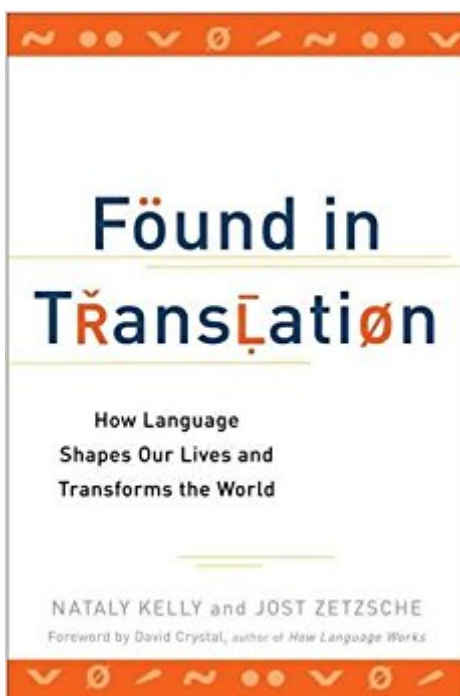


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# Found In Translation: How Language Shapes Our Lives And Transforms The World



## Synopsis

Translation affects every aspect of your life - and we're not just talking about the obvious things, like world politics and global business. Translation affects you personally, too. The books you read. The movies you watch. The food you eat. Your favorite sports team. The opinions you hold dear. The religion you practice. Even your looks and, yes, your love life. Right this very minute, translation is saving lives, perhaps even yours. Translation influences everything from holy books to hurricane warnings, poetry to Pap smears. It's needed by both the masses and the millionaires. Translation converts the words of dictators and diplomats, princes and pop stars, bus drivers and baseball players. Translation fuels the global economy, prevents wars, and stops the outbreak of disease. From tummy tucks to terrorist threats, it's everywhere. This book will help you see how the products you use, the freedoms you enjoy, and the pleasures in which you partake are made possible by translation.

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## Customer Reviews

“Nataly Kelly and Jost Zetzsche have assembled a treasure trove of interesting and entertaining stories to show how translation and interpreting affect all aspects of life. Anyone with an interest in languages – both spoken and signed – will enjoy this book.”  
—Marlee Matlin, Academy Award-winning actress  
“A fascinating book about language and the importance of translation. Kelly and Zetzsche demonstrate how technology and translation help build communities and expand the quest for knowledge on virtually every

subject. **•Anthony Salcito, Vice President of Education, Microsoft** “Nataly Kelly and Jost Zetsche have done essential work in capturing the stories behind translation, and how we all experience its value every day. As they observe, Right this very minute, translation is saving lives, perhaps even yours.” **•Laura I. Gomez, Localization Manager, Twitter** “Found in Translation is a meditation, an exposé, and practical guidebook to humanity’s continued, painstaking ascent of our monumental tower of Babel. Without language diversity, we would be intellectually impoverished, and with it we are enriched. But without translators to interpret and bridge that diversity, we would remain ignorant and isolated, locked each of us in our own native tongue’s limited worldview.” **•K. David Harrison, PhD, Swarthmore College and National Geographic Society** “This is by far the most meaningful book on the subject of translation that I have ever seen. The authors have managed to entertain, inform, and show how translation impacts all aspects of our life, from health to business to entertainment and technology, all supported with real-life examples.” **•Ghassan Haddad, Director of Internationalization, Facebook** “During times of war, weapons make the difference. During times of peace, battles are won in conference rooms -- and those who can most clearly communicate their messages win. Found in Translation demonstrates to us all that translation and interpretation are the most intelligent weapons for triumphing in commercial, financial, or diplomatic settings.” **•Olga Cosmidou, Director General for Interpretation and Conferences, European Parliament** “Nataly Kelly and Jost Zetsche focus in on what is the core issue for diplomats, entrepreneurs, non-governmental organizations and everyday working people alike: language. With information now flowing both globally and instantaneously, translators and interpreters have already ascended into the ranks of the indispensable.” **•Sunder Ramaswamy, President and Frederick C. Dirks Professor of International Economics, Monterey Institute of International Studies**

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players. Translation fuels the global economy, prevents wars, and stops the outbreak of disease. From tummy tucks to terrorist threats, it's everywhere. This book will help you see how the products you use, the freedoms you enjoy, and the pleasures in which you partake are made possible by translation.

