



# *nteraktiv*

2/2022

Newsletter of the German Language Division  
of the American Translators Association

The Evolution of Language

## In this issue...

## Editor-in-Chief

**Marion Rhodes, San Diego, CA**  
marion@imctranslations.com

## Copy Editors

Ivonne Reichard-Novak, Blacksburg, VA  
ivonne@lexlation.com

Annett Kuester, McLean, VA  
annett.kuester@gmail.com

Sabine Seiler, Niskayuna, NY  
seilersabine7@gmail.com

**Melissa Kostecky, Portland, OR**  
[info@kosteltranslations.com](mailto:info@kosteltranslations.com)

## Proofreaders

**Kimberly Scherer, Salzburg, Austria**  
kimberlyscherer@gmail.com

Ute Kegel, Bradenton, FL  
ukegel@gmail.com

Jill R. Sommer, Cleveland Heights, OH  
gertoeng@jill-sommer.com

Erin Riddle, Owego, NY  
erin@erinriddle.com

## Calendar

**Stella Waltemade, Munich, Germany**  
[post@stellawaltemade.de](mailto:post@stellawaltemade.de)

### Review Coordinator

Rosalie Henke, San Diego, CA  
translation@rosaliehen.ke

## Design & Layout

**Daniela Radivo-Harder, Salzburg, Austria**  
dradivo@translations.eco

● ● ● ● ● ● ● ● ● ●

**GLD Officers:**

## Administrator

Carlie Sitzman, New Castle, DE  
[carlie.sitzman@gmail.com](mailto:carlie.sitzman@gmail.com)

## Assistant Administrator

Dr. Karen Leube, Aachen, Germany  
[mail@leubetranslation.com](mailto:mail@leubetranslation.com)

Editorial.....	3
Word from the Administrator.....	4
(Translation) Notes from the Homeland.....	7
GLD Conference Primer.....	9
Feature:	
Kiew? Kiyiw? Kyiv?	
German Place Names and PC Problems.....	12
Plainly Speaking .....	15
Gendering Considerations	
When Writing German Web Copy .....	17
Gendergerecht schreiben:	
Gendersprache in Übersetzungen.....	19
Translator in Profile: Heike Holthaus.....	23
Book Review:	
<i>Die Wunderkammer der deutschen Sprache</i> .....	25
Calendar of Events 2022-23.....	27



**Marion Rhodes** is an ATA-certified English to German translator and content writer. She works as a full-time multilingual SEO copywriter for Thrasio and continues to run her translation business, [Integrated MarCom Translations LLC](#), on the side, where she focuses on international SEO and transcreation. Before starting her translation career, Marion worked as a reporter for the *Omaha World-Herald* in Nebraska and as a freelance writer. She holds a bachelor's degree in journalism and a master's degree in integrated marketing communications. A native of Germany, she has lived in the United States since 2001 and currently resides in San Diego, where she can frequently be found riding one of her two horses through the hills of East County.

## Editorial

Dear Readers,

You know the end of summer is near when Starbucks brings out its Pumpkin Spice Latte! This year, this also means that the ATA 63<sup>rd</sup> Annual Conference is right around the corner. Held a few weeks earlier than usual, this year's conference will be a fully in-person event. For me as a San Diego resident, the Los Angeles location couldn't be more convenient. But I am painfully aware that many of you won't be attending this year due to the expense of the venue and travel costs, which can be hard to justify at a time when German-English translators are finding themselves struggling to keep their businesses alive.

While we won't be able to make up for the experience of attending an industry conference, we designed this issue to keep you up to date about changes that are happening in and around your working languages.

Kristina Cosumano tackles the controversial topic of [Problematic German Place Names](#), while Pavitra Baxi explores the evolution of "plain English" in her article [Plainly Speaking](#). We also address the hot button of gendering in German, exploring the tricky task of incorporating [Gendersprache in Übersetzungen](#)

and [Gendering Considerations When Writing German Web Copy](#).

Our European Coordinator, Ellen Yutzy-Glebe, shares an important take on current trends affecting the livelihood of many in our profession in her [\(Translation\) Notes from the Homeland](#).

Our other regular content includes a [profile of Heike Holthaus](#), who has stepped up to become our new Proofreading Pool Coordinator. If you'd like to get involved in the GLD as well, make sure to read Carlie Sitzman's [Word From the Administrator](#), where she shares some other open positions.

We also included our usual [Conference Primer](#) for those of you who are able to join us in Los Angeles, and a review of the book *Die Wunderkammer der deutschen Sprache* by Kelly Burt. As always, a [Calendar of Events](#) rounds out this issue.

Now sit back with a cup of coffee or tea, relax, and enjoy this deep dive into the *deutsche Sprache*!

Mit sonnigen Grüßen aus San Diego,  
Marion Rhodes

**"We designed this issue to keep you up to date about changes that are happening in and around your working languages."**







#### Carlie Sitzman

graduated from Weber State University with a BA in German and an AAS in Technical Drafting in 2009, at which time it was clear that the best way to make her passion for language and fascination with technology into a career was to become a translator. In 2011, she moved to Germany, where she simultaneously freelanced and earned her MA in Intercultural German Studies from the Universität Bayreuth. She now translates from her office in New Castle, Delaware, and will be celebrating her eleven-year anniversary in the industry this year.

## Word from the Administrator

*By Carlie Sitzman*

Dear Colleagues,

Happy end of summer to you all! It has been an extra hot one, but hopefully you have all had the chance to get out and do something cool. I recently spent some time lounging on the beach and dipping my toes in the ocean, which was very refreshing.

Not only has it been a hot summer, but also a challenging time for the translation industry. Pandemic chaos, war in Europe, and factors related to machine translation seem to be taking a toll on workloads and transforming the way translators work. If you are experiencing this, please know you are not alone. In times like these, it is very important to set aside fears of being perceived as unsuccessful and frankly discuss the challenges our businesses are facing. This is the only way to rapidly evolve with the times and benefit from the wealth of collective professional knowledge GLD members possess.

ATA63 in Los Angeles is right around the corner. It promises to be a nearly

normal conference, although I have been informed that LA might be re-instating their mask mandates. If you plan on attending, be sure to bring a mask or two. We are very glad that our distinguished speaker, Lisa Rütth, is able to attend this conference after canceling last year due to COVID.

The Digital Events Coordinator, Elani Wales, has stepped down. We are very thankful for her service and sorry to see her go. I will be acting as the interim DEC until a replacement is found. Please [contact me](#) if planning digital networking events and webinars is in your wheelhouse. We would be so glad to have you on board.

Our GLD members in Europe are tentatively planning a workshop for 2023. Dates and venues are still being discussed, so stay tuned for further details.

