



## **Caitilin Walsh, President-Elect, American Translators Association (ATA)**

### **On Marketing and Poetry**

Caitilin Walsh, President-Elect, American Translators Association. Caitilin Walsh is an ATA-Certified French-English translator who delights in producing publication-quality translations for the computer industry and food lovers alike. A graduate of Willamette University (OR) and the Université de Strasbourg (France), she currently serves as President-elect of the American Translators Association. She brings her strong opinions on professionalism to teaching Ethics and Business Practices at the Translation and Interpreting Institute at Bellevue College, and to the T&I Advisory Committee for the Puget Sound Skills Center near Seattle. When not at her computer, she can be found pursuing creative endeavors from orchestra to the kitchen. She can be reached at [cwalsh@nwlinc.com](mailto:cwalsh@nwlinc.com), on Twitter @caitilinalsh, and you can read her blog on food and sustainability at <http://irishchef.blogspot.com/>.

ABSTRACT: “On Marketing and Poetry” by Dorothee Racette and Caitilin Walsh: It has been a long-held conviction of the machine translation community On Marketing and Poetry by Dorothee Racette and Caitilin Walsh Abstract It has been a long-held conviction of the machine translation community that human translation is most suitable for “marketing and poetry,” while all other areas of translation are better served by MT. However, comparisons of the relationship of human and machine translation to other industries where manual tasks were eventually relegated to artful or decorative purposes or minor relevance have not come true. The translation and interpreting industry is booming and the 2012 market outlook of the U.S. Bureau of Labor predicts that employment of interpreters and translators will grow up “to 42 percent from 2010 to 2020, much faster than the average for all occupations.” The presentation will explore what this means for the evolving relationship between human translators and machine translation engineers, and proposes next steps for establishing an amicable co-existence of both approaches. that human translation is most suitable for “marketing and poetry,” while all other areas of translation are better served by MT. However, comparisons of the relationship of human and machine translation to other industries where manual tasks were eventually relegated to artful or decorative purposes or minor relevance have not come true. The translation and interpreting industry is booming and the 2012 market outlook of the U.S. Bureau of Labor predicts that employment of interpreters and translators will grow up “to 42 percent from 2010 to 2020, much faster than the average for all occupations.” The presentation will explore what this means for the evolving relationship between human translators and machine translation engineers, and proposes next steps for establishing an amicable co-existence of both approaches.