

## ICTRG Members' Research Success!

### Project:

**Spoken Card Community Translation research project for women with gestational diabetes**

### Researchers:

**Ineke Crezee**

(Auckland University of Technology)

**Janet Rowan**

(Auckland District Health Board and University of Auckland)

**Elaine Rush**

(Auckland University of Technology)

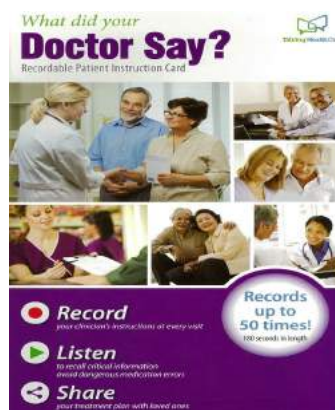
In 2014 Ineke Crezee was working as a Fulbright Scholar at the Center for Diversity and Health Equity at Seattle Children's Hospital. One of the staff, Ali Adem, a Somali patient navigator, ran a small research project with spoken cards, which were used to record discharge instructions for patients in their language of preferred medical care.

After returning to New Zealand, Ineke decided to design a small study that would see doctors providing information on treatment options for gestational diabetes in women's languages of preferred medical care. She approached the specialist diabetes physician at Auckland District Health Board, Dr Janet Rowan, and asked

her to write a brief explanation of gestational diabetes and the two main treatment options. She also approached Professor Elaine Rush, as she and Janet Rowan had completed a research project which studied the after-effects of maternal use of insulin or Metformin in the offspring of women who had had been treated with these medication options during their pregnancy. Both were happy to participate, and ethics approval was gained from the Auckland University of Technology Ethics committee.

The rationale for the research was that, while GDM will be explained,

through interpreters, to pregnant women who do not have English as their preferred language of medical care, they may not take in all the information during that visit. Being able to take a Spoken Card home and being able to play the information back and possibly sharing it with their partners or parents, might help women decide whether to choose to use oral diabetes medication – Metformin – or inject themselves with insulin. The Spoken Cards would contain information about both options, as well as the pros and cons of both.



It is clear on the cover of the Spoken Card that healthcare information is recorded and ready for patients to listen to.

## WHAT'S IN THIS ISSUE

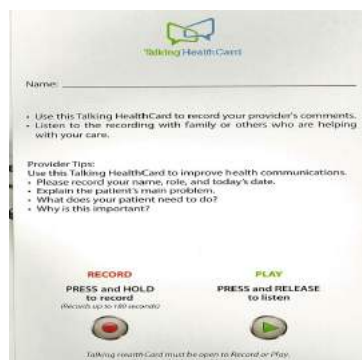
Page 2:

◆ Highlights from the EST Congress

Page 3:

◆ Our members' in-progress PhD study

◆ Upcoming Conferences



Inside of the Card has instructions for healthcare providers to record and patients to listen to the information.

Dr Rowan wrote three short passages explaining what gestational diabetes is and the two medication options. The

passages were translated into Chinese and Samoan and recorded on to the Spoken Cards in Mandarin, Cantonese and Samoan. There was a consultation session with midwives at the special clinic for women with GDM at the Auckland City Hospital. The midwives were happy to participate and provided women who fitted the inclusion criteria with information sheets and consent forms. No Samoan-speaking women were recruited, but a small number of Cantonese and Mandarin-speaking women did take part.

A research assistant who spoke both Cantonese and Mandarin rang women to gauge their perspective on the use-

fulness of the Spoken Cards. Disappointingly, two of the Spoken Cards malfunctioned and new spoken cards had to be ordered in. The women who listened to the cards found the information useful, and said they then went on Weibo to find more information. Two of the women said they would like to know how to manage their GDM through diet. The lead researcher is now focusing on the use of community translation through Apps or websites, rather than through talking cards.

## *Highlights from the EST Congress*

*(Stellenbosch University, 9-13 September 2019)*

*Reported by Mustapha Taibi*

### *Paul Bandia (Concordia University): Translation, Power Asymmetry, Minority Language Cultures:*

Paul Bandia, one of the keynote speakers, spoke about translation in multilingual contexts, in particular in relation to power asymmetries that date back to the colonial era, and the linguistic, economic and technological inequalities that characterise the globalisation era. Although the speaker spoke mainly from the perspective of literary translation, his points about power asymmetry and the standing of minority languages are very relevant to Community Translation. For instance, he spoke about power asymmetries at a number of levels, all of which apply to Community Translation: 1) between nations/communities where orality is dominant and those where writing is a major means of communication and creativity, 2) between indigenous languages (e.g. local languages in Africa) and the languages of politically and economically dominant nations, 3) between languages of official or public service discourse and those of everyday interaction (e.g. non-standard varieties and creoles).

