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MA in Translation Studies

Module 5

Assignment question ST/09/01

Find three pairs of texts of your own choice (ST-TT), and apply Toury's model for the discovery of norms. Is there any evidence of the presence of any type of 'norm'?

1. Introduction

According to Gideon Toury, translations are not isolated utterances and a translator does not operate in a vacuum, but is rather “playing a social role”, “fulfilling a function allotted by a community”, which means that translation as cultural activity is governed by certain constraints, or norms (1995: 53). The community within which a translator operates sets certain expectations on the translator for his/her product to be acceptable as a translation within that community. Norms can be regarded as general values that are shared by a community and have been converted into instructions governing and evaluating the acceptability of behaviour – for example the activity of translating – applicable to particular situations (1995: 55). Deviations from agreed norms can result in ‘sanctions’ or penalties or, in rare cases, positive changes to existing systems (1995: 64).

The most obvious way to observe translational norms is to study the product produced by the activity which is governed by such norms, i.e. the translated text (Toury, 1995: 65). This paper is based on Toury's model for the discovery of norms with the focus on three source texts and their translations chosen from the fields of pharmacology, tourism and advertising. Translators of non-literary texts are often provided with guidelines within which to work by their client, translation agency or employer; therefore some level of normativity could be expected. Toury divides norms into preliminary, initial and operational norms (1995: 56–58), and because the aim of this paper is to find evidence of norms in the translated texts, the main focus will be on initial and operational norms although preliminary norms will be mentioned where appropriate. Toury's theory on translational norms will be presented in section 2 of the paper; in section 3 possible norms that could be expected in each text type will be discussed and an attempt made to find evidence of such norms in the texts under discussion. Concluding remarks will be offered in section 4.

2. Translational norms

2.1 *Translation and norms*

Influenced by Even-Zohar's 'Polysystem Theory' where translation activity is seen as a system within wider, social systems, as well as his argument that translated texts adopt 'norms' (2004: 200), Toury advocated a target-oriented approach in establishing translational norms (1995: 53). Within socio-cultural constraints, norms would occupy the central part of a scale of potency where absolute rules would lie at one end and pure idiosyncrasy at the other; therefore the closer to the rule end, the stronger the norm (Toury 1995: 54). Within the course of time, norms may move either way, i.e. become more of a rule or idiosyncrasy and vice versa (ibid). For example, a possible recommendation favoured by a subtitling company, such as 'always leave proper names in the source text format, even if a target language equivalent exists', may over time be adopted by all subtitling companies and thus be said to have become a norm in subtitling in general.

2.2 *Translation as a norm-governed activity*

Translation activity involves at least two sets of norm-systems on two levels, those found in the source text and culture and those of the target text and culture (Toury 1995: 56). The chosen translation strategy may reflect the source text or the target text, i.e. the translator may adhere to the source norms, which determines the translation's adequacy, or the target norms, which determines its acceptability (1995: 56–57). This choice made by the translator between the two sources of constraints is called an 'initial norm' by Toury who states that even if a translation does not show a clear tendency to any one choice on a macro-level (the entire text), a decision between adequacy vs. acceptability can still be seen on a micro-level (individual sentences). In practice, translations are usually a compromise between the two extremes (1995: 56–57).

2.3 Toury's model

According to Toury, norms operate at every level of all kinds of translations and can be divided into two general groups: preliminary and operational norms. Preliminary norms can then be distinguished as 'translation policy', or choice of text types or individual texts, and 'directness of translation', i.e. whether the source text is the original text or whether mediating languages have been used (1995: 58). Operational norms are influential in governing choices made in translation activity, and can be distinguished as matricial norms, which govern the existence and location of target language material and the textual segmentation, thus determining additions, omissions and changes of location in the translated text, and textual-linguistic norms, which govern the selection of materials for target text formulation or replacement of the original textual and linguistic materials (1995: 58–59). Textual-linguistic norms can be further divided into general, applying to any translation, or particular, applying to a particular text type or mode of translation only (59). The particular textual-linguistic norms governing the headings of the pharmaceutical package leaflet, Text 1, are not required to be applied to an advertisement of the same product with the same heading; an example of strategies possibly governed by matricial norms in the ensuing discussion is the conscious omission of the name *Viapori* from the reference to the central fortress mentioned in Text 2.

