



CHARTERED
INSTITUTE
OF
LINGUISTS

Scottish Society

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Newsletter

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President R A Gordon Stuart MA, FCIL, FITI

As some members of the Scottish Society already know, our President Gordon Stuart died suddenly on 15 February 2017. I represented the Society at his funeral. In lieu of flowers, as requested by the family, the Society made a monetary donation to the church at Colliston where the family had lived for several generations prior to the recent removal to Arisaig.

The following obituary has been provided for London and will appear in *The Linguist*.

‘Gordon was honorary President of the Scottish Society, a role which he took on with pride and pleasure.

Throughout his life Gordon revelled in his exceptional mastery of languages; at the last count, he spoke 30 European languages. He gained his first degree in classics and modern languages at Cambridge where he made a number of Polish friends. He became a member of the Polish Society and that led on to a second degree in Polish and Russian. He taught for many years then retired early to concentrate on translating, by which time many other languages – particularly the then eastern European ones – had been added to his repertoire. For contacts in both the UK and abroad, he became a sought-after translator of Czech, Slovak, Slovene, Serbian, Croatian, Bulgarian, Ukrainian and Belarussian. And if that were not enough, in his own words when listing for me the languages in which he was proficient ‘...I also have some Greek, Finnish and Hungarian.’ I suspect that ‘some’ was a bit of an understatement.

He was a Mastermind finalist in Slovak languages and in 1990, was runner-up in the Polyglot of Europe competition.

A scholar; a thought-provoking speaker; unfailingly a true gentleman with a sense of humour. We are the poorer for his passing.’

Marjorie MacRae

Next Meeting

Our next meeting is at **2.00pm on Saturday 20 May** at the Holiday Inn Theatreland Hotel, West Nile Street, Glasgow.

The presentation entitled ‘Do Languages really mean business...?’ will discuss some of the issues surrounding the decline in uptake of modern languages at school and university, as well as the relation of languages in the attempts to rebalance the economy of the UK. We will also discuss the role of languages in the context of the economic challenges facing Scotland and the rest of the UK as a consequence of Brexit.

Our speaker will be Professor Paul Bishop, FCIL, who holds the William Jacks Chair in Modern Languages (German) at Glasgow University. His research interests include intercultural approaches to business and commerce and the application of modern languages in the business environment. He has also published on aspects of German intellectual history and can be found on Twitter @paulbishop4U.

Anyone wishing to meet up and network beforehand is very welcome to join us at the hotel for lunch **at 12:15pm**. Please let Mhairi Young know if you intend to come to the meeting and if you would like to be

there for lunch by e-mailing or telephoning her (07794707774 by text, home phone 01337 828338 (please leave a message) or email at mumyoung90@gmail.com) by **Wednesday 17 May** at the latest.

From the Chairman

It's a pleasure to write to you as the Chair of the Scottish Society Committee to mention a couple of events that have taken place recently to raise our profile locally.

Scottish Society members have been involved in a series of bite-sized CPD events on branding and marketing and you've probably seen these advertised in communications from the CIOL. Apart from being excellent opportunities to enhance some basic business skills, these sessions were a fantastic chance to network and socialise with fellow linguists. If you missed these sessions in Glasgow, you still have the chance to learn a few tips from Alba Sort, an experienced linguist and trainer for the Chartered Institute of Marketing. Her article in this edition of the newsletter highlights 3 key points to bear in mind when marketing your services as a linguist. In the Scottish Society we are fortunate that many of our members are well established in the profession and already have a steady flow of work but let's not forget that we also represent those who are at the early stages of their career and knowing how to market their services in an increasingly digital age is of utmost importance.

It was exciting to attend The Language Show Live event in Glasgow in March. Several members of the Scottish Society helped out on the CIOL Stand and enjoyed the company of Debbie Butler and Matthias Postel from our offices in London, as well as participating in the seminar programme. The buzz of enthusiasm from the Show certainly highlighted how vibrant the language industry in Scotland is and it's encouraging to see how much potential exists for increasing our membership. In this newsletter you can also read about the Smart Choice German Network and how Scottish Society member, Andrea Wieler Goodbrand, has worked with one of her local secondary schools to promote this very successful event. If you've recently attended a networking event (such as Members' Day) or are working to promote an event in your area, please let us know if you want to contribute a short article to future editions of the newsletter.

