

PLDOATA

Portuguese Language Division of the ATA

Volume 2, Number 3, September - December 1992

San Diego Conference News

Report on the Portuguese Language Panels

The PLD organized two panels for the 33rd ATA Convention - San Diego:

Literary Panel

Professor **Alexis Levintin** gave a very interesting view of the problems he encountered when translating his book *Slopes of a Gaze Os Vertentes do Olhar* by Eugênio de Andrade.

Edna Ditaranto read **Professor Stella Tagnin's** paper on Translator Notes, since she was unable to come from Brazil due to lack of financial support from Universidade de São Paulo.

Both works were published in the ATA Proceedings.

Non-Literary Panel

Member **Mario Ferreira** graciously accepted Edna's request that he repeat his 1989 presentation on the difference between Brazilian and Continental Portuguese. When first presented, the Division, then an independent group, had about 15 members. Today we are 110-member division.

Member **Susana Greiss** presented a paper on *False Cognates* between English and Portuguese and Spanish and Portuguese.

These papers were not published in the Proceedings but can be obtained by sending a self-addressed, stamped envelope (2 stamps) to **Edna Ditaranto**, 39 Hope Street, Lodi, NJ 07644.

Professor **David Bowen** of Georgetown University was scheduled to present a paper on *Adding a Portuguese C*. Professor Bowen however, couldn't make it to the Convention.

ANNUAL MEETING REPORT

The Annual Meeting for the Portuguese Language Division took place on November 7, 1992 in San Diego, during the 33rd Annual Convention of the ATA.

There were about 15 members and non-members present. During the meeting we discussed the following Agenda:

Agenda

- Introduction of all members (old and new)
- Growth of the Division -110 members
- Translation companies and individuals who are not Portuguese translators
- Establishment of a Newsletter Committee and a Special Projects Committee
- Recruitment of speakers for the Portuguese Panels at the 1993 Convention in Pennsylvania
- V Encontro de Tradutores - 1993 - Minas Gerais - Brazil
- Establishment of Newsletter and Special Project Committees
- Suggestions and Comments from members

(If you prefer, write your comments or suggestions below and return it to Edna Ditaranto before the end of this meeting)

I called **J Henry Phillips** and discussed with him the possibility of his undertaking the editorship of the PLDATA, starting with the next issue. He accepted.

Member **Lourdes Norton** accepted her appointment as Chairman of the newly created Special Projects Committee.

Cesar Tavares agreed to present a paper on translating legal documents, patents and other aspects of Brazil/USA law at the next ATA Conference in Philadelphia (October 6-10, 1993).

The **WordPerfect Portuguese translators team** was present at the Conference and at our Annual Meeting, and they committed themselves to prepare and present a paper on *Software translation* at the next conference.

Member **Alexis Levintin** will organize a two-section panel on translating Portuguese literature for the next conference.

Member **Donna Sandin** volunteered to update our membership directory which was supposed to be handed-out at the Conference, but was not done due lack of time of your Administrator.

Administrator Edna Ditaranto informed members that her term as Administrator of the Portuguese Language Division will end on the occasion of the next ATA Conference in Philadelphia. A new election will take place and we urge you to send in your nominations or nominate yourselves for this 3-year position. Administrator Edna Ditaranto made known her intention to run again for another 3-year term.



Your Administrator received from Professor **Stella Tagnin** the first volume of the brand new newsletter for the Sindicato dos Tradutores *Sintra*, Rio de Janeiro, Brazil **Ao Pé da Letra**. To receive a copy, please send a self-addressed,

stamped envelope (2 stamps) to Edna Ditaranto, 39 Hope Street, Lodi, NJ 07644.

His paper was also published in the ATA Proceedings. If you wish to receive copies of the papers published in the ATA Proceedings please send a self-addressed, stamped envelope (2 stamps) to Edna Ditaranto.



ASSOCIAÇÃO PORTUGUESA DE TRADUTORES--

Apartado 2666 - 1142 Lisboa Codex - Portugal
01-419 4438

Caros Colegas

Em nome dos Tradutores portugueses, felicitamos a Direcção da American Translators Association por ter Reunido um leque tão diversificado de especialistas. Estamos certos que a conferência contribuirá para o desenvolvimento prático e teórico de uma disciplina que nos é cara.

A todos desejamos um bom trabalho e fazemos votos para as nossas Associações tenham de futuro a oportunidade de estreitar as melhores relações.

Com os nossos cumprimentos.

O Presidente da Direcção

Francisco José Magalhães, Lisboa - Portugal

Prezada Edna,

Espero que a tua viagem de volta à costa leste tenha corrido bem - olhando no relógio, 6 da tarde hora do Pacífico, imagino que você tenha chegado há pouco. Gostei muito da oportunidade de ter ido para San Diego, e espero poder participar da próxima conferência da ATA no ano que vem.

Conforme o falado na reunião da divisão de português, mando os endereços dos jornais brasileiros que encontrei aqui em Los Angeles, e informação sobre o preço de assinaturas, para que você os inclua no próximo boletim da divisão. Aqui vão:

NEWS FROM BRAZIL

Box 42536

Los Angeles, Ca. 90050-0536

213/255-4953/F213/257-3487

Ads 213/255-8062

Assinaturas: \$18/ano; exemplares avulsos, \$1.50

BRAZIL TODAY

Box 341356
Los Angeles, Ca. 90034
213/667-0715/F213/667-1276
Assinaturas: \$15/6 meses, \$25/ano; \$1.25 cada exemplar

FLORIDA REVIEW

801 S. Bayshore Dr. Box #19
Miami, Fl,orida 33131
305/374-5235/F305/358-9456

Um abraço, **Clarissa Surek**, Pasadena, CA
F818-795-1547

Tem mais um: **VIDA BRASIL**

9225 Bissonet, Suite 270, Houston, TX 77036
\$16/ano -JHP



COMPUTERS IN BRAZIL A HI--TEC MARKET

by J Henry Phillips

Recent developments in Brazil have stirred American computer companies into a flurry of export-related activity. Brazil is leaving 16th Century mercantilism for more of a free market approach. This transition has brought along several interesting developments.