Toury's model aims to retain the notion of equivalence but suggests that the type and extent of equivalence manifested by translations are determined by norms (1995: 61). Yet norms can be difficult to detect because of two inherent features, their socio-cultural specificity (they do not necessarily apply across cultures or across all sectors within the society in which they are defined) and their basic instability (they can change over time) (1995: 62). Because of this instability, three different sets of norms may exist in a society at any given time: mainstream norms, remnants of previous norms and partially developed new norms (*ibid.*), and the translator should establish the status and intensity of each norm to be able to produce a translation which is acceptable within a given community. Non-normative behaviour may have consequences ranging from the need

for revision of the translation to the loss of one's reputation or even one's recognized position as a translator (1995: 64).

According to Toury, there are two important sources for observing translational norms: textual sources – the translated texts which are the primary product and immediate representation of translation activity, and extratextual sources – normative pronouncements and comments by those involved, although these can be biased and should not be taken at face value (1995: 65). Norms can be perceived according to their force as basic, or primary, norms which can be mandatory for all instances of a translation activity, secondary norms, or tendencies, which may be mandatory within a sub-group yet non-mandatory for the entire group, and tolerated, or permitted, behaviour (1995: 67).

According to Venuti (1998: 27) and Hatim (2001: 148), Toury's concept of norms has inspired further research on its theoretical consequences and possible limitations. For example, Nord sees the translation process in terms of three sets of 'conventions'; those related to the source or target culture and those governing the entire translation process (Hatim, 2001: 148). In Chesterman's view, Toury's concept of norms is very broad, and he has proposed a division into professional and expectancy norms which can be evident in both the producer (translator) and the product of translation (Hatim, 2001: 149).

For the purposes of this paper which is based on Toury's concept of norms, the actual translated texts will be analysed for their normative evidence, especially in terms of initial and operational norms. Extratextual sources will also be used for Text 1 as an aid for examining the translated text. First, an attempt will be made to specify the types of norms of translation behaviour that could be expected in each field and then to investigate each translated text for possible compliance with these norms (Wardhaugh, 2010:6).

3. Norms reflected by the text types used for the discussion

3.1 Text 1 – Package Leaflet

The source text (ST1) is an English-language package leaflet (Appendix 1 Figure A), which has been translated into Finnish (target text, TT1). For a drug manufacturer to obtain permission to sell their product in Finland, an application for a marketing authorisation to the Finnish Medicines Agency, Fimea, is required. The regulating activity by Fimea includes the approval of any drug for the Finnish market and the evaluation of translations related to such a drug, namely Summary of Product Characteristics (SPC) aimed at the medical profession, and Package Leaflet (PL) aimed at patients. PLs have to be translated into Finnish, using “expressions that can be understood by the user” (Appendix 2 Figure A). Therefore the language used should be that of lay level – where possible, complicated medical terms should be translated with their general synonyms. The strategy used by the translator should be a type of ‘domestication’, a term used by Venuti to refer to target culture orientation (2004: 16). This aspect of the text would be governed by Toury’s textual-linguistic norms, whilst the requirement to translate PLs into Finnish would reflect preliminary norms, more precisely that of translation policy. Compliance with these constraints is rigorously monitored by Fimea, and any deviation would mean non-approval of the translation and hence, the drug.

Because Finland is part of the European Union, its pharmaceutical industry is also governed by the European Medicines Agency EMA (formerly EMEA), which regulates texts related to pharmaceutical products within the European Community (Appendix 2 Figures B and C). The norms it has set for such texts would need to be followed in the production of a translation for it to be acceptable within its target community. As a result, effects of ‘socio-cultural specificity’ are reduced and signs of normativity are easier to detect. The norms set usually refer to the textual organisation and lexis with the wording of the headings particularly strictly regulated and deviations generally not allowed – they would result in the revision of the text before the application for a given drug to be marketed would be approved. For a translator to exhibit highly or frequently deviant

behaviour, which he/she can of course choose to do, because a translation strategy is “always a choice of certain domestic values to the exclusion of others” (Venuti, 1998: 67), would very likely result in the loss of his/her client.

For the package leaflet for Ezetrol (Appendix 1 Figure A), ‘the translation policy’ norm would have been decided upon both by the drug manufacturer who decides which drugs are marketed and therefore need approval, and the Finnish Medicines Agency Fimea which has stipulated that all package leaflets related to new drugs need to be translated both into Finnish and Swedish (Appendix 2 Figure A). The manufacturer will also have decided which text to use as the source text (ST1), which in this case may have been a translation from German, because Ezetrol is manufactured by a German pharmaceutical company. Many package leaflets are first translated into English and then into another, minor language. It was not possible to ascertain whether this is the case here. In terms of Toury's model, this aspect of the translation would be part of the ‘directness of translation’ preliminary norm.