We hope to see many of you at our next event in Glasgow in May. Details of all the Society events will appear in *The Linguist* magazine and the Scottish Society pages of the CIOL website where you can register your interest via the Eventbrite link. You can also follow the Scottish Society on Twitter - @CIOLScotland

Paul Kearns

Dates for 2017

- 24 June** **'Head to head and side by side' – translation duel and multilingual workshop** by Chris Durban and Ros Schwarz to be held at the Boat of Garten Community Hall, Reidhaven Park, Craigie Avenue, Boat of Garten PH24 3BL. Full day event which could be extended into a weekend with dinners and a ceilidh. Those wishing to make a weekend of it could join in the Friday PAYG dinner and Sunday countryside walk.
The costs are:-
Workshop only £95 ScotNet members or £105 ITI (non-ScotNet)
Workshop + dinner & ceilidh £125 ScotNet members or £135 ITI (non-Scotnet)
Saturday dinner/ceilidh only Everyone £35
Details from, and registration with, Norma Tait at translations@tclweb.co.uk
- 30 September** Scottish Society meeting in Perth. Presentation by Sue Leschen, lawyer/linguist and hands-on interpreter and translator entitled 'Confidentiality issues for interpreters and translators'. In an interactive session Sue will discuss, amongst other matters, the duty of confidentiality; how that is catered for in professional Codes of Conduct; sub-contract work; Non Disclosure Agreements; and the use of laptops in public places for clients' work.
- 25 November** Scottish Society meeting and AGM in Edinburgh. Presentation by Professor Bernie O'Rourke, Heriot-Watt University, on Minority Languages.

Social media for linguists: my top three tips

by Alba Sort, MCIL

In the UK, over 38 million (or 63%) of the entire population are active social media users. Some sources put Scotland ahead of the rest of the country, with Scots 97% more likely to engage in social media than other Brits. With social media a part of so many people's lives, the chances are that your clients will be on one or more networks. But how can you get business results from social media? Here are my top three tips:

1) Start with an end in mind

First of all, decide what you want from your professional social media usage. If your goal is to network with your peers, Facebook is for you. If you want to use it as a source of market information, try LinkedIn. To build relationships with all sorts of organisations and individuals in short and sweet bursts, Twitter is your friend. To build your online presence and improve your SEO, Google+ is the way to go, especially if you already have a Gmail account.

Every social media network is different, not just because they all have different user bases, but also because of the way they can help you connect with others. The key here is to understand that no single social network will give you everything, so you should pick the ones that work best with what you have in mind. The bottom line: be clear as to what you want from your professional social media usage, and don't allow yourself to get distracted.

2) Prioritise

With so much choice and so little time, you should focus your efforts. I suggest you regularly post on just one or two networks for maximum effectiveness. So think: where should you focus your efforts based on prior success? The number of connections is important, but also the value that they can bring to your business. If you have a large Instagram following, but those people are more interested in your sunsets than your translations, keep it strictly for personal use.

In some cases, it pays to start from scratch. If you aren't on professional network LinkedIn already, consider joining it. With 30% of adults in the UK registered as members, it has less reach than Facebook, but its audience means business. People on LinkedIn leave the cat pictures behind when they sign in and are far more likely to welcome professional approaches. It's also an excellent source of information on clients and potential clients.

3) Think quality over quantity

On social media you should always focus on quality rather than quantity, starting with your profile. Your social media account will put you in the path of colleagues, peers, clients, friends and plenty of strangers, and you only have one chance to make a good impression. Your profile should be as good as you can make it. A clear, quality headshot is essential, and proofread everything – this is no place for typos.

Quality also applies to the type of conversations you have. Listen before you say anything. When you decide you're ready to share, ensure your comments and content are relevant, valuable and engaging. It's good to participate on social media on a regular basis, so keeping some sort of calendar or reminder is always good – but don't obsess about posting daily. You may also want to experiment with using a free social media managing tool such as Buffer or Hootsuite to save time.

Social media can be a great tool, but remember that it's just a channel and one that is always changing at that. To make the most of it, use it as part of a wider strategy, but understand that it's no silver bullet. Above all, don't allow it to take over your life. As satisfying it is to get 'likes', it's scarily easy to waste whole mornings on social media, and your time is much more valuable than that. Make sure you invest it wisely.