At the end of this year, Gerhard Preisser will be stepping down as Listmaster. He has been serving in this role for twelve years now, and we are so grateful for everything he has done

## Displaying the ATA logo is a benefit that some members overlook

If you don't, you're missing out on an important way ATA can work for you. All ATA members may access and use the ATA logo. Learn more here: [atanet.org/membership/ata\\_logo\\_guidelines.php](https://atanet.org/membership/ata_logo_guidelines.php)

*ata* American Translators Association  
The Voice of Interpreters and Translators



## "ATA63 in Los Angeles is right around the corner."

for the GLD. We are still looking for volunteers to take up the torch and keep our listserv running smoothly. Contact me if you are interested.

Heike Holthaus has stepped up as the new Proofreading Pool Coordinator. We are so glad to have her on the Leadership Council. If you would like to join the proofreading pool in its new home on LinkedIn, just let [Heike](#) know.

Ilona Friedmann, our Social Media Coordinator, is still hard at work finding fascinating content to post on our GLD social media channels. Be sure to subscribe and like us to receive interesting content related to German and stay updated on

GLD events (Facebook: @GL-DATA, Twitter: @ATA\_GLD).

Webmanager Robin Limmeroth is always on the lookout for great content for the blog as well. Be sure to contact her with article ideas or suggestions for good articles to repost.

Comments, suggestions, and offers to volunteer are always welcome! Please feel free to contact me.

I wish you all a pleasant, fun-filled summer.

Sincerely,

Carlie Sitzman MA, CT

Administrator, German Language Division

## Die Liste wo einiges los ist!

The GLD List is one of our member benefits—an opportunity to collaborate with and learn from each other. Subscribers pose questions, assist others by responding to queries, or simply follow the conversation.

As Listmaster Gerhard Preisser puts it: „Wer helfen kann, hilft; wer eine Antwort weiß, hält damit nicht hinterm Berg. Kollegialität und Kooperation werden großgeschrieben. Die auf unserer Liste vertretenen Übersetzer und Dolmetscher konkurrieren nicht miteinander – sie inspirieren einander, und ich habe das außerordentliche Vergnügen, diesen regen, auf höchster Kompetenz und viel gutem Willen beruhenden Austausch moderieren zu dürfen.“

## Subscribing is as easy as 1, 2, 3:

Send an email to:

**[ATA-German-Language-Division+subscribe@groups.io](mailto:ATA-German-Language-Division+subscribe@groups.io)**

1. In the subject line, enter: subscribe gldlist
2. In the body of your email, write your:
  - email address
  - full name
  - ATA membership number



## WANT TO PLAY AN ACTIVE ROLE IN THE GLD?

# THE GLD LIST IS LOOKING FOR A NEW MODERATOR!

With currently 425 members and close to 2000 messages annually, the GLD List is one of the most active division listservs in the ATA. It deserves a moderator who enjoys keeping an eye on its daily message traffic and takes seriously the challenge to keep everything moving smoothly—a task that its committed and always helpful members tend to make easy. Does this sound like a job for you?



### RESPONSIBILITIES:

- Maintaining list of current GLD List members on [www.groups.io](http://www.groups.io), including admitting new members and removing members as needed, monitoring/adding relevant files, etc.
- Moderating GLD List discussions as required
- Monitoring postings for compliance with GLD List netiquette
- Updating GLD List netiquette as required
- Availability to answer questions from members regarding technical and other list related problems
- Creating an annual “List Master Report” for presentation at the annual GLD Division Meetings
- Participation in quarterly GLD Leadership Council meetings

*The current moderator will be happy to stay on as co-moderator for a couple of months to help the new List Master familiarize himself/herself with the activities outlined above. Interested? Contact Carlie at [csitzman@sitzmanetranslations.com](mailto:csitzman@sitzmanetranslations.com)!*



A native of western North Carolina, **Ellen Yutzy Glebe** was a history and German studies major at Guilford College in Greensboro, NC, and earned a PhD in European history at UC-Berkeley before transitioning to a career as a professional translator (GE>EN) and editor (EN) of academic texts. She now lives in Kassel, Germany, a town with beautiful green spaces and good ICE connections. She is a member of ATA, BDÜ, and a number of historical associations. For more details see [writinghistory.de](http://writinghistory.de).

## (Translation) Notes from the Homeland

By Ellen Yutzy Glebe

This column is due on one of the hottest days of the year (thus far), and the temperature is expected to reach the upper 90s (Fahrenheit!) in many parts of central Europe today. But even as we do what we can to manage the heat—thankfully this wave is expected to be relatively short with milder temperatures for the rest of the week—we are thinking ahead to the winter and our vulnerability to the cold. On the one hand, rising prices for natural gas and other forms of energy pose an existential danger for many who live from paycheck to paycheck (or, in the case of the self-employed, project to project). On the other hand, even those with less pressing financial circumstances may suffer if there are [blackouts or shortages](#)—and our continued unbridled consumption of these resources poses [existential threats](#), too. To what extent will rising energy costs ricochet through the economy causing [widespread inflation](#) and [force traditional industries to stop production or move elsewhere](#)? No one knows what course the war in Ukraine will take or what the long-term repercussions for the rest of Europe and the world will be. If I had a crystal ball that could accurately predict those things, I'd have been tempted to give up translation<sup>1</sup> long ago and transition into a more lucrative field.

Speaking of translation: after two years of dealing with wave after wave of

COVID-19 and existential worries, do we still have the energy to deal with the specific vulnerabilities of our own field? A couple of recent posts to the [GLD email list](#) (if you are a member of the GLD, but not a member of the list, you should be!) reflected several of these. The increasingly frequent application of machine translation technology is a persistent issue of concern and one with which we have likely all been confronted. How should we respond to these developments? While some individual colleagues might get away with refusing to deal with texts that have been translated using MT, depending on their age, niche, or market position, it is an issue that the profession—and the professional associations—must address sooner rather than later.

A [recently published issue](#) of the BDÜ's magazine for members included German-language excerpts from an English-language volume on *Translation Quality in the Age of Digital Transformation*. I must confess having been oblivious to the original publication in 2020, but it sounds like a worthwhile read, and there is a recording of a lengthy conversation with the editors [here](#). While the anecdotal exchange on social media, MeinBDÜ, or ATA email lists is valuable, taking the time to educate ourselves more systematically about these questions will ultimately help us make the case for

<sup>1</sup> Not really, of course. Like all of you, I'd keep translating even if I won the lottery, just because I enjoy my work. 😊





why our services and expertise remain relevant.