According to Toury, some norms can be ‘rule-like’ (1995: 54), which should make them more easily traceable within a given society, and package leaflets are governed by such norms. Examples of this can be seen in the main heading of the Ezetrol PL (Appendix 1, Figures A and B):

Source text, ST1:	PACKAGE LEAFLET: INFORMATION FOR THE USER
Target text, TT1:	<i>PAKKAUSSELOSTE</i>
Back translation, BT1:	<i>PACKAGE LEAFLET</i>

This indicates that, instead of translating what is actually there, the translator has kept in mind the Fimea recommendation (Appendix 2 Figure A) to use the EMA approved template for package leaflets. Furthermore, the following examples indicate that full compliance with EMA guidelines (Appendix 2 Figures B and C) for each section and paragraph has been ensured:

ST1:	In this leaflet
TT1:	<i>Tässä pakkausselosteessa esitetään</i>
BT1:	<i>This package leaflet sets forth</i>
ST1:	Taking other medicines
TT1:	<i>Muiden lääkevalmisteiden samanaikainen käyttö</i>
BT1:	<i>Simultaneous use of other medicinal products</i>

The translations chosen are the exact forms mentioned in the current EMA guidelines, and as these guidelines are regularly revised, it is evident that the translator has been aware of the most recent norms, thus avoiding any negative effects of ‘instability’. All these choices would be a result of operational norms as suggested by Toury.

To create an easy-to-read package leaflet void of complex medical terminology, an initial norm adhering to target culture norms would need to be chosen. The translation under discussion reflects target norms in general by using a familiar style and avoiding jargon. For example, ‘good’ and ‘bad’ cholesterol have been chosen instead of high and low-density lipoprotein. On the micro-level this has not always been possible, which is demonstrated by the use of foreign terms such as '*heterotsygoottinen familiaalinen*' (heterozygous familial) and '*homotsygoottinen sitosterolemia*' (homozygous sitosterolaemia). The Finnish equivalents may not have been any more familiar to the patient than the more foreign-sounding terms, because they are very rare as compared to such more common ailments as fever or rash. Also, because the leaflet suggests that the patient should contact his/her doctor or pharmacist in case of any questions, the translator has been able to deviate from the ‘domestication’ norm without endangering ‘sanctions’.

The translation strategies chosen sometimes include reduction, sometimes expansion of the source text.

Expansion:

ST1:	EZETROL works by reducing the cholesterol absorbed in your digestive tract
TT1:	<i>Ezetrol vaikuttaa kolesterolia alentavasti vähentämällä kolesterolin imeytymistä suolistossasi</i>
BT1:	<i>Ezetrol acts lowering cholesterol</i> by reducing the absorption of cholesterol in your digestive tract

Reduction:

ST1: If you have been **told by your doctor** that you have an intolerance to some sugars

TT1: *Jos sinulla on **todettu** jokin sokeri-intoleranssi*

BT1: *If you have been **diagnosed** with a sugar intolerance*

Communicative purpose could be seen as the reason for both of these strategies, which attempt to facilitate understanding by the patient whilst at the same time trying not to treat the patient as a child, serving the purpose of the initial norm ‘acceptability’.

3.2 Text 2 – Travel Brochure

Norms can also be less rule-like, and although there may not be any general rules for travel brochures similar to those imposed by EMA on medical translators, there may nevertheless be certain expectations. For example, readers of a travel brochure would not be expecting to read a highly scientific account detailing the intricacies of a bridge-building process, and so the translated brochure could be expected to use general terminology and a fluent style. This approach is also supported by translation theorists, such as Newmark, according to whom expressions in ‘informative’ texts – when using a communicative translation method – should be translated with general, neutral terminology, transference with explanations (for cultural terms) and a simple, clear and natural style (1988: 47, 48).

Text 2 is a Finnish-language travel brochure '*Kävellen Helsingissä*' (ST2) which has been translated into English under the title ‘See Helsinki on foot’ (TT2) for tourists visiting Helsinki (Appendix 3, Figures A and B). Equivalence is unlikely to feature prominently in the expectations of either the client who has produced ST2 or the travel brochure reader, the former possibly expecting the brochure to read fluently, be appealing and contain all that is essential, whilst readers would expect to obtain information in an easily digestible form which holds their attention and contains reasonably few foreign names.

The need for the translation of ST2 is likely to have been determined by its producer, the City of Helsinki, whose name is given at the end of the brochure. Since ST2 is produced in Finnish, it is fairly safe to assume that no mediating languages were used when it was translated into English. According to Toury, there are no definite methods for pinpointing translational norms, but strategies chosen for various problem areas and frequency of the translator's behaviour may give some indications on any underlying norms (1995: 67, 69). In this section, Text 2 will be examined in terms of the strategies used for any possible problems as well as the frequency of the translator's choices to investigate possible evidence of initial and operational norms.

