

The Importance of Words

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Translators often work away from the spotlight, resulting in public misunderstanding about their work. Some people mistakenly believe that to practise the profession all you need is to be bilingual. Others think that software applications are satisfactory substitutes for translators. The Club de golf de Montréal—the example cited on April 12 by Mike Boone—probably did not realize the mistake they were making when they handed their site over to amateurs. While bilingualism is undeniably vital to the practise of the profession of translator, this skill alone is far from sufficient.

In Québec, the Ordre des traducteurs, terminologues et interprètes agréés (OTTIAQ) counts over 1700 members: professionals whose skills have been recognized. This agency governs the professional practice of translation and offers recourse to the public should they be unsatisfied with services rendered.

Why place the quality of your communications—indeed your organization's image—in the hands of people whose skills have not been recognized? The Club de golf de Montréal opted for the complicated solution, when it could have been so simple. “C.Tr.”: three letters that guarantee quality work. Easy to find at www.ottiaq.org.