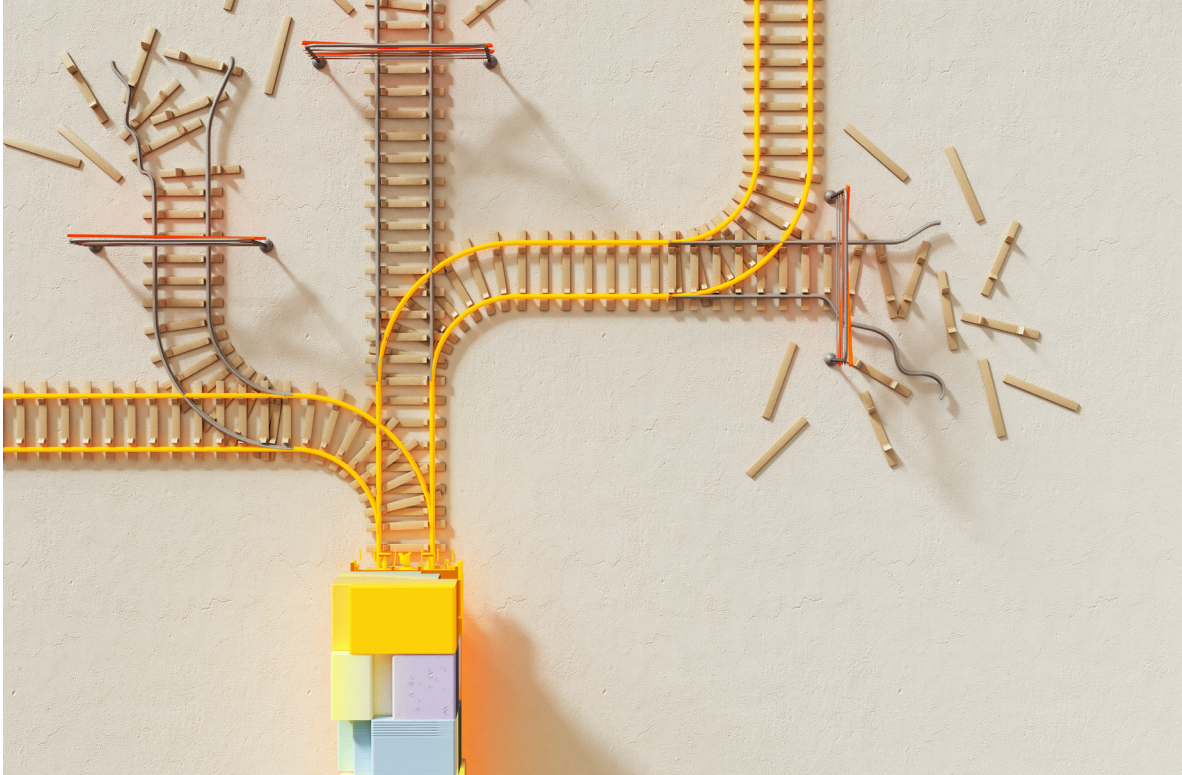
Perhaps I'm not the only one who has the feeling after the last couple of years that it is sometimes too easy to get wrapped up in short-term concerns and lose track of the long-term picture. Have I been too consumed by the day-to-day tasks of running my own business to invest the time and energy in networking and continuing professional development? Professional networking is important for so many reasons, and it is a relief that in-person events are becoming more feasible again. As we adjust to the new parameters of the market and deal with the

inevitable ups and downs of our own inboxes, it sometimes literally pays off to invest time, energy, and euros in our relationships with colleagues.

As we recover from the pandemic,<sup>2</sup> plans are taking shape for a revival of the GLD's annual European workshop next spring. Stay tuned to the GLD list or the extra [ATA-GLD-Members-in-Europe](#) group for further details, which may well be published before this column makes it into print. And my thanks to those who have stepped up to help with the organization even as I've been a bit overwhelmed in recent months. Hope to see you all again soon.

---

<sup>2</sup> I'm not terribly superstitious, but please: knock on wood!





## ATA 63rd Annual Conference

October 12-15, 2022 • Los Angeles, California

### WHEN WE CONNECT

We explore our shared experience to gain a broader perspective and overcome challenges.

We encourage and inspire each other to reach farther than we ever could alone.

We discover a community dedicated to effecting change and achieving real growth.

### WE CONNECT AT ATA63

The [ATA 63<sup>rd</sup> Annual Conference](#) will feature a good variety of sessions of interest to division members. Below and on the next two pages is a list of presentations in the German track to help you map out your virtual conference schedule. Full descriptions as well as a list of other conference sessions are available [here](#).

## German Topics Agenda

### Thursday, October 13

#### **(023) Whys and Wherefores of Pronominal Adverbs in German to English Translation**

**Presented by Michael Schubert, CT**

2:00 p.m. – 3:00 p.m. PDT

We love to say words like DAMIT and WOMIT, but often stumble when translating them elegantly into English. Pronominal adverbs (all those DA-, WO-, and HIER- words) are a near-dead relic in English, but a living presence in German. They are also unobtrusive in German, but are often translated awkwardly into English. The speaker will break down how they function in German and provide handy tricks for dispatching them successfully in English, including lots of examples and time for audience Q&A.

Hashtag: #ATA63German

## Thursday, October 13 (continued)

### (037) The Language of Diversity—in German

**Presented by Lisa RÜth,**  
**German Language Division Distinguished Speaker**

3:30 p.m. – 4:30 p.m. PDT

English is the original source language of many concepts related to diversity, but translating them into other languages can be tricky. This session will explore diversity issues in a highly gendered language (German). In addition to gender, it will delve into the problematic nature of the term “race” in German, where it has been all but banished, unlike in English. This adds an additional level of complexity when translating from English into German. Attendees will discover various approaches to dealing with these pitfalls by examining relevant, accessible, and current examples of generalist corporate communications texts.

Hashtag: #ATA63German

## Friday, October 14

### (044) Confessions of an MT Post-Editor: A Report from the Trenches of the World’s Newest LSP Profession

**Presented by Matthew Schlecht**

11:00 a.m. – 12:00 p.m. PDT

Machine translation post-editing (MT/PE) is a relatively novel and growing sector in the language services provider profession, and this session will cover the process from a practitioner’s perspective. The speaker’s methods will be outlined and demonstrated with actual patent translation examples in the German, Japanese, French, and Spanish to English pairs. Many MT engines and computer-assisted translation tools are currently used, but the focus here will involve the post-editing of GoogleTranslate output to produce human translation-quality texts using SDL Trados Studio. Common pitfalls and workarounds will be explained, and throughput expectations and the differences between MT/PE and revision will be discussed.

Hashtag: #ATA63SciTech

### (077) Unlocking the Power of Syntax in German

**Presented by Lisa RÜth,**  
**German Language Division Distinguished Speaker**

3:30 p.m. – 4:30 p.m. PDT PDT

In German, most sentences have a different focal point than in English. However, German is so flexible that you can often adopt English syntax with minimal changes, resulting in sentences that may be grammatically correct but lack good writing style. This session will explore why this is so and how to write sentences in German that have their intended effect. We’ll analyze how to change sound, focus, and text flow by modifying sentence length and word order. After all, a text will only flow well when the sentences are well written, making syntax the basis for good writing style.