In April of 1991 *Conin*, the Brazilian National Council for Informatics and Automation decided to reclassify software as a service rather than a product. All software then came to be taxed at the 5% Service Tax rate instead of the 18% previously charged under the Merchandise Tax. Software pirating -widely resorted to as a method of keeping money out of government hands- dropped dramatically and software

became a marketable commodity, er... service, overnight.¹ Then came the mail order explosion.

It took Brazilian Treasury Department clout to do it, but the Tax Simplification Act dispersed a herd of bureaucratic sacred cows which had long blocked avenues of international trade. The Treasury's new operation allows credit card purchases of computer-related products costing up to five hundred dollars, with a sliding-scale value-added tax collected right at the post offices. Purchases under \$50 are exempt, but there is a 40% tariff up to \$200; \$200-\$400 items carry a 70% tariff, while high-rollers with orders in the \$400-\$500 category have to cough up an additional 100% in taxes. To Brazilians who have never had the opportunity to order from overseas, the tariffs are not as prohibitive as the former system. So effective is their demand that several companies have jumped on the mail-order bandwagon and are by August were offering middleman sales-agency services for persons shy about making international phone calls to English-speaking salesclerks. Callers place their credit card orders toll-free and get the goods within 48 hours.²

Brazilian post offices teeming with Customs agents have literally become clearing-houses for computer products. Computer-related parcel volume shot up by 30% as soon as the Act was published, and shows no signs of tapering off. Items under \$50 go directly to the customer. Taxed items are released at the local post office as soon as the customer pays the tariff.

Microsoft Corporation has teamed up with Intercorp to offer all Microsoft software through a service called *DisqSoftware*. Imported items are sold for U.S. suggested list price plus shipping and tariffs, making it easier for Brazilians to purchase U.S. software than for Americans to buy Brazilian.

Another law passed in August may complicate this situation. Even in Brazil not many folks are aware of the requirement, in Article 3 of the *Consumer Protection Code*, that all imported products come with "*correct, precise and clearly displayed Portuguese-language information covering characteristics, qualities, quantities, composition, guarantees, usage dates and any potential hazards to consumer health and safety*". Officials charged with enforcement

¹ *O Globo*, April 29, 1991 *Informática* p. 3

² *Exame Informática*, August, 1992 pp. 28-29.

believe the law extends to automotive manuals and electronic equipment, but interpret it as requiring accompanying Portuguese-language documentation, not any sort of extensive relabeling or repackaging.³

Computerland has started a Brazil branch, with offices in São Paulo and two franchises open since November, one of them in Rio. After repeal of prohibitions against their Personal Computer line, **IBM** is advertising heavily in Brazilian magazines. Houston-based **Compaq** has signed a very handsome 12 month contract with a Brazilian publicity firm and seems determined to enter that market with a splash. Some of these companies are hosting gatherings of Brazilian retailers and making presentations with the aid of interpreters.

Where all this will lead remains to be seen. What is certain is that Brazilians appreciate computer technology and will find ways to acquire it. The government seems to have finally switched from a policy of trying to stem the tide of technology to one of having that tide lift as many boats as possible. U.S. companies have been quick to appreciate Brazil's potential as the largest computer market in all of South America.

Por aí...

Paul Sadur has moved:
His new address is:
2705 Woodbreeze Drive,
Cantonment, Florida 32533 V904/476-6554
F904/476-6889

Ana Farias is ATA Accredited from Portuguese to English... *parabens.*

Opção Informatica, makers of **Dicionário Eletrônico DIC**, have moved to: Rua Santa Rita Durão, 74, sala 602 - 30.140-110 Belo Horizonte - MG

Alki Software's Brazilian Portuguese spelling checker for Microsoft Word for the Mac got panned in the Sci-Tech Division newsletter. In case you were wondering, the Windows version is just as bad... full of *alfacinha* and real strange errors. The company has no plans to release a corrected version. Pode isso?

Caere -makers of OmniPage Optical Character Recognition Software- have phased out their 386

line and introduced Omnipage Direct. Direct puts diaereses or tremas on ÃãÕõ, but aside from that, produces output much like OmniPage Professional (which costs \$380 more). OCR software is to typing pretty much what translation software is to translation -usually more trouble than the alternative.

Quick Link II faxmodem software for DOS does not work in Portuguese. The output defaults to the code page for the U.S. and there is no way to set it to the correct language.

From the Editor... **Is your software company treating you right?** Do you have a dictionary to review? Have you seen an interesting book, video or article? What would you like to see in the newsletter? **You too** can be a reporter or writer for **PL DATA**. Send your stories, photos, information, complaints and ideas to:

J Henry Phillips

107-A Beaver Street

Austin, TX 78753

FAX: 512/834-0070, CompuServe 72550, 3010,
voice 834-1941.

You can send any file in any format on any size disquettes for Mac or DOS or call for a direct modem transfer if you're in a hurry. All letters will be answered. Submitted material to be returned must be accompanied by a stamped, self-addressed envelope. Grato.

*Edna Ditaranto has prepared a photographic feast
for the readers...*

[not in electronic format--not reproduced here]

³ *O Globo*, Wednesday, August 5th, 1991 p. 26.