Have you ever watched a foreign movie with subtitles and, while watching a scene, you were a bit puzzled because there was some sort of disconnection between the action and the subtitles? Found in Translation is a very entertaining unpretentious light-hearted book written by a professional translator and a professional interpreter. The authors are passionate about what they do, and are good at what they do, and their enthusiasm and expertise shows in the book. The book is a well-structured collection of stories that revolve about translation and interpretation coming from professionals all over the world not just the authors. We see the role of translation in wars, politics, diplomacy, the health system, newspapers and magazines, media analysis, online network sites (Facebook, Google, Twitter, Wikipedia), History, business, multinational companies and brands, the Justice system and international courts of Justice, marketing, rescue missions overseas, International Courts and multinational institutions, sports events, stock market, Literature, the Bible and other religious texts, beauty pageants, dating sites, porn, wines descriptions. TED talks, and much more! There are many delightful bloopers and anecdotes that show the impact that a bad translation can have in our daily life and the world. Why we need translation or translators in the age of globalisation? Why is important having good translators? Are machines ever going to replace translators? What about Google Translate and Translating programs? Which fields require of translation and interpretation? Wouldn't it be nice if everybody spoke English so we do not need to translate? What does translators do? How do you translate Creole languages or words that do not exist in your language? Or vice versa? Does a good translator finds easy to translate everything in his language/s of expertise? The authors reply to these and other pertinent questions and offer an overall view of where translation is, whether you notice it or not, see it or not, or you think you need it or not. The target of the book is the general public, so the language used and the approach to the subject is light and easy to understand. No jargon. Beyond the interesting anecdotes, there is the realisation that translation and interpretation are something more than a conversion of language X into language Y, and that translation pervades the world we live in. This is NOT a manual on translation or a book on translation theories, methodologies or techniques, or on the History of translation. No boring stuff! I missed more focus on areas as translation of historical and anthropological texts, which provide the modern translator with some specific challenges. but this is

just me. Yet, one of my favourite episodes, the one of the Treaty of Waitangi, which I have had the pleasure of seeing in person, is in the book.

This book is really interesting. It was a fascinating look as to how translation shapes our experience. I loved the various stories throughout the book giving examples of companies, authors, and translators (sometimes as a group) working to translate, sometimes successfully, and sometimes unsuccessfully. Sometimes the unsuccessful attempts had humour behind them, sometimes it lead to tragedy, but there was always a lesson to be learnt.

I am so glad that someone finally writes an informative, yet entertaining book about the translation and interpretation industry. This book is a must read if you work with languages and a highly recommended read for everyone, since everyone are infact affected by translation in their daily lives. The authors will not bore you with dry statistics, yet these statistics are there, just presented in a very entertaining format. It is a page turner from cover to cover, containing everything from life saving situations, Nurenmburg trials, advertising, peace talks, sports, technology etc. As a translator I highly recommend this book to everyone who reads and I will give it as a christmas present to clients and friends, and I cannot wait for the Swedish translation so I can give it to my family too.

While this book has received a great deal of (warranted) praise from language professionals and lingaphiles, I believe what is important is that Ms Kelly and Mr Zetzsche bring the true power and importance of language transfer to the rest of us. The anecdotes in this book are in turns inspirational, funny, heartbreaking - and always informative. The book is a great one to read front to back or to flip through as you like and read in small bites. I really enjoyed reading it.

Very interesting examples of how interpreters and translators solve problems in more ways than just translating words and phrases. Great introduction for students and users of translation services.

An excellent resource for teachers of language, best employed for those times when an uninspired student expresses his or her belief that bilingualism is unimportant in the age of electronic translation. Filled with example after example of real-life application via the anecdotes of translators and interpreters in the field, including but not limited to: international incidents that hinge on a single word, the mistranslations of video games that became Internet phenomena, dream jobs of sports interpreters, hilarious marketing disasters (and triumphs), and nail-biting moments on the front line

of foreign wars. A compelling, quick read.

If you are a translator, interpreter, language teacher or linguist of any kind, then this book is for you! If you are passionate about different cultures, exotic places, interesting anecdotes, then this book is for you! If you are wondering what translators and interpreters do and have no idea why they are so important in the world we live in, then this book is for you! It is so hard to put down, every chapter is fascinating and so well-written!

No, it's not just because I am one ! I love my job as interpreter, imagine being paid to talk .... In two languages or more ! I consider a translator more of a writer of two languages or more but please read the book and find out ! A lot of very important things have been accomplished for mankind, thanks to multi linguistic communicators, my phrase ! It's a very nice book to read on vacation, as well as at home. You might even want to study a foreign language after reading this book. I would encourage you, wholeheartedly, we always need good people in the world to help us communicate better ! Respectfully submitted, Skip Wieland as su servicio, at your service !

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