Hashtag: #ATA63German









**Kristina Cosumano**

is a native from Pennsylvania and an ATA-certified German to English translator. Her former career as a professional singer brought her to Europe in 1994. She was employed full-time in Austrian theaters for over 20 years, performing operas, musicals, and even her own show based on the music of ABBA. Kristina now lives in the Ammersee region of Upper Bavaria with her husband, an art book dealer.

## Feature: Kiew? Kiyiw? Kyiv? German Place Names and PC Problems

By Kristina Cosumano

Earlier this year, I posted in a Facebook group praising a colleague—someone I'd never met—who had stepped up and gone the extra mile to help two young women who were fleeing the Ukrainian capital to join their brother—a friend of mine—in Germany. I knew that my fellow translators would join in with praise for this generous colleague. What I hadn't expected was the very first comment.

*"Kyiv, not Kiev."*

Which set off a minor firestorm. But the commenter was right, and I immediately corrected my spelling. As you probably already know, "Kyiv" is the romanized version of the city's name in Ukrainian (Київ<sup>1</sup>), while "Kiev" is derived from the Russian exonym (Ки́ев), and use of the latter has become, in light of recent events, problematic. In 2018, a concerted effort on the part of Ukraine with the online campaign #KyivNotKiev resulted in many major English-language media outlets making the switch to using Kyiv, and by 2019 the United States federal government made Kyiv its official name for the city although a (very informal) survey of American friends revealed that many were not aware of the change until February 2022.

But while the US media seems to have managed a successful, relatively quick transition, the German media hasn't yet made the parallel change from *Kiew* to *Kyiv* (or *Kyjiw* or *Kyiv*, and this

variety of options is surely part of the problem). An article dated March 20 of this year in the *Süddeutsche Zeitung*, for example, with the title *Vier Buchstaben für die Freiheit*, may have been when SZ readers were first introduced to the Ukrainian version. The author mentions that the newspaper itself was using "Kiew" at the time. In June, I did a search through the newspaper's most recent articles and found that nothing had changed. It's still all Kiew.

The German language contains lots of exonyms, and after the Second World War, some of these became politically incorrect (being the language of colonial expansion) but never actually went away. Pressburg (now Bratislava) hasn't completely dropped out of usage, nor has Breslau (Wrocław), Danzig (Gdańsk), Siebenbürgen (Transylvania), or even Lemberg (Lviv). These names didn't arrive with the Nazis, however: German colonization of Eastern Europe predates the Third Reich by hundreds of years (Richard Szklorz, in a 2012 article for *Deutschlandfunk*, writes that Jews living in pre-war Galicia happily spoke German, as German cultural identity was a symbol of modernity and progress). In other words, Germany has long been accustomed to its exonyms, which surely makes it harder to transition to a different name when that country requests it.

For us translators, exonyms can also cause problems that have nothing to do

<sup>1</sup> A primer on how to pronounce Kyiv: [language.log.ldc.upenn.edu/nll/?p=45004](https://language.log.ldc.upenn.edu/nll/?p=45004)

(This misunderstanding reminds me of the time a famous singer gave a song recital at my university, followed by a social gathering with some faculty members and students. Somehow,

derstandard.de/  
story/2000084699055/bratislava-oder-  
pressburg-nur-60-kilometer-oestlich-  
von-wien

The [GLD website](#) is not only our division's face to the world, it's loaded with information and resources for members. Find back issues of [interaktiv](#), a [calendar of events](#), and more. Follow the [GLD blog](#) for regular updates on division happenings!



German  
Language  
Division

*ata*



# ANNUAL MEETING

VIRTUAL

October 3rd, 2022, at 11 a.m. EDT

Join us for the 2022 GLD Annual Meeting on October 3, from 11 a.m. to 12:00 p.m. (EDT), held virtually on Zoom. We welcome your participation, including your suggestions and feedback, and, of course, any offers to volunteer for the German Language Division. Check your inbox for the Zoom [link from ATA Headquarters!](#) (ATA member login required.)



**“Although our brain has enormous capacity, it requires time and energy to process information. Time is in short supply for all of us. Consequently, what needs to change is the way information is presented to us.”**

- Make use of tables, lists, bullet points, and simple typography.

Easy English, on the other hand, doesn't follow any set rules and is intended for a specific audience: people with intellectual disabilities or low literacy or even those who speak English as a second language.

#### **Tips for writing in easy English:**

The aim of easy English is to ensure that the communication needs of your intended audience are fulfilled. Make use of:

- everyday words
- simple sentence structures
- images to support the text
- short sentences, less than 15 words
- active verbs

#### **Drawbacks of plain English and easy English**

No single communication strategy works for every situation, and the same holds true for plain English. Especially in case of technical writing, plain English might not prove to be sufficiently accurate. Moreover, plain English does not have an international standard: this

could be particularly disadvantageous if legal texts written in plain English following one standard are disputed in a country following a different set of plain English guidelines.

As translators, we deal with foreign languages and focus on communicating the message in the best possible manner. Using plain language guidelines in our work makes good sense. What's more, editing and revising texts following the plain language guidelines could also be a specialization. A plethora of online resources are available to help you become familiar with plain English or easy English. A few of them are listed below.

#### **List of resources:**

[plainlanguage.gov/guidelines](https://plainlanguage.gov/guidelines)

[centreforinclusivedesign.org.au/Easy-English-vs-Plain-English\\_accessible.pdf](https://centreforinclusivedesign.org.au/Easy-English-vs-Plain-English_accessible.pdf)

[accesseasyenglish.com.au](https://accesseasyenglish.com.au)

[plainlanguageeurope.com/en](https://plainlanguageeurope.com/en)







**Dr. Kelly Neudorfer** works both as an in-house translator in the web unit of the University of Hohenheim and in a freelance capacity specializing in contracts, administrative texts, and academic articles. For regular human interaction and a chance to get out from behind her desk, she enjoys teaching English phonetics and translation at the University of Stuttgart for students hoping to become English teachers.

## Feature: Gendering Considerations When Writing German Web Copy

*By Kelly Neudorfer*

As a translator who works almost exclusively from German into English, I tend to be on the easy end of gendered language questions. As the sole translator in the university's Media & Marketing department, I get to lean back, grab a little bowl of popcorn, and listen to my colleagues from the marketing, press, and web units debate whether to use "Professorinnen und Professoren," "ProfessorInnen," "Professor\*innen," "Professor\_innen," "Professor:innen," or could they make it a more general participle like "Hochschullehrende" without stepping on the professors' toes???

