

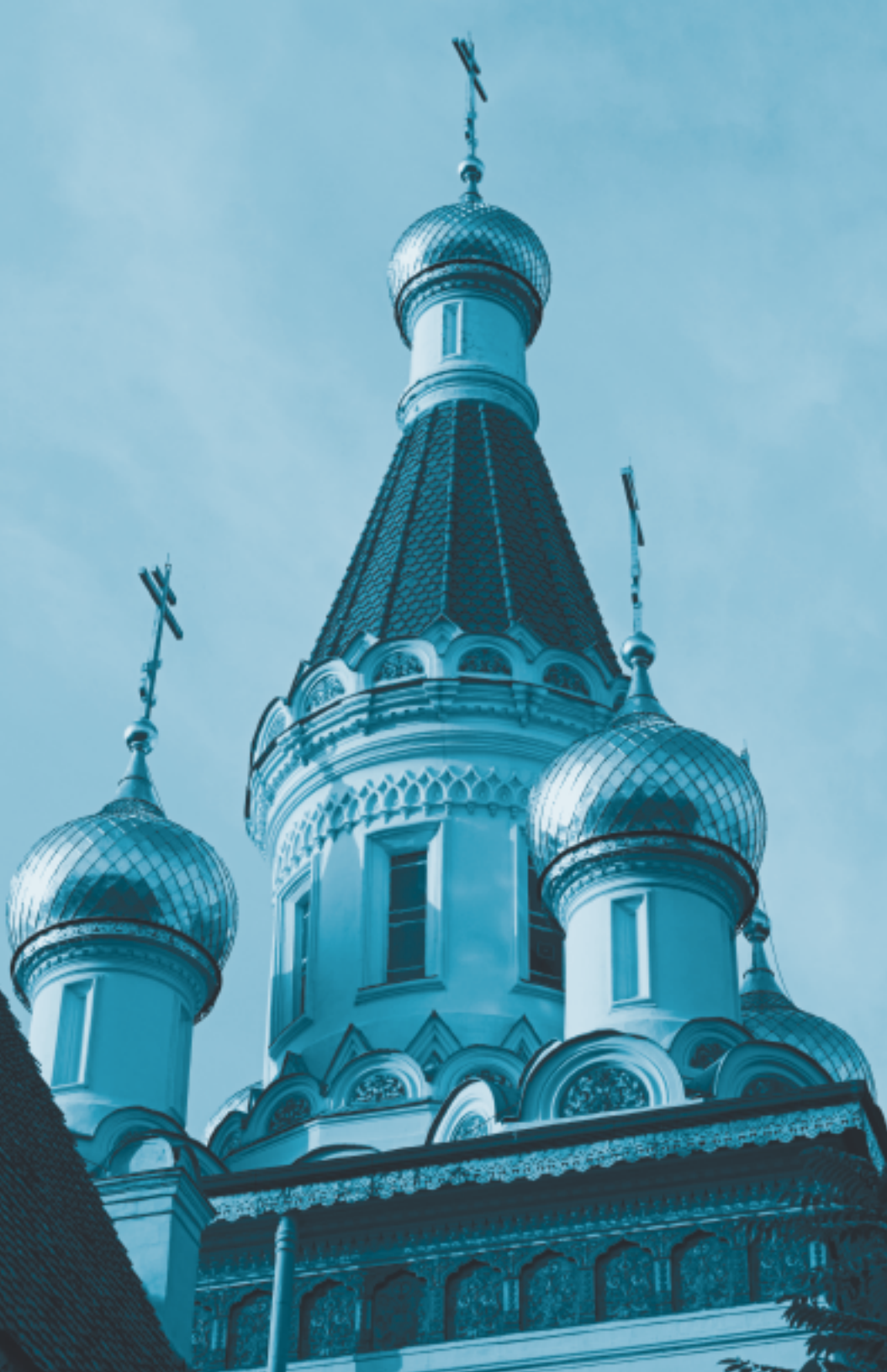


НА ДОБЪР ЧАС! (Bon Voyage!)

*What every manager should know
about Bulgarian translation*



COMMUNICATION. IN ANY LANGUAGE.





“Speak in proper Bulgarian!”

In certain parts of the English-speaking world, a mother might say (or shout) to her teenager, “Cut out the Bulgarian!” If she does, she won’t be alone, because the word “Bulgarian” is a colloquial term for “slang” in some English dialects.

