indices. It is hoped that the workshop will provide a valuable critique of the journal monopoly and the impact factor as well as the need for alternative measures.

Michael Taylor, PhD, is a theoretical physicist at the Universidad Autonoma de Madrid. His research involves the use of artificial intelligence for data analysis and the modeling of complex systems. He was commissioning editor for popular science books and graduate textbooks at the Institute of Physics and is developing new mathematical techniques for the social sciences.

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Pandelis Perakakis, is a psychologist at the University of Granada and co-author of a recent article in scientometrics on internationality. His PhD research involves the study of chaos in heart ECG and brain EEG signals. He is a practitioner of the Buteyko Method for aiding patients suffering from Asthma.

Varvara Trachana, PhD, is a biologist working in the Centro Nacional de Biotechnologia (UAM). She is currently researching the human cell cycle and has a wealth of experience submitting work to highly competitive biology and clinical medicine journals as well as witnessing first hand the impact of large pharmaceutical corporations on pure science research.

Non-directive listening for translators and communications coaches

Jura Žymantas

Saturday 28, 11:50-13:00, Room 3

Mediation, or the negotiation of meaning, is central to translating and editing. Not only do translators mediate between the writer (researcher, report writer, etc) and the reader, but often do so between the speaker (researcher, report writer, etc) and herself. Today's knowledge societies demand multi-modal communication competence and authors are asked to present or talk about what they write. Often it's the translators who are asked to take on the role of communication coach and help the writer to prepare to be a speaker. The basic principle behind non-directive listening (NDL) is to allow a speaker to have someone's undivided, non-judgmental attention, thus creating an opportunity for organizing, controlling and adjusting one's thoughts. Whether it's a question of unblocking ideas or clarifying and focusing them, NDL is a very practical tool for communication. In this workshop participants will have the opportunity to practice NDL and discuss its applicability.

Jura Žymantas, instructor of English for specific purposes in business at ESADE in Barcelona, Spain. She is also a teacher trainer, communications coach and occasional translator.