I have the luxury of being able to listen to all the arguments without ever having to take a side in the debate, quietly typing out “professors” and moving on. However, gender-inclusive online communication is something that translators also deal with, and in this short piece, I’ll discuss the considerations involved in choosing how to use gender on German websites. For those of us who translate into English, we can use this information to advise clients about the source text if we feel there is room for improvement. For those who translate into German, the applicability is much more apparent, as you will actively have to decide—or at least help the client decide—which gendering option to use. Websites are also a particular case within the larger question of gendered language

because, in addition to the issue of which gendering option is most inclusive, there are two other considerations that come into play: accessibility and SEO.

Let's start with the inclusivity issue, which applies to all texts. Many of the gendering styles in use in the German language ("Studentin und Student," "Student/in," or "StudentIn") include women but exclude anyone who does not have a binary gender identity. They all assume the student in question is either male or female. The three more gender-inclusive options are the asterisk (Student\*in), the colon (Student:in), and what the Germans refer to as the "Gender Gap" (Student\_in). From a marketing and press perspective, any of these three are possible. They are all gender-inclusive, easy to read, and don't disturb the reading flow in headlines or ads.

Let us now have a look at specific web issues that can arise from the different gendering possibilities. From an accessibility perspective, there is an ongoing debate within the community of people who are blind or visually impaired as to which gendering option should be preferred. The possibilities that were already thrown out because they are binary are also inappropriate for accessibility reasons: The double usage (Studentin und Student) means it takes much more time for a text to be

One final aspect to consider is search engine optimization (SEO). Websites are only helpful if they can be found, and people typically find websites using search engines. So how does each of these gendering options affect SEO? Many companies have studied search results for the various forms and unfortunately come to differing conclusions, which makes our decision more

What that means for our website translation work is that currently, we can advise clients to use the colon for gendering in German on their websites, as it is the only option that is fully inclusive, is preferred by part of the community of those who rely on accessible websites, and provides optimal search engine rankings. However, this should always be done with the significant caveat that both accessibility and search engine algorithms are evolving rapidly, and it is possible that changes will be necessary in the future to ensure that the website continues to be inclusive, accessible, and easily found by search engines.







„Versierte Sprachprofis können viele Probleme umgehen, indem sie etwas um die Ecke denken.“

Wenn Artikel oder Adjektive ins Spiel kommen, wird es besonders kompliziert:

- Wir suchen *eine begeisterte Teilnehmer\*in* für unser Projekt. (Falscher Bezug: *eine begeisterte Teilnehmer* statt *einen begeisterten Teilnehmer*)
- Die Benachrichtigung *der erfolgreichen Kandidat\*in* erfolgt per E-Mail. (Falscher Bezug: *der erfolgreichen Kandidat* statt *des erfolgreichen Kandidaten*)

Befürworter der gendergerechten Sprache argumentieren dagegen, dass der derzeitige Sprachwandel die moderne Entwicklung unserer Gesellschaft widerspiegeln. Geschlechtsidentität und Gleichberechtigung sind heiße Themen, die auch bei der Kommunikation berücksichtigt werden müssen. Schließlich gehe es nicht nur darum, was jemand meint, sondern vielmehr, wie es aufgefasst wird.

**Verschiedene Studien** weisen darauf hin, dass Gendersprache andere Assoziationen im Gehirn hervorruft als das generische Maskulinum. Der Einsatz einer genderneutralen Sprache kann nicht nur die Genauigkeit der Interpretation, sondern auch das Verständnis verbessern.

### Was ist bei gendergerechter Sprache im Übersetzungsprozess zu beachten?

Beim Übersetzen sind Genauigkeit und Verständlichkeit wichtige Ziele. Sind die Ausgangstexte in einer Sprache verfasst, die kein grammatisches Geschlecht kennt, können sich leicht Fehlinterpretationen einschleichen. Der englische Satz „Our staff consists of 50 teachers“ kann beispielsweise auf dreierlei Weise aufgefasst werden:

- Wir beschäftigen 50 Lehrer.

- Wir beschäftigen 50 Lehrerinnen.
- Wir beschäftigen 50 Lehrer und Lehrerinnen.

Sie alle haben eine unterschiedliche Bedeutung. Die dritte Lösung mag auf der sicheren Seite erscheinen – doch was, wenn es sich tatsächlich um 50 weibliche Lehrerinnen handelt? Ganz zu schweigen, dass keine dieser Lösungen intersexuelle Menschen mit einbezieht.

Um beim Übersetzen möglichst unauffällig und geschickt zu gendern, kann es nötig sein, den Ausgangstext etwas umzuformulieren. Versierte Sprachprofis können viele Probleme umgehen, indem sie etwas um die Ecke denken. Die Situation oben könnte beispielsweise gelöst werden mit der Übersetzung: *Unser Lehrerkollegium besteht aus 50 Personen.*

### Geschickt gendern: Gendersternenchen, Binnen-I, Gender-Gap oder wie?

Insbesondere Unternehmen, die viel aus dem Englischen ins Deutsche übersetzen, müssen entscheiden, ob und wie sie die Gendersprache in ihrer internen sowie externen Kommunikation umsetzen wollen. Sofern sie eine genderneutrale Sprache anstreben, bestehen mehrere Möglichkeiten, diese in die Unternehmenskommunikation zu integrieren. In Ermangelung einer festen Regelung müssen Sprachprofis von Fall zu Fall die richtige Vorgehensweise selbst bzw. in Absprache mit den Auftraggebenden entscheiden.

Die folgenden Strategien sind beliebte Workarounds, um mehr oder weniger geschickt zu gendern.

### Doppelnennungen

Um Männer und Frauen gleichberechtigt zu behandeln, kann man im



„In manchen Fällen, insbesondere bei der Technischen Dokumentation, ist der Imperativ eine gute Alternative zur Gendersprache, denn dieser ist von Natur aus geschlechtsneutral.“

Deutschen jeweils beide Geschlechter nennen. So werden „all employees“ zu „alle Mitarbeiter und Mitarbeiterinnen.“ Allerdings führt diese Lösung unter Umständen zu sehr langen, unübersichtlichen Texten.

### Binnen-I

Diese Variante ist bereits seit den 80er Jahren in Gebrauch: Aus „Mitarbeiter und Mitarbeiterinnen“ wird MitarbeiterInnen. Allerdings gibt es hier Probleme, wenn die männliche und weibliche Bezeichnung unterschiedliche Wortstämme haben, wie beispielsweise bei Arzt/Ärztin. Auch beim Plural können Probleme auftreten. „Redakteure“ sind männlich, „Redakteurinnen“ weiblich – um aus ihnen RedakteurInnen zu bilden, muss das -e der Redakteure wegfallen.

