

Preliminary

Scope of Work to translate English Wayside text into Spanish

Language

Level: The goal is to produce text that uses an international Spanish vocabulary, rather than expressions that are easy to recognize as regional or nation specific. The final wayside texts —after reviews and editing—should resemble what we hear today on news broadcasts on the major Spanish-language television cable channels, such as *CNN Español*, *Univisión* or *Telemundo*.

Literalness: Producing clarity of meaning and elegance of phrasing are more important than a Spanish text that literally matches the word order or the phrasing of the original English. The translated Spanish texts on each new wayside exhibit should be able to stand alone, working with the graphic images to effectively communicate park themes, as if there were no English text blocks present.

Brevity: Translators must maintain both brevity and focus. Wayside texts normally average around 120 words or less. Photo captions are usually only a sentence or two at the most.

The NPS recognizes from prior experience that Spanish text normally requires 140% of the line length compared to typical English texts. It is essential that translators look for ways to edit out any elements or phrasings that are not critical to conveying the key meaning of the texts to keep the texts concise, and avoid waysides that look “text-heavy.”

Readability: The final Spanish text must be reasonably easy to pronounce when read aloud. Wayside exhibits are commonly read by one member of a family for the others to hear. Sentences in Spanish may be longer than the English original to avoid the harsh, choppy effect often seen in many literal translations. However, if the translators and Spanish editors combine phrases to make longer sentences, the resulting text should not be so complex that it is difficult to read aloud or clearly understand.

Titles: The contractor is expected to spend extra time to make the titles interesting and engaging, while remaining concise. This is a difficult challenge. The titles **do not have to match** in the two languages! The purpose of each title is to draw readers quickly into the message, not to translate the English title. Many visitors will look at a wayside’s main graphic and read only the title. Effective titles are critical to project success.

Titles: The contractor is expected to spend extra time on making the titles interesting and engaging, while remaining concise. This is a difficult challenge. contractor will capitalize and punctuate the new Spanish texts following the international rules for Spanish publication seen in the Chicago Manual of Style, *not according to English language practices*. Additional guidance for is provided by the Spanish Style Guide for HFC-2006.doc, which is based in part on publishing style guides used by major Spanish-language newspapers.

**Resolve
Challenging**

Terms Early: NPS experience shows that translating English animal and plant names into Spanish is problematic and often consumes considerable time in reviews. Animals and plants may have many different common names in different Spanish-speaking countries. If no single Spanish common name is widely agreed upon, Latin scientific names are a good alternative.

The park interpreters should list the names of plants and animals found in the wayside project's texts. Bilingual park rangers should resolve what version of that plant or animal name they normally use when talking with Spanish-speaking park visitors ahead of time. That list will be provided by the NPS to translator / contractor to save time.

Historic parks, especially those with military subject matter, will often face the same challenge. Fortifications and artillery have specialized vocabulary that is outside the experience of most contract translators. Like parks dealing with plant and animal names, the historic military park interpretive staff should identify those challenging specialized terms in their approved final English wayside texts—for example BASTION/ BALUARTE or LINSTOCK/ BOTAFUEGO — and resolve these challenging words before turning the text over to the contractor.

Harpers Ferry Center can help by pointing out other English words commonly seen in wayside texts —like WILDERNESS, URBAN SPRAWL and MOONSHINE — that have proven problematic to translate well in other NPS interpretive media projects.

Format: The contractor will provide the Spanish texts as a Microsoft Word document file. The language of the file submitted should be set to SPANISH, and the submitted work already spell-checked and grammar-checked in Spanish. Accented vowels must be correctly accented.

Each wayside exhibit text should be on a separate page, identified by the four-letter park acronym and its exhibit number. Subheadings and other finder-aids, such as MAIN TEXT or CAPTION, should **not** be translated.