Launch of the Smart Choice German Network at Chryston High School

by Andrea Wieler Goodbrand, MCIL

On 2nd March 2017, I had the pleasure of representing the CIOL at the launch of the prestigious Smart Choice-Network, an initiative by the Goethe Institut to promote and support German language learning in schools. The Network works with secondary schools, which are committed to promoting German language

learning in their own school as well as their primary school cluster. On successful application, schools will not only receive financial support, but they will also be included in a prestigious network, which encourages them to share resources as well as good practice. Chryston High School, the first Scottish school in the network, hosted the event and Robert Kirk, Principal Teacher Modern Languages, organised a firework of entertainment as well as information for learners and teachers. The event started off with a mini career fair for pupils to learn about career and study opportunities from the CIOL, Heriot-Watt University, University of Glasgow, University of West of Scotland as well as the European Commission. Musical entertainment in German was provided by pupils of Chryston High School's primary school cluster as well as pupils of Chryston High School, who created an inspiring atmosphere before we heard the speeches on the importance of language learning and the benefits of learning German by Nikolai Petersen, the Director of the Goethe Institut Glasgow, Dick Philbrick from Clansman Dynamics Company and Louise Glen from Education Scotland. Even Angus Robertson MP made an appearance in a short video talking to pupils in German about the benefits of learning German in today's employment market. The event was crowned by Robert Kirk's speech in German, which was professionally interpreted by pupils Lili Forrester and Chris Kelly, who did an excellent job and whom we will hopefully see soon as student members of the CIOL.

November 2016 presentation

Multilingual Democracies by Dr Katerina Strani, MCIL.

Dr Katerina Strani is Assistant Professor of French and Intercultural Studies at Heriot-Watt University, Edinburgh. Her background is in Languages and Political Theory and her PhD thesis focused on communicative rationality in the public sphere. She is interested in how multilingualism and multiculturalism affect contemporary society and politics at all levels.

The talk started on the premise that language influences the way we think and ultimately the way we argue. People's attitudes, behaviour, culture and personality change when they use a language different from their native one or from their language of habitual use. A different language means a different perception of the world and, Katerina argues, a different attitude to argumentation.

How is that relevant to democracy? German philosopher Jürgen Habermas famously conceptualised the public sphere (*Öffentlichkeit*) as the sphere of ordinary citizens deliberating on matters of common interest for the purposes of generating public opinion and contesting authority. Against this backdrop, argumentation and rational debate constitute the lifeblood of the public sphere, which in turn is the soul of democracy. Language and democracy are in this way intertwined.

But multilingualism constitutes an integral part of the contemporary understanding of the public sphere, in which political argumentation may defy linguistic barriers. And despite the importance of multilingualism on the social construction of contemporary public spheres, this remains relatively under-explored. Linguists and political researchers have pointed out the tension between the multilingual reality and a monolingualist ideology in the way contemporary democracies function (Granič, 2012; Doerr, 2012; Pym, 2013 and others). There is also the false assumption that multilingualism in contemporary societies is a new phenomenon, brought about by globalisation, movement of peoples and the formation of diasporic public spheres. One need only look at 19th century France, the Ottoman or Hapsburg Empires or indeed countries such as South Africa, Belgium or Switzerland to see that multilingualism has always existed in society and in politics at all levels.

So what is the reality of multilingualism in contemporary democracies? On the one hand, there is the question of access. Citizens must have the right to access information in a language they can understand and to express themselves in the language they wish. The choice of language always has an impact on argumentation. This is not only paramount for communication for the purposes of understanding, but also for the purposes of deliberation in the sense of making arguments and forming opinions. The choice of language in argumentation more often than not is a political choice, as language defines identity and political communities. And there are power differentials that may be exposed with regard to the language chosen for communication, how well the dominant language is spoken, how well the home/minority language is spoken, which may be an indicator of education and status in itself etc.

Finally, Katerina argued that we need a theoretical public deliberation model that remains connected to post-national multilingual and multicultural citizenship practices. A self-proclaimed Habermas groupie, she used a quote by the German philosopher himself to conclude: "a dogmatically protected culture will not be able to reproduce itself, particularly in a social environment rich with alternatives" (Habermas, 2005: 23).

A lively discussion followed on this wide-ranging topic.