

# Greetings

From Adriana Adarve – Owner of Adarve Translations



## *Adarve Translations*

The Path to Open Communications

Hello,

For those who have never seen me or met me in person, the photo above introduces the face of the person who has been writing these newsletters to you over the past months. I am very proud to be part of our community and offer a better communication path in different languages among the different members of the Asheville community, the United States and the world itself.

I am of Hispanic origin and have traveled extensively over the years; I have lived in several different countries and, having learned their customs and languages, I have fulfilled the dream of being able to communicate with many different people in their own tongue.

I have also known what it means to live in a certain place and not be able to fully communicate with people due to a language barrier on both parts.

Over the past few months I have introduced you to the difference between being a bilingual person and a professional translator, where being bilingual doesn't necessarily mean that the person is qualified as a translator, and being a translator doesn't necessarily mean that the person is actually bilingual (or polyglot in some cases); the difference between Translation and Interpreting, two similar terms that a lot of people take as synonyms, but that actually describe two different professions with different sets of skills.

I have also had the pleasure of giving you an introduction to the cost of a translation and the different factors taken into account to arrive to this cost; why free online translations are not really free in the long run when your and your business' reputations are at stake; and some interesting facts about languages, followed by a short history of English and Spanish, the de facto and most common languages, respectively, in the United States.

Being a passionate of languages, I took you through a "guided tour" of how translation has evolved from ancient times to the present, modern times. Last month I shared with you news about the new tool presently used by Adarve Translations to translate faster and save you, the customer, a lot of money in the process.

Today I would like to bring to you three of the articles published on the Internet by Adarve Translations with the help of my wonderful Marketing Team at MorePro Marketing, Inc.:

- Language – from Spoken to Written
- Navajo Code Talkers Helped to End World War II
- The Importance of native language information

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### Some interesting background information about language

When one thinks of the word 'language', one is referring to a specifically human attribute – that of acquiring and using complex systems of communication.

- Although **other species** are thought to **have the means for communication**, that which exists among **humans** is essentially different and **far more complex**.
- The reason for its complexity is that it is **based on rules** which **relate symbols to their meanings**, resulting in an **unlimited number of potential new expressions** which have their source in a limited number of elements.
- Language is believed to have **developed when early primates began to collaborate**, giving rise to a communication system which allowed the sharing of ideas.
- Language is **acquired in early childhood** through social interaction and most children are fluent in their native tongue by the time they are about three years old.
- **Group identity** is also largely determined by one's native language.
- Another characteristic is that **languages all evolve** in accordance with the changing needs of their speakers.

## Language – from Spoken to Written

### The origin of written language

- A written language exists when **language is represented by means of a writing system**.
- While spoken language has been in existence pretty much since the dawn of man, around a million years ago, its **written form is so much more recent**.
- It was **first used by the Sumerians in Mesopotamia, around 3200 BC** and by 1100 BC most of the Middle East was using a very basic form of alphabet.
- Even today there are **still some non-literate societies** which exist in the world, for example in New Guinea, and there are non-literate people who exist in literate societies.
- Although oral communication happens almost naturally through socialization, the **acquisition of written language is a deliberate, learned ability**, which has its basis in the spoken language.

### So, what is an alphabet?

The word 'alphabet' came into Middle English from Latin (*alphabetum*) and prior to that from Greek (*alphabetos*), which had its origin in the Phoenician alphabet.

- In any language format an **alphabet** is a **standardized set of letters**, which could be symbols (or graphemes) that represent a single speech sound (referred to as a phoneme).
- Some systems use a **logography**, where **each character stands for a word** or morpheme (the smallest meaningful part of a word, either spoken or written).
- Others use a **syllabary**, where each character corresponds to a syllable.

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### **The value of written language**

There are some attributes of the written form of language which have definite value:

- The permanence of language has come about since it has been transferred into a written form. This was not possible for the spoken word, until the invention of mechanical means of recoding examples of the spoken word.
- In an oral tradition, literary forms do exist – like the songs and legends which are passed down from one generation to the next. However, in its written form a body of literature can be preserved in its original form.
- While spoken languages have identifiable dialects, these are often standardized when they appear in written form.