### Schrägstrich oder Klammern

Auch diese Optionen werden seit Jahren angewendet, um männliche und weibliche Personen gleichermaßen anzusprechen:

- Jede(r) Fotograf(in)
- Jede/r Fotograf/in

Hier treten jedoch ähnliche Probleme wie beim Binnen-I auf. Darüber hinaus wird die Lesbarkeit eines Textes durch diese Konstruktionen stark beeinträchtigt – und verbal lassen sie sich kaum verwenden.

Ein weiteres Problem dieser traditionellen Ansätze ist, dass sie nur das männliche und weibliche Geschlecht einbeziehen und nicht-binäre Personen außen vorlassen. Um dies zu beheben, gibt es neuere Strategien. Diese haben jedoch ebenfalls ihre Tücken.

### H3: Gendersternchen

Die derzeit beliebteste Variante, um gendergerecht zu schreiben, ist der

Genderstern, zum Beispiel Lehrer\*innen. Das Sternchen dient als Platzhalter, um die Geschlechtervielfalt auszudrücken, und soll auch als Symbol für nicht-binäre Personen stehen. Sie sind also nicht mehr nur mitgemeint, sondern mit erwähnt.

### H3: Gender-Gap oder Gender-Doppelpunkt

Der Gender-Gap ist ein Unterstrich, der wie das Gendersternchen die verschiedenen Geschlechtsidentitäten ausdrücken soll: Lehrer\_innen. Statt einem Unterstrich wird teilweise auch ein Doppelpunkt verwendet: Lehrer:innen.

### Geschlechtsneutrale Formulierungen

Eine elegantere Lösung ist das Ausweichen auf Wörter, die nicht explizit mit einem bestimmten Geschlecht assoziiert werden.

- Lehrer/Lehrerinnen: Lehrende, Lehrkörper
- Mitarbeiter/Mitarbeiterinnen: Mitarbeitende, Personal, Belegschaft
- Student/Studentin: Studierende
- Nutzerhandbuch: Nutzungshandbuch, User-Guide

In manchen Fällen, insbesondere bei der Technischen Dokumentation, ist der Imperativ eine gute Alternative zur Gendersprache, denn dieser ist von Natur aus geschlechtsneutral.

Neben diesen Strategien gibt es noch [andere Möglichkeiten](#), gendergerecht zu schreiben. Die Gesellschaft für deutsche Sprache e.V. hat die Vor- und Nachteile der jeweiligen Optionen in einer nützlichen [Leitlinie zu den Möglichkeiten des Genderings](#) zusammengefasst.

## GERMAN LANGUAGE DIVISION NETWORKING EVENT

We invite you to indulge in an exquisite selection of vegetarian and meat-based dishes at the 10e Restaurant in the Fine Arts building of Downtown LA. The GLD has a private room reserved, so members can network to their heart's content without interruption. The menu will be served buffet style with options to sit or mingle.

**WHERE:** 10e Restaurant  
811 West 7th Street Los Angeles, CA 90017

**WHEN:** Friday, October 14 at 7:30 PM

### MENU

#### COLD MEZZE

- Hummus

*Chickpea puree/tahini/lemon/X.V.O.O.*

- Baba Ghanoush

*Fire roasted eggplant/tahini/lemon/garlic*

- Tabouleh

*Parsley/mint/tomato/bulgur/X.V.O.O.*

#### HOT MEZZE

- Boreg

*Puff pastries stuffed with Monterey Jack cheese/Oaxaca cheese/feta cheese/Aleppo/parsley/black sesame seeds*

- Arnabeet Mekle

*Roasted cauliflower/labne/Aleppo pepper/lemon*

#### KEBAB MEZZE

- Armenian Pilaf

*Basmati rice/vericelli/almond/pine nuts*

- Chicken Kebab

*Chicken breast/garlic toum/veggies*

- Lule Kebab

*Ground beef/red onion/parsley/sumac*

#### DESSERT

- Baklava bites

**We look forward to seeing you in Los Angeles!**

#### COST

\$70 per person, includes tax and gratuity.

Drinks are not included in the cost. A cash bar will be available.

#### REGISTRATION & PAYMENT

Tickets are at this electronic link:

[GLD Networking Event Tickets.](#)

All ticket purchases are non-refundable.

#### QUESTIONS?

Contact Karen Leube, [mail@leubetranslation.com](mailto:mail@leubetranslation.com)



## Translator in Profile: Heike Holthaus

### Where are you based, and what brought you there?

Next month marks ten years since I live in the beautiful countryside of NE Michigan, five minutes from the shores of Lake Huron. We moved from Germany to Mount Pleasant, Michigan, in the spring of 1995 with the plan to move on to California in about a year's time.

So, in September 1996, we packed our two boys, two Collies, and Henry, the cat, into a 30-ft motor home and headed toward California. Taking our time to see the sights, we arrived in Sacramento in late November. But what we thought to be our final destination turned out to be merely an adventurous detour, and by April 1997 we were back in Michigan.

### What got you started in translation?

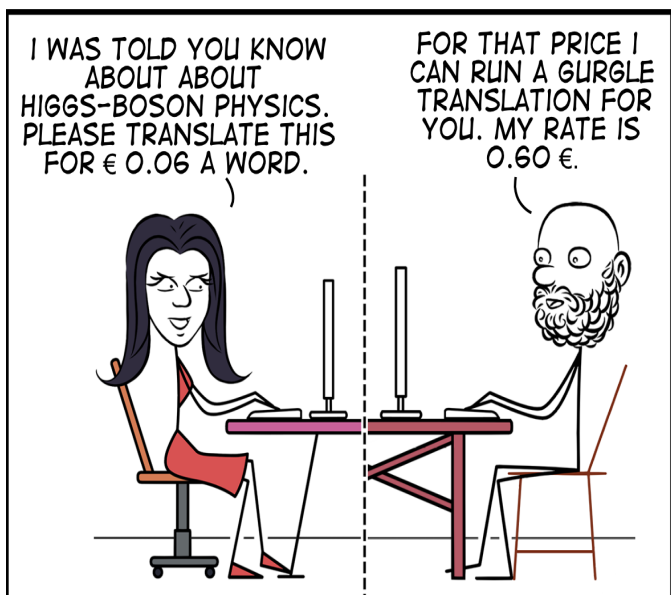
It doesn't seem that long ago, but over a decade has passed since I was invited

to join a group of volunteers to translate subtitles for a series of videos from English into German. While working on these subtitles, I realized how much I enjoyed translating and felt I had a talent for it. But it also became clear to me that I had a lot to learn about translation practices. At the time, the only option for me was enrolling in an online course. I completed the course in August 2012 (ten-year anniversary this August 🍷). And that's how my career as a freelance translator started.