A comparison of TT2 with a literal back-translation (BT2, Appendix 3 Figure C) of the source text reveals that the strategies used by the translator when deviating from a literal translation included addition, omission, compensation, expansion and reduction (as defined by Newmark, 1988). The first three of these would reflect Toury's matricial norms, since they refer to the 'degree of fullness of translation' and the location of the translated material in the text (1995: 59), while expansion and reduction could be seen as evidence of textual-linguistic norms. Examples are included below:

Omission 1

ST2	<i>Vuonna 1809 Suomi liitettiin osaksi Venäjän keisarikuntaa, 1812 Helsingistä tuli Suomen suuriruhtinaskunnan pääkaupunki</i>
BT2	<i>In 1809, Finland was incorporated into the Russian Empire, in 1812 Helsinki became the capital of the Grand Duchy of Finland</i>
TT2	In 1809 Finland nevertheless became an autonomous grand duchy under the Russian Tsar with Helsinki as its new capital

Omission 2

ST2	<i>Siksi Helsingin edustalle päätettiin rakentaa suuri keskuslinnoitus Viapori, jonka rakennustyöt alkoivat 1748</i>
BT2	<i>Due to this, it was decided that a large central fortress called Viapori be built off Helsinki, with the building work commencing in 1748</i>
TT2	In response to this situation, Sweden began construction of a major maritime fortress off the coast of Helsinki in 1748

In example 1, the date 1812 has been omitted, possibly to improve readability by simplifying the sentence with little detriment to actual meaning. The name of a place has been omitted in example 2, possibly due to the fact that whereas the fortress was called Viapori at the time of construction, it later became known as Suomenlinna, which is mentioned elsewhere in the brochure, and the translator may have wished to avoid confusion and additional explanations.

Reduction

- ST2 *Suuntaa vaikkapa **kaupungin vehreälle keitaalle** Töölönlahdelle*
 BT2 *For example, direct your steps toward **the verdant oasis of the city**, Töölönlahti Bay*
 TT2 Walk leisurely through the **park** around Töölönlahti Bay

Expansion and addition

- ST2 ***Kaupunki** siirrettiin nykyiselle paikalleen meren äärelle noin sata vuotta myöhemmin*
 BT2 ***The city** was moved to its current location by the sea some hundred years later*
 TT2 ***The centre of Helsinki** was moved to its current location by the sea around a hundred years later **in the mid 17th century***

Omission and addition

- ST2 *seitsemän **toisiaan täydentävää** reittiä, joiden varrella on runsaasti nähtävää*
 BT2 *seven routes **which complement each other**, with plenty to see along the way*
 TT2 seven walking routes that **allow you to discover historical and contemporary Helsinki** with plenty to see along the way

The objective of the reduction mentioned above may have been readability, although here the liveliness of the message is somewhat lost. There is the curious expansion of ‘the city’ into ‘the centre of Helsinki’, which may have resulted from the translator thinking of the walking routes in the centre of the city, although it would take some more research to establish how large the actual city was in the 17th century to comment more on this. The addition of the ‘mid 17th century’ may have been chosen for readability – it would help the reader not to have to check back about centuries, although whether this was necessary or not, considering that the comparable century was mentioned in the previous sentence, could be debated. The last omission and addition could also be seen as a compensation strategy, and the aim was possibly again to assist readability and understanding.

Compensation

ST2	<i>Ruotsi oli 1700-luvun alkupuolella</i>
BT2	<i>at the beginning of the 18th century, Sweden had</i>
TT2	In the early 18th century the Kingdom of Sweden, to whom Finland belonged

In this sentence, the translator has felt it necessary to explain about the relationship between Sweden and Finland. The aim may have been to facilitate understanding as the addition was probably due to a reduction made earlier in the brochure where 'Ruotsi-Suomi' (Sweden-Finland) had been translated as Sweden, which was the official name, 'Ruotsi-Suomi' having been used mostly in everyday speech by the Finns.

The general strategy for translating place names has been transference, which could be due to the fact that they do not have readily available English equivalents and the surrounding text usually indicates what the names refer to, for example 'the former working class district of Kallio' and 'Suomenlinna Maritime Fortress'. Where possible, names have been translated for ease of understanding, such as 'the Market Square' for 'Kauppatori', or omitted, such as 'Viapori', or transferred with a gloss, such as Töölönlahti Bay for Töölönlahti.