What she is telling her teenager is to “Speak in proper English!” At the same time, her warning gives English-speaking managers a hint of the challenges that lie ahead when called upon to translate English materials into Bulgarian. The very fact that Bulgarian is an everyday term for slang in the English language underscores its perception as a “difficult” and “foreign” tongue for native English speakers.

In this case, perception is reality. For a number of reasons, Bulgarian is not an easy language for English-speaking managers to work with. It is written in a different alphabet; it has several verb tenses that don’t exist in English; and trying to pronounce even



the simplest Bulgarian sentence might be a great idea for a tongue-twister after a few beers in a pub, but it's a bad one for English-speaking managers with a job to do and no time to waste.



That doesn't mean you can't expect – and ensure – flawless translations between English and Bulgarian on every project you find yourself responsible for. For conscientious managers, the way to “Speak in proper Bulgarian” is to focus on the *process* of translation itself, rather than on the language. If you do, and if you follow the guidelines in this booklet, you'll be able to produce perfect Bulgarian translations time and again.

Everything you ever wanted to know about Bulgarian but were afraid to ask your mother

Authorities differ on how many people in the world speak Bulgarian. Some estimates put the number at around 9 million, while others claim the tally is closer to 12 million when Bulgarian speakers outside of their homeland are fully taken into account.

Bulgarian is, of course, the official language of Bulgaria, a country of 7.4 million people located in the Balkan region of Eastern Europe. In addition to Bulgaria itself, sizable Bulgarian-speaking communities can be found in the Ukraine, Romania, Moldova, Serbia, Turkey, Macedonia and Greece.

A member of the Indo-European language family, Bulgarian is part of the Slavic language branch. It is closely related to Russian, Polish, Czech and other Slavic tongues, a group of languages that, when combined, form a linguistic family of some 275 million speakers predominantly located in Eastern Europe.



Bulgarian history in 60 seconds or less...

For managers of Bulgarian translation projects, two dates in history are particularly significant – 860 A.D. and January 1, 2007.

Around 860 A.D., the Prince of Moravia decided he wasn't too keen on the skyrocketing numbers of Christian missionaries who kept undermining his rule with their pesky new ideas and political clout. To stem the growth of non-Orthodox beliefs (not to mention his aspirin bill), the prince called upon the Byzantine Emperor to send him some teachers with the ability to preach Christianity in his subjects' own language.

And that's just what the emperor did. He sent two highly educated brothers, Constantine and Methodius, who spoke the Slavonic language fluently. Evidently, the brothers took their assignment very seriously because they not only created an entirely new alphabet to teach Christianity to native Slavonic speakers, but one of them (Constantine) even donned monastic robes, changed his name to Cyril and went on to become a saint.

Through the writing system named after him – Cyrillic – St. Cyril continues to exert his linguistic influence today. Like Bulgarian, several



other Slavic languages, including Russian, Serbian, Ukrainian and a few others, are written in Cyrillic. With Bulgaria's entry into the European Union (EU) on January 1, 2007, St. Cyril's legacy now impacts Europe's most important economic and political alliance as well. Along with Latin and Greek, Cyrillic is now one of the EU's three officially recognized alphabets.

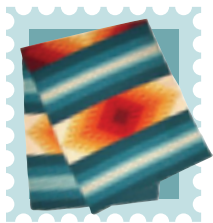


It's not as easy as ABC

The Bulgarians were the first people to adopt the alphabet that would later become the Cyrillic writing system. But don't hold it against them. By familiarizing yourself – even a little – with the Bulgarian alphabet, your translation projects won't seem so daunting.

The Bulgarian alphabet contains 30 letters, most of which have an English equivalent of sorts. Below is a list of each letter, along with its corresponding pronunciation in English:

А а like a in apple	Б б like b in boy
В в like v in victory	Г г like g in girl
Д д like d in dog	Е е like e in pet
Ж ж like s in pleasure	З з like z in zoo
И и like i in dip	Й й like y in yellow
К к like c in cat	Л л like l in live
М м like m in month	Н н like n in now
О о like o in pot	П п like p in pen
Р р like r in red	С с like s in sun
Т т like t in top	У у like oo in boot
Ф ф like f in fall	Х х like h in happy
Ц ц like ts in hats	Ч ч like ch in chair
Ш ш like sh in dash	Щ щ like sht in dashed
Ъ ъ like ea in early	- ъ like y in yore
Ю ю like you in you	Я я like ya in yard



If you take a few minutes to learn what sounds the Cyrillic letters represent, you'll be far ahead of 99.9% of all other English-speaking managers. And yes, you'll wow



everyone at your next cocktail party. In the meantime, see if you can decipher the meaning of the following English phrase written in Bulgarian letters: “Ю кан ду ит!”

Design/Layout Guidelines

In most cases, Bulgarian will take more words to convey the same meaning than what is required in English. As a translation manager, you should always take this difference into account when planning the design and layout of your materials.



The following example shows the same paragraph written in both English and Bulgarian:

Bulgaria became a member of the European Union (EU) on January 1, 2007, and its entry into the EU was a historic event from a linguistic perspective. Because of Bulgaria, Europe's most important economic and political alliance now includes a member nation whose language is written in a Cyrillic alphabet. As a result, the EU today recognizes three, rather than two, official alphabets: Latin, Greek and Cyrillic.

На 1-ви януари 2007 г. България стана пълноправен член на Европейския Съюз (ЕС), като нейното присъединяване бе историческо събитие и от лингвистична гледна точка. Именно заради България, най-важният европейски политически и икономически съюз сега включва нация - член, чийто език се изписва на славянската азбука кирилица. В резултат на това, днес ЕС има три, вместо две официални азбуки: латинска, гръцка и славянска.



As you can see, the Bulgarian paragraph requires one more line of type than its English counterpart does. And if your translation includes specialized terminology, the difference is likely to be much



greater because Bulgarian typically uses more words to express a specialized term than English does. For instance, the English term “environmental protection” takes four, rather than two, Bulgarian words – “Опазване на околната среда” – to express the same meaning.

For printed materials, plan for Bulgarian translations to require about 20% more type space than your original English versions. Make sure you leave enough white space in your original design and layout to accommodate the extra copy you’ll need for corresponding Bulgarian collateral. That way, you won’t need to create an entirely new design from scratch. Better yet, you’ll save both time and money.

Translating “Success” in Bulgarian

Every language has its own particular challenges and translation pitfalls. Here are some myths, mistakes and missteps that are often made in Bulgarian, along with a few tips on how to avoid them.

- The most common mistake inexperienced translation managers make is to assume that Bulgarian is almost the same as Russian. It isn’t. Yes, the two languages are similar, both use the Cyrillic alphabet, and technical terms are often identical, but their grammars are very different. The moral of the story is: NEVER use a Russian speaker for Bulgarian translations. ALWAYS use a native Bulgarian translation expert.



- Pay special attention to the differences between the two languages' numbering systems. Although the symbols for the numbers themselves are identical between English and Bulgarian, the use of commas and periods can differ significantly, as shown in the following chart.

ENG	BGR
1,000	1 000
1,000,000	1 000 000
22,587.00	22 587.00 or 22 587,00
0.25	0.25 or 0,25

- Similarly, if your English version includes an alphabetical listing, don't assume the order will be the same in Bulgarian. More than likely, it won't. A rose by any other name is still a rose in a foreign language, but it doesn't always start with the same letter.

- NEVER rely on language translation software alone. ALWAYS employ the use of a professional translator. Although Bulgarian translation databases exist, they are meant to serve as translation support tools only. Without a qualified translation expert who is familiar with your particular business terminology, your translation project is virtually guaranteed to fail.



- Finally (and most importantly!), make sure a qualified, objective third party proofs your translation before it is printed or produced in its final form. Ideally, your reviewer



should be someone within your own organization who not only speaks both languages, but understands your business as well. If differences of opinions arise – and they usually will! – your reviewer should provide feedback to the translator and work in tandem to produce an agreed-upon final result.

In Bulgarian, there are two words for success – “успех” and “сполука.” It doesn’t matter if you are able to recognize them, read them, or even pronounce them correctly. What matters is that you are able to achieve their underlying meaning – “success” – with



every Bulgarian translation project you manage. By following the guidelines outlined in this booklet, your efforts will translate to success time and again.

For more information, please contact your Conversis representative. In the meantime, “НА ДОБЪР ЧАС!”



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