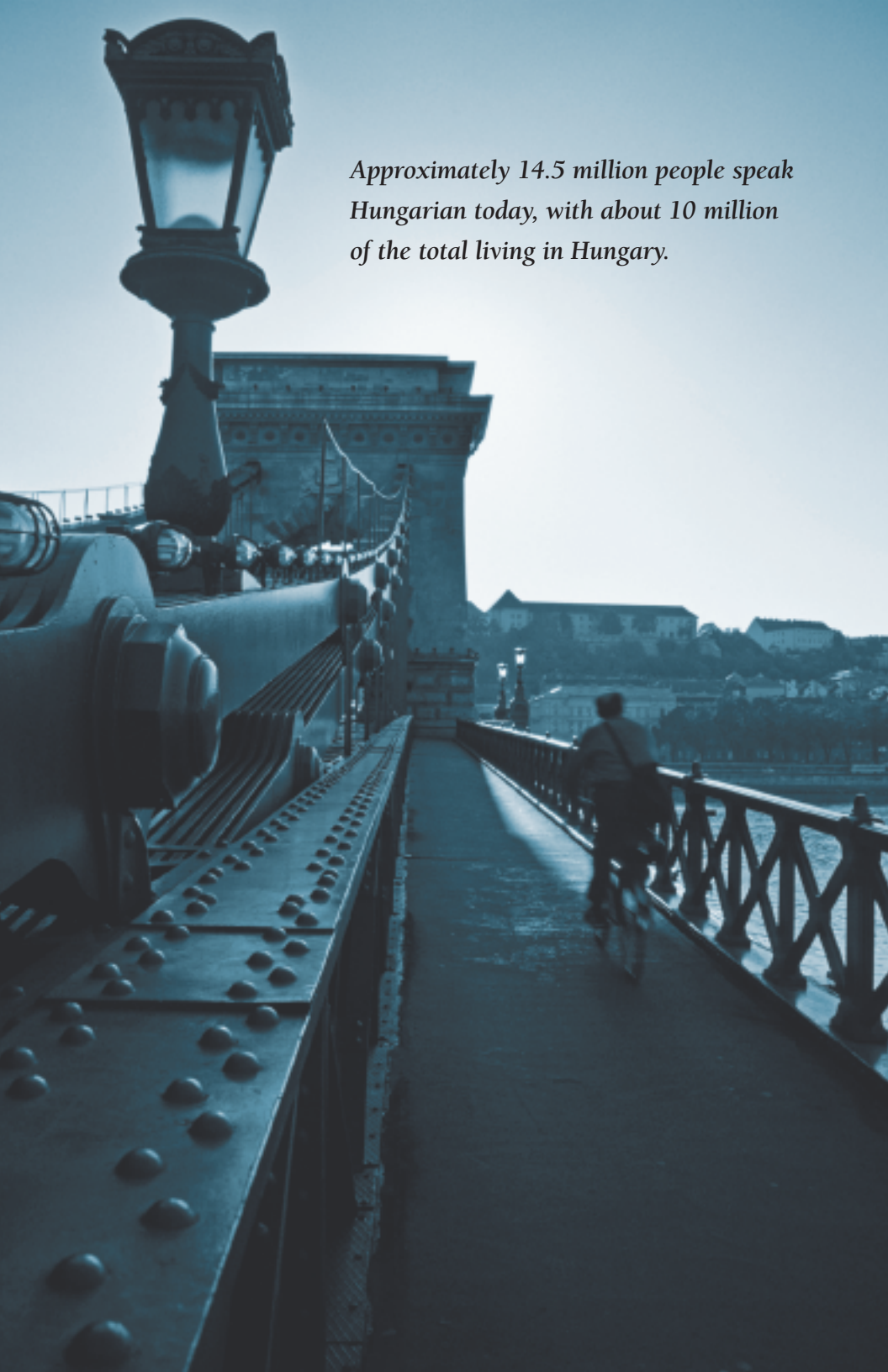


Jó utat!
(Bon Voyage!)

*What every manager should know
about Hungarian translation*



COMMUNICATION. IN ANY LANGUAGE.

A blue-tinted photograph of the Chain Bridge in Budapest, Hungary. The bridge's ornate metalwork and suspension cables are visible in the foreground. A person is riding a bicycle on the walkway. In the background, the cityscape and a large building are visible across the water.

Approximately 14.5 million people speak Hungarian today, with about 10 million of the total living in Hungary.



A Spicy Recipe for Success

Sit down for a meal in Hungary and you're likely to be treated to the national specialty, *goulash*. If you're lucky enough to get a taste of this spicy dish of beef, onions, red peppers and paprika, you certainly won't leave the table...hungry.

But in all probability, you *will* leave with an entirely new concept of goulash. To the average English speaker, goulash isn't a revered recipe handed down for countless generations. It's more like a culinary free-for-all just waiting to happen. Empty the contents of your refrigerator into the nearest pot at hand and – voilà – you've got goulash!

This is how the Hungarian language can strike English speakers as well. To non-natives, Hungarian can seem like a linguistic goulash made from a jumble of complex and unstructured rules that string together painfully long words. How painful? Well, for example, the



Hungarian expression for “elaborating a peace treaty plan” is:

békeszerződéstervezet-kidolgozás.

Don't worry. We can't pronounce it, either. So take our advice and don't let the spiciest qualities of the Hungarian language scare you.

Your job is to produce perfect Hungarian translations, not to speak the language fluently. By following the recipes for success you'll find in this booklet, you'll be able to produce flawless translations – every time!

Even if you haven't got a clue how to pronounce

békeszerződéstervezet-kidolgozás.

The World According to Hungarian

Approximately 14.5 million people speak Hungarian today, with about 10 million of the total living in Hungary. The remaining 4.5 million are located throughout Eastern Europe, Russia and the United States. And of these, the largest group (1.4 million) lives in Romania, which was part of the Kingdom of Hungary prior to World War I.

Hungarian is an official language of Hungary and the European Union. In addition, it is a regional language that holds either official status or recognized rights in Slovenia, Serbia, Austria, Ukraine,



Croatia, Slovakia, and most notably, Romania.

The Hungarian language also has at least nine distinct dialects, although the differences between each of these are minor enough that speakers can typically understand one another.

Unlike many other languages, however, proponents of Hungarian don't actively pursue or encourage its adoption by non-native speakers. Why? Because Hungarians know their language is one of the



hardest in the world to learn, and many view its difficulty as a source of national pride.

Living in Linguistic Isolation

Hungary may be land-locked. But linguistically, it's an island. The history of Hungarian recently has caused heated debates in academic



circles, as researchers attempt to determine the origins of the language. Hungarian first appeared some time around 1000 B.C. and is considered almost completely independent of other languages in terms of its history, structure and linguistic characteristics.

This makes the language unusual among its geographically close counterparts, most of which belong to the Indo-European language family. Generally, it is agreed that Hungarian's two closest relatives are Finnish and Estonian which, along with Hungarian, belong to the Finno-Ugric language family. Even so, Hungarian is almost entirely unique among modern languages.

Its uniqueness is difficult to understand, considering the many influences other nations and languages have had on Hungary and its culture. For example, both the Turks and the Huns have ruled over Hungary at various periods in history. In fact, the name "Hungarian" is derived from the Turkic word "onugor," which means "10 arrows" and refers to an alliance between tribes. (Hungarians call themselves "Magyars.")

During its history, Hungary has also used Latin as its official language. Some early documents were created in Greek as well. By the early 1400s, a Latin-to-Hungarian dictionary had been created, as well



as a Hungarian translation of the Bible. Despite the official use of other languages and the influx and rule of other peoples, Hungarian retained its unusual characteristics throughout the centuries – as it does today.

A Quick Look at the Alphabet Liszt



Like English, Hungarian relies on the characters of the Latin alphabet. Officially, the list of letters includes 40 characters, but an additional four letters (q, w, x and y) are often used to create words adopted from other languages.

In addition to the letters English speakers are already familiar with, Hungarian has nine accented characters:

Á, É, Í, Ó, Ö, Ő, Ú, Ū, Ű

The Hungarian language also relies on characters composed of the following letter pairs:

Cs, Dz, Dzs, Gy, Ly, Ny, Sz, Ty, Zs

From a management perspective, you needn't know anything more about the Hungarian alphabet to produce the level of translation quality you're looking for. Just be aware that Hungarian uses a few letters and combinations that don't exist in the English writing system, and make certain you have access to the fonts you need to print them properly.

Don't try and do without the proper fonts by designing the Hungarian letters yourself. By placing self-designed diacritical marks



over the English versions, the result is likely to look foreign, if not completely wrong, to Hungarian readers – which translates to more stress on your part.

Speaking of stress, here is a tidbit you can casually mention to your friends (or boss) when the time is right to demonstrate your remarkable knowledge of the Hungarian language. In Hungarian, primary stress is *always* placed on the first syllable of a word, and because of its highly predictable stress pattern, the sound of Hungarian sometimes takes on a waltz-like cadence.

Maybe the musicality of its language is a major reason why a relatively small country has given the world so many famous composers, among them: Béla Bartók, Zoltán Kodály, and most notably, Franz Liszt. Maybe it's also why a language so difficult to speak and write has nevertheless spawned several world-renowned writers and poets.

Design/Layout Guidelines

Since Hungarian and English are unrelated, there isn't a word-for-word correlation between both languages. In fact, it often takes fewer words in Hungarian than it does in English to express the same meaning you would like to convey in both languages.

Ironically, however, Hungarian sentences are usually longer in printed form than English sentences are, simply because Hungarian words can be astronomically longer than their English counterparts. Here is an example of an English paragraph, followed by its Hungarian translation.



Spoken by about 14.5 million people, Hungarian is the national language of Hungary. Unlike the majority of languages spoken throughout Europe, Hungarian does not belong to the Indo-European family and has no direct linguistic ties to its Romantic-, Slavic- or Germanic-speaking neighbors. An official language of the European Union, Hungarian is considered to be one of the most difficult European languages for English speakers to learn.

A magyar nyelv, amelyet mintegy 14,5 millióan beszélnek, Magyarország hivatalos nyelve. Az Európa-szerte beszélt nyelvek többségével ellentétben a magyar nem tartozik az indoeurópai nyelvcsaládhoz, így a nép nincsen közvetlen nyelvi rokonságban a román, szláv vagy germán nyelveket beszélő szomszédaival. Az Európai Unió hivatalos nyelvei sorába tartozó magyart angol anyanyelvűek számára az egyik legnehezebben elsajátítható európai nyelvnek tartják.



As you can see, the Hungarian paragraph is one line longer in print than the English version – even though the English paragraph contains 66 words and the Hungarian translation has 57.

This extra length requirement is normal and should be planned for during the initial stages of your design phase. As a rule, you should plan for your Hungarian materials to require about 15% more text than your English drafts do. If you leave enough white space in the original design to accommodate Hungarian's extra length requirement, you won't need a separate layout for the Hungarian version. You'll also save time, headaches and money.



Hungary for Perfection

Hungarians like to say that Chinese and Japanese are the only two languages more difficult to learn than their own. Cultural



pride aside, they just might be right. Hungary is famous for wine production, horses, thermal water, paprika, spicy food and, yes, its exceedingly complex language.

But that shouldn't make any difference to you. Here are a few final tips and pitfalls to avoid to ensure you deliver perfect Hungarian translations every time.

Order, Order in the Report!

Unlike English, in Hungarian a person's family name comes first and the given name comes second. If Zsa Zsa Gabor decides to visit her homeland, the local media will report on items of interest about Gabor Zsa Zsa's trip.

This discrepancy between English and Hungarian naming traditions often causes problems when the translation includes lists of names in alphabetical order. To appear as seamless as possible, you should always follow the Hungarian custom. If you have any doubt about what's right and what's not, ask your Hungarian translator (last name first!)

Your Ways are Numbered

The way in which English and Hungarian speakers write numbers are not always the same. English speakers use commas to designate thousands, while Hungarians don't. For 9,000 or less, Hungarians



write thousands without a space or comma, such as 1000, 2000, 3000 and so on. For 10,000 or more, the Hungarian method is to leave a space where a comma would be in English, such as 10 000, 11 000 or 12 000.

Conversely, where English uses a period to designate decimals, Hungarian employs commas. A quick-reference table is offered below:

ENG	HNG
1,000	1000
1,000,000	1 000 000
25,500.50	25 500,50
0.50	0,50

The moral of the story is to double-check your numbers to avoid inadvertent printing errors. Period.

Spice up the Process

Most importantly, make sure to have a qualified Hungarian speaker proof your first draft. After you receive your initial translation, have another native Hungarian speaker review it – preferably someone who works in your industry – to give you comments and feedback. If there are discrepancies, have both speakers work together to resolve their issues before a final translation is produced.



That's the perfect way to get the translations you want...every time. For more information on Hungarian, please contact your Conversis representative (first name first).