### **Languages today**

- There are human languages that exist today which are not spoken, but which are signed instead. These languages, although they have the same origin and grammatical intricacies as spoken language, are conveyed by means of the arms, hands and face, rather than by the mouth.

## **Language – from Spoken to Written**

- The majority of spoken languages are written, but there are still languages which do not exist in a written form. If these languages need to be conveyed in writing, this is possible by means of the International Phonetic Alphabet.

Given the history and development of man from his hominid origins to Homo sapiens, it is no wonder that he felt the need and found a way to transform and preserve the original form of oral communication which was used into a more permanent form by developing a written language which continues to develop according to his changing needs.

## **Navajo Code Talkers Helped to End World War II**

Military success during war time often depended on the ability to get intelligence or instructions from headquarters to groups of soldiers without the enemy being privy to such information. For this reason the military makes use of encoding and encryption. But on each side of the war there were intelligence personnel who spent their time deciphering these encoded messages.

### **The History of the Code Talkers**

As early as World War I Cherokee and Choctaw troops from the United States were used to send messages encrypted in their native language. It was as a result of this success that it was thought to use the Navajo language as the basis of a Code language for the Pacific Theatre.



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Prior to this, Basque speakers had been used to good effect as code talkers. They were the ones who warned of the August 7 attack on Guadalcanal, but a shortage of Basque speakers in the Pacific led to the suggestion that Navajo code talkers be used instead.

### **What made the Navajo language so suited to Code Talking?**

World War I veteran, Philip Johnston, son of a missionary, was raised on a Navajo reservation and was one of the very few non-Navajos who could converse fluently in their language. It was his proposal to the United States Marine Corps at the start of World War II to use Navajo as a code language.

The strength of Navajo at that time lay in a number of factors:

- It had a very complex grammar and syntax
- It was not transferable to even the closest of the other Na-Dene family of languages
- It did not exist in a written form at that time
- It was only spoken on the Navajo lands of South-western United States

## **Navajo Code Talkers Helped to End World War II**

- It was pretty much undecipherable to anyone who had not had intense training
- At the start of World War II, there were only about 30 non-native Navajo speakers (and most importantly, none of them were Japanese!)

### **Further developments**

Tests on Navajos in simulated combat situations revealed that **they could encode, transmit and decode** a message of three lines of English in twenty seconds while the machines which were in use at that time took thirty minutes to perform the same task.

The Navajo code was then formally developed **based on the Joint Army/Navy Phonetic Alphabet** which made use of specific English words to represent letters. Another technique that was favored was the substitution of particular Navajo words for terms or items, especially of warfare. Some examples of these are using the word for 'potato' to mean a hand grenade or the word for 'tortoise' to mean a tank.

A **codebook only for classroom training** was used; it was never to accompany the troops into battle. Even if these code talkers were heard by native Navajo speakers the messages would be unintelligible as all that would be heard would be strings of unrelated Navajo words. This was proven when a Navajo soldier was captured and tortured by the Japanese because he failed to make sense of the messages that had been intercepted.

### **The Battle of Iwo Jima**

Here, six Navajo soldiers were working night and day for the first two days of the battle. In all, they sent and received over 800 messages, all error free. It was reported afterwards that without them, the United States Marines would not have taken Iwo Jima. The war which ended soon afterwards with the dropping of the atomic bombs could have been waged for so much longer.



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### Recognition

It was only after the declassification of the whole operation that recognition was given to these men in 1982, by President Ronald Reagan and later again in 2001 by President Bill Clinton.

## The Importance of native language information

A **native language or mother tongue** is broadly understood as the language that was learned from birth or that a person speaks most fluently. As a result it forms the basis of someone's sociolinguistic identity.

### Foreign business or travel

The world being what it is today – a literal global village, access to foreign climes has become so much easier. People travel all over the world and are often sent for business purposes to places where their native language is not spoken.

## The Importance of native language information

As has been indicated before, English has come to be regarded as something of a business *lingua franca*, meaning that it is spoken at some level by businesses across the world. However, having a working knowledge of a language is not the same as conversing or conducting business in one's native language.

### Lost in translation

**Much of the problem of doing business in a foreign country relates to a clear understanding**, not merely of language, but more importantly of **culture**. Translation, if it is to be accurate, has to take culture and idiom into account. Many costly errors have occurred when businesses have failed to take cultural considerations into account.

It is for this reason that companies enlist the aid of translators who have an understanding of both language and culture.

### China

**An example** which illustrates what has been said above has to do with foreigners who wish to conduct business in China. The Chinese inculcate their value systems in their business. An effective translator would need to be able to speak Chinese, but should also be familiar with the Chinese culture as well as the culture of the foreign companies.

The Chinese value respect and trust, even in business. They tend to seek the opinions and advice of others before making decisions. Foreign businessmen may feel that business decisions in China take longer than in other countries, but they need to understand the reason for this, as explained above. The Chinese are also very particular about having good relationships with others. They put a lot of effort into socializing and building up relationships with others as they believe that this is the foundation for successful business, based on trust.

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## The Importance of native language information



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#### Information packets

Employees who find themselves sent to countries where their native language is not spoken are at a distinct disadvantage. For this reason the information packages which form a part of their business instruction or brief need to be available to them in their native language.

One assumes that multi-national companies will employ people who are bilingual and who can aid or assist with translating information that an employee requires but, as has been discussed above, there is a lot that can be lost in translation.

It is in instances like this that businesses should acquire the services of a certified translator. Accurate translations, which take both the nuances of language and cultural implications into account, will result in precisely rendered **information packages in the user's native language.**

The value of **bilingual signage** in cities and on roadsides is also incredibly valuable to those who find themselves in a country where their native language is not generally spoken.



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### Let Your Friends, Family and Clients Know About Us:

The best compliment we can receive is the honor to serve you on your translation needs. Consider giving the gift of knowledge and accurate, professional translations to anyone you know who is looking to present their business in communities or nations where they don't speak the language.

Please forward this Newsletter or visit:

[www.adarvetranslations.com](http://www.adarvetranslations.com), or you can call us at (828) 350-8369.

Don't miss out our **10% discount** until the end of 2011. Visit:

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### Have you missed any of our previous Newsletters?

Have you missed any of our previous Newsletter, or for some reason any of our e-mails got erased from your Inbox? To keep abreast with the wealth of information we offer each month, please visit the following link:

[www.adarvetranslations.com/WhatsHappening.html](http://www.adarvetranslations.com/WhatsHappening.html)

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- **Bilingual Vs. Translator - What does it mean?**

Is a bilingual person necessarily a good translator? – Our May 2011 Newsletter.

- **Translation Vs Interpretation - Is there a difference?**

Is interpretation the same thing as translation or are they two sides of the same coin? – Our June 2011 Newsletter.

- **The cost of a translation - What is in the price?**

Is it really worth paying an excellent price for a translation or is it better to just save money and risk the reputation of your business? – Our July 2011 Newsletter.

- **Free Online Translation - Can Your Business Really Afford It?**

Do computers really compare to the capabilities of the human brain? – Our August 2011 Newsletter.

- **20 things you may not have known about languages**

How many languages are there in the world? Where did languages come from, and how have they developed? – Our September 2011 Newsletter.

- **The history of translation**

How did translation develop over the centuries to the present time? Can translation be regarded as a fundamental contribution to civilization and to the development of all cultural and intellectual life? – Our October 2011 Newsletter.

- **Translation Tools**

What are Translation Tools? What is Translation Memory and how does it work? – Our November 2011 Newsletter.

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*Happy Holidays! Merry Christmas and Happy New Year! ;Feliz Navidad y Próspero Año Nuevo!*

*Joyeux Noël et Bonne Année ! טובה ושמחה מולד חג*

*С Рождеством Христовым أجمل التهاني بمناسبة الميلاد و حلول السنة الجديدة 聖誕節同新年快樂*

*Ĝojan Kristnaskon kaj feliĉan novan jaron สุขสันต์วันคริสต์มาส และสวัสดีปีใหม่*

DECEMBER, 2011

VOL. #1 ISSUE #8

*“When I was a teenage girl my biggest dream was to speak different languages and discover the pleasure of speaking with many different people in their own language. Having lived in several different countries, and having learned their customs and languages, I have been able to fulfill such precious dream.*

*I am fulfilling now my second dream: Helping people communicate with one another without language barriers.”*

*Thank you for your wonderful support!*

*– Adriana Adarve  
Owner  
Adarve Translations  
Asheville, NC*

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