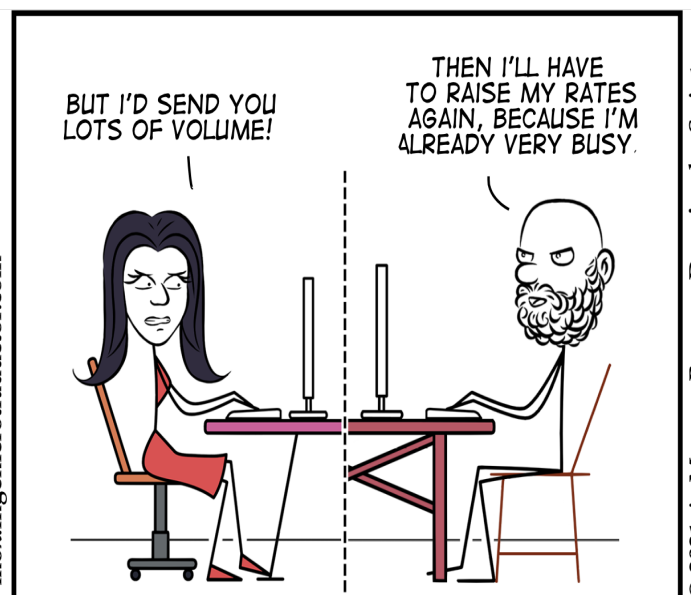
### What languages do you work in, and what are your areas of specialization?

My language pair is German <math>\leftrightarrow</math> English. I specialize in patent and technical translation and accept some assignments in the legal field. Since 2019 I have expanded into marketing translation and transcreation and developed my new niche: translations for the cannabis industry.

## Unique translator = Unique prices



mox.ingenierotraductor.com



© 2021 A. Moreno-Ramos - Drawing by S. Astor

Follow Mox's freelance-translator life at [Mox's Blog](#)



**What do you like most about being a translator?**

Every project is different: a patent one day, where I get to learn how stuff works—website copy on another, where I can let my creative self dig for the best way to turn a phrase.

**What do you like the least?**

Bookkeeping. Period.

**What are your goals for the near future?**

My most important short-term goals are becoming a qualified member of the ITI and building my direct client base.

**What are your hobbies or other interests?**

I am an enthusiastic motorcyclist and in the spring, I can hardly wait to get

on my black Suzuki GSX650F and enjoy the Michigan backcountry.

But spring also means it's time to stick the spade into the crumbly brown earth and prepare the beds for the new gardening season, plug seeds and starters into the soil, and then watch the plants grow. Come fall, I enjoy canning my harvest.

During the fall hunting season, I love sitting in the tree stand listening to the forest while I wait for deer to appear seemingly out of nowhere. Preparing the harvest for the freezer and making sausage is an integral and much enjoyed part of the hunting season as well.

To stay fit, I like to go for walks with our collies or take on new challenges in yoga class.

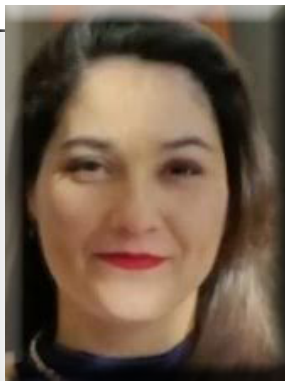


übers Knie brechen

[ to rush; to act hastily and recklessly]

Illustration by Roland Hallmeier

Reprinted by permission of Roland Hallmeier



**Kelly Burt** is a California-based Swedish and German to English translator who also localizes English-language content from other variants into Australian English. Her primary working areas are film and TV, literature, food and culinary arts, and travel and tourism.

## Book Review:

### *Die Wunderkammer der deutschen Sprache*

By Kelly Burt

At turns playful, analytic, reverent, and informative, *Die Wunderkammer der deutschen Sprache* is a charming diversion of a book that explores the diversity of the German language and its development into its modern form. It is targeted at lay readers, but *Die Wunderkammer* has plenty of wonders to offer professional linguists as well; as promised in the semi-subtitular front cover description, it is "gefüllt mit Wortschönheiten, Kuriositäten, Alltagspoesie und Episoden der Sprachgeschichte."

The first thing that struck me about the physical artifact upon seeing it in person was the obvious care with which the cover and interior had been designed. The layout, graphics, typography, and color scheme are vibrant and appealing; the hard cover has a nice matte texture that's almost fabric-like, and I always appreciate an attached ribbon marker. I was intrigued by the fact that the book's appearance seemed to have rated as much attention to detail as its text.

Or perhaps nearly as much, since the authors clearly went to great lengths to research such a grab bag of information. They expand on the title's affectionate attitude in the preface, where they state directly that they did not set out to create a scholarly or reference work, but rather an illustration of the rich history of German as depicted through the "des Merkens würdigen Merkwürdigkeiten, vieles sagenden Hervorbringungen, außergewöhnlichen Alltäglichkeiten der deutschen Sprache."

Readers who prefer a linear approach can, of course, read cover to cover, but it's not necessary, as each chapter can stand on its own. There's a subject and name index for those who want to focus on specific topics while saving others for later or skipping them entirely. I have a special interest in cuisine, and I was pleased to find sections related to food language. There's a chapter describing the history behind the names of various dishes, such as *Arme Ritter*, *Kaiserschmarrn*, *Labskaus* and *Maultaschen*, and two culinary



**Title:** *Die Wunderkammer der deutschen Sprache*

**Author:** Thomas Böhm and Carsten Pfeiffer

**Language:** German

**Publisher:** Verlag Das Kulturelle Gedächtnis

**5th revised edition, 2021**

**304 pages**

**ISBN:** 978-3-946990-31-4



"If you find that you're often too busy for fun reading, *Die Wunderkammer* is a great excuse to start a new book: you can pick it up, consume a bite-sized chapter, and then return to it whenever you're inclined to appreciate German's idiosyncrasies on casual terms."

glossaries listing kitchen terms used in Germany and their counterparts in Austria and Switzerland, respectively.

Some other fun items to peruse:

- The letter entries from Johann Christoph Adelung's *Grammatisch-kritisches Wörterbuch der Hochdeutschen Mundart*, published between 1774 and 1786;
- A summary of 1981's "Richtlinien zur Vermeidung sexistischen Sprachgebrauchs;"
- *Wörter and Unwörter des Jahres* in Germany, Austria, and Switzerland going back as far as the 1970s;
- A sort of interlude sprinkled throughout entitled "Was Wo Wie Heisst" in which a map illustrates how a particular word or concept is expressed in different parts of Germany;
- A list of "Scheinanglizismen," or German words that appear to have been borrowed from English but that don't actually exist in English, or at least not in that form (think *Handy*);
- Loan words that have made their way into Turkish and Albanian (and Finnish!);
- A look at DDR-era vocabulary;

- Some harsh yet creative criticisms leveled at authors from other authors;
- A list of punny hair salon names from the 2019 Berlin phone directory;
- A brief history of the first (failed) German spelling reform of 1876;
- Lists from various writers and translators of their 10 favorite words with explanations.