### *Simo Maatta (University of Helsinki): Language rights and public service interpreting and translation:*

Simo Maatta provided definitions of the notion of "language rights" and an overview of relevant European language policy instruments. The presenter argued that "a focus on the interpreter's perspective has prevented translation and interpreting studies from adopting and developing sophisticated tools for the analysis of language rights". He also made the point that EU resolutions on the protection of the language rights of minorities cater for national or European minorities rather than for migrant groups, and that language rights themselves are strongly linked to power and ideology. One other interesting point is that we often assume that by facilitating an interpreter to a public service user who does not have a good command of the relevant language, the issue of language rights and language needs is resolved. There are many situations (e.g. sociolinguistic variation) where the presence of a community/public service interpreter is not sufficient.

### *Wine Tesseur (Dublin City University): Translation as empowerment: the role of translation in establishing equal dialogue between international and local NGOs:*

As the title suggests, this contribution relates to a research project on "the role of translation in establishing equal partnerships and dialogue between large Non-Governmental Organisations (NGOs) from the Global North and local NGOs and Civil Society Organisations (CSOs) in the Global South" in the context of crisis situations and international development aid. Egalitarian partnership relationships between international NGOs and local organisations require equality and multiplicity in terms of languages as well, but this is not always the case. Tesseur sees translation "as a tool for inclusion and empowerment", as it facilitates access to information and participation. She argues that, within the context of international cooperation for development and crisis management, translation should be central to the goals of local community empowerment as well as to "interdisciplinary research that addresses development, advocacy and crisis management".

### *Other relevant papers:*

- Maricel Botha (North West University): Tokenistic language rights and social barriers: Translation and language rights in the South African context.
- Lieselott Nordman & Satu Siltaloppi (University of Helsinki): Language rights principles and language rights practice: The case of spoken Swedish and Finland-Swedish Sign Language in Finland

## Our members' in-progress PhD study

### *Developing Assessment Criteria for Health Translation: Focusing on Pragmatic Equivalence in English-Mandarin Translated Health Texts*

*Wei Teng (Auckland University of Technology, New Zealand)*

**Abstract:** (this abstract is to be published in *International Journal of Interpreter Education* in November 2019)

This study aims to develop a set of assessment criteria applicable to translator education with a focus on the achievement of pragmatic equivalence in community translation (Taibi & Ozolins, 2016). Health translation (e.g. translation of healthcare texts) is of particular interest in this study as healthcare texts (e.g. healthcare pamphlets) often perform the pragmatic functions of informing and persuading the target audience to take actions in relation to managing their own health (Sin, 2003). I have adopted the frameworks of functional translation theories, systemic functional linguistics and Vygotskian social constructivism to: explain the different pragmatic nature of the trans-

lation of religious and literary texts; explain the social significance of achieving pragmatic equivalence in health translation; define the pragmatic functions of health translation; and establish a set of initial assessment criteria by considering the social construction process of meanings. A corpus comprising fifteen English>Chinese health translation texts distributed in New Zealand has been assessed using the initial criteria by fifteen professional translators and fifteen elderly Chinese immigrants in New Zealand. The assessment results reveal a rather conflicting opinion on the translation quality in that, while the translators have a higher tolerance of expressions which do not sound natural in Chinese, believing that unnatural expressions do not fail pragmat-

ic equivalence, the Chinese immigrants are more sensitive to unnatural expressions, and therefore are not informed or persuaded by the informational content delivered through the translations. In the light of these findings this study presents: the merit of developing assessment criteria that can reflect student translators' awareness of pragmatic functions achieved in both the original texts and translated texts; the significance of developing student translators awareness that pragmatic equivalence is an achievement of both cross-cultural and cross-linguistic communication (House, 1981, 2001, 2006), and is an achievement of what Matthiessen (2001) terms "the maximum equivalence" on the level of context.

## Upcoming Conferences

### ◇ ICCT 2019

- 2nd International Conference on Community Translation  
ICTRG & AUSIT  
RMIT, Melbourne, Australia  
13th-15th December 2019  
For details, please [click here](#) (updated link)

### ◇ TRADUIRE LES MINORITÉS LINGUISTIQUES – TRANSLATING LINGUISTIC MINORITIES

- with and between the Anglophone and Francophone Spheres  
Université Sorbonne Nouvelle  
Paris, France  
28th-29th May 2020  
For details, please [click here](#)

### ◇ COMMUNITY TRANSLATION/INTERPRETING IN AFRICAN CONTEXT

- Second Biennial Conference of the Association for Translation Studies in Africa  
University of Ghana  
Legon, Accra, Ghana  
6th-7th June 2020  
For details, please [click here](#)

**ICTRG  
WEBSITE!**

We make community translation accessible and understandable to communities!

### ICTRG MISSION STATEMENT

- ◇ To create an international research community capable of leading and conducting quality research into Community Translation;
- ◇ To facilitate cross-fertilization of ideas and international research partnerships;
- ◇ To raise awareness of Community Translation needs in different countries;
- ◇ To promote professionalized Community Translation services;