The frequency of the above-mentioned strategy choices for deviations from literal translation and for place names is relatively high, accounting for 17 instances in a relatively short text. This evidence of possible matricial and textual-linguistics norms supports the initial norm of acceptability, since most micro-level choices have been made with the target reader in mind. This is also evident from the heading which has been adapted from 'Kävellen Helsingissä' (Walking in Helsinki) to 'See Helsinki on foot', using an expression more common in the target language in this genre.

3.3 Text 3 – Advertisement

Due to their creativity, advertisements could be seen as the least likely option for exhibiting normativity of the three texts chosen for this discussion. Because norms are understood to be commonly shared ideas within a community, it follows that these would

lead to expectations by the target community, in this case the readers of the advertisement. At the least, an advertisement should be readily understood by those who read it and be appealing to fulfil its purpose of selling the advertised product. This would mean that the language used in the translation should comply with these expectations, or norms. According to Newmark, vocative texts such as advertisements should be written “in a language that is immediately comprehensible to the readership” (1988: 41, 42).

Text 3 is an English-language advertisement by Pilkington Glass of their Sound Insulator product (ST3). The translated text (TT3) appears on their Finnish website and is aimed at companies or possibly individuals wishing to purchase glass products, especially for building projects. Concerning the preliminary norms ‘translation policy’ and ‘directness of translation’, it can be assumed that the entity which decided to have the Pilkington Glass website translated into Finnish was the company itself, and it is very likely that the source text used was the original English text. For evidence concerning initial and operational norms, the English source text has been compared with the Finnish translation (Appendix 4, Figures A and B) in terms of the translator's strategies used for any problem areas, and frequency of translation choices.

The translation was found to contain a small number of sentence structures or lexical choices which showed adherence to source norms:

Example 1

ST3	While considerable efforts have been made to control noise intrusion into a building
TT3	<i>Vaikka on tehty monia huomattavia asioita estämään melun pääsyä rakennuksiin</i>
BT3	<i>Although many significant things have been done to control noise intrusion into buildings</i>

Example 2

ST3	Demo Tool – available online
TT3	<i>Demo-työkalu – nyt käytettävissä online</i>
BT3	<i>Demo Tool – now available online</i>

In example 1 the to-infinitive structure would normally have been replaced by a typical Finnish subordinate clause such as 'joilla estetään melun pääsyä rakennuksiin' (BT: with

which noise intrusion into buildings is controlled). In example 2, the foreign words could have been translated with their Finnish ‘equivalents’, such as ‘Esittelytyökalu’ for Demo Tool and ‘netissä’ for ‘online’. Whilst the choice regarding the grammatical structure can be seen as idiomatic, the transference strategy in example 2 is increasingly used by companies wishing to portray a modern image, and this choice toward source norms may have been intentional. According to Hatim and Mason, “English rhetorical patterns” are “creeping in as new norms” when it comes to less dominant languages (1990: 191), and in the case of Finnish, there is increasing lexical evidence of this trend, especially in commercial contexts. One tendency which indicates possible adherence to target norms is the use of the passive tense, illustrated by the following examples:

Example 1

ST3	With Pilkington Optiphon™ you can match any product
TT3	<i>Pilkington Optiphon™ lasin voi yhdistää kaikkiin tuotteisiin</i>
BT3	<i>The Pilkington Optiphon™ glass may be matched with any product</i>

Example 2

ST3	This allows you greater flexibility in design
TT3	<i>Tämä antaa suunnittelulle lisää joustavuutta</i>
BT3	<i>This provides increased flexibility for design</i>

These examples represent a typical Finnish structure; instead of using the personal pronoun ‘you’, passive sentences are chosen to convey the meaning without making it too personal. This is the case even in vocative texts such as advertisements, as it is often thought that too forceful an attitude may scare away potential customers.

It is also typical in Finnish to use lexical items without personal pronouns, such as ‘Vaihtoehto’ (BT: *An option*) instead of the source version ‘Your options’ and ‘korkealuokkainen... lasi’ (BT: *high-quality... glass*) instead of ‘our high-performance... glass’. The passive choice occurs five times in a short text, which could show evidence of an underlying norm. These choices reflect a possible textual-linguistic norm, in this case ‘readability’. On the basis of this analysis, the initial norm could be seen as ‘acceptability’ supported by most micro-level choices.

4. Conclusion

When investigating the three source texts and their translations, all texts could be said to have exhibited some evidence of norms. The more rule-like the norm, the more evidence there appeared to be of norms governing the translation process. The package leaflet translation showed clear compliance with norms set for the genre by authoritative sources, both in terms of preliminary and operational norms. The initial norm concept was also upheld by adherence to target norms, evidenced by the choice of lay-level language. Translations of travel brochures are not regulated similarly