Approaching the book for what it is, I found that the loose organization and episodic style of the chapters made for a light yet enlightening read. Naturally, I have an affinity for the language (who among us doesn't?), but as a professional, much of the time I spend with it is the usual intensive (and at times taxing) parsing, researching, and refining, so it's refreshing to have an opportunity to simply wander through and admire it while learning something new. If you find that you're often too busy for fun reading, *Die Wunderkammer* is a great excuse to start a new book: you can pick it up, consume a bite-sized chapter, and then return to it whenever you're inclined to appreciate German's idiosyncrasies on casual terms.

### What's all the "ataTalk" about?

"ataTalk" is a forum for discussing ATA policy, activities, and governance. It's a place where members can voice opinions and be heard by the association at large. Join in and find out what all the talk is about! (Please note that questions and problems that need to be addressed right away should continue to be directed to [president@atanet.org](mailto:president@atanet.org).)





# Calendar of Events 2022-23

The GLD calendar is available on the GLD website, where you can also add it to your Google Calendar, Outlook, iCalendar and other calendar apps. Go to: [ata-divisions.org/GLD/gld-calendar](https://ata-divisions.org/GLD/gld-calendar)

Date	Location	Organization/Event	More Information
Sep 23 – 24	Cologne, Germany	Film, Fernsehen, Streamingdienste: Einführung in die Untertitelung (EN>DE) (1,5 Tage)	<a href="https://seminare.bdue.de">seminare.bdue.de</a>
Oct 6 – 7	Dubrovnik, Croatia	International Conference on Natural Language Computing and Machine Translation (ICNLCTM)	<a href="https://waset.org/natural-language-computing-and-machine-translation-conference-in-october-2022-in-dubrovnik">waset.org/natural-language-computing-and-machine-translation-conference-in-october-2022-in-dubrovnik</a>
Oct 6 – 7	Mannheim, Germany	Zertifikat Revision: Basismodul Revision	<a href="https://seminare.bdue.de">seminare.bdue.de</a>
Oct 12 – 15	Los Angeles, (CA), USA	ATA63 Annual Conference	<a href="https://ata63.org">ata63.org</a>
Oct 13 – 14	London, UK	International Conference on Interpreting and Translation	<a href="https://tomedes.com/translation-conference/international-conference-on-interpreting-and-translation-icit-2022">tomedes.com/translation-conference/international-conference-on-interpreting-and-translation-icit-2022</a>
Oct 21 – 22	Cologne, Germany	Einführung in das Gesprächsdolmetschen für Übersetzer*innen	<a href="https://seminare.bdue.de">seminare.bdue.de</a>
Oct 27 – 28	Los Angeles, CA	International Conference on Linguistics, Literature and Translation (ICLLT)	<a href="https://waset.org/linguistics-literature-and-translation-conference-in-october-2022-in-los-angeles">waset.org/linguistics-literature-and-translation-conference-in-october-2022-in-los-angeles</a>
Nov 1 – 3	Silicon Valley, CA	LocWorldWide48	<a href="https://locworld.com/events">locworld.com/events</a>

Looking for even more professional development opportunities?  
Check out our upcoming ATA webinars and workshops on the [ATA website!](https://ata-divisions.org)

Date	Location	Organization/Event	More Information
Nov 5	Tucson, AZ	ALTA45	<a href="https://literarytranslators.org/conference">literarytranslators.org/conference</a>
Nov 7 – 9	Berlin, Germany	Languages & The Media 2022	<a href="https://languages-media.com">languages-media.com</a>
Dec 2	Amsterdam, Netherlands	International Conference on Natural Language Computing and Machine Translation (ICNLCTM)	<a href="https://waset.org/natural-language-computing-and-machine-translation-conference-in-december-2022-in-amsterdam">waset.org/natural-language-computing-and-machine-translation-conference-in-december-2022-in-amsterdam</a>
Dec 9 – 10	New York, NY	International Conference on Oncology and Translational Research (ICOTR)	<a href="https://waset.org/conferences-in-december-2022-in-new-york/program">waset.org/conferences-in-december-2022-in-new-york/program</a>
Jan 16 – 17	Zurich, Switzerland	International Conference on Natural Language Processing and Machine Translation (ICNLPMPT)	<a href="https://waset.org/natural-language-processing-and-machine-translation-conference-in-january-2023-in-zurich">waset.org/natural-language-processing-and-machine-translation-conference-in-january-2023-in-zurich</a>
Mar 12 – 15	Dublin, Ireland	GALA 2023	<a href="https://gala-global.org">gala-global.org</a>





## GLD Leadership Council

**Administrator**

Carlie Sitzman, New Castle, DE  
[csitzman@sitzmanaetranslations.com](mailto:csitzman@sitzmanaetranslations.com)

**Acting Assistant Administrator**

Dr. Karen Leube, Aachen, Germany  
[mail@leubetranslation.com](mailto:mail@leubetranslation.com)

**GLD Listmaster**

Gerhard Preisser, Manassas, VA  
[xlator@comcast.net](mailto:xlator@comcast.net)

**Web Manager**

Robin Limmeroth, Mainz, Germany  
[robin@robin-limmeroth.com](mailto:robin@robin-limmeroth.com)

**Digital Events Coordinator**

(Vacant) Acting DEC: Carlie Sitzman, New Castle, DE  
[csitzman@sitzmanaetranslations.com](mailto:csitzman@sitzmanaetranslations.com)

**Social Media Coordinator**

Ilona Friedman, Miami, FL  
[ilona4@bellsouth.net](mailto:ilona4@bellsouth.net)

**European Coordinator**

Ellen Yutzy Glebe, Kassel, Germany  
[eyg@writinghistory.de](mailto:eyg@writinghistory.de)

**New Member & Proofreading Pool Coordinator**

Heike Holthaus, Mikado, MI  
[translator.heike@gmail.com](mailto:translator.heike@gmail.com)

**Newsletter Editor**

Marion Rhodes, San Diego, CA  
[marion@imctranslations.com](mailto:marion@imctranslations.com)

**Member at Large**

Ruth Boggs, Fairfax, VA  
[rutheboggs@gmail.com](mailto:rutheboggs@gmail.com)

Find the GLD online at  
[ata-divisions.org/GLD](http://ata-divisions.org/GLD)

Join the GLD listserv at  
[groups.io/g/ATA-German-Language-Division](http://groups.io/g/ATA-German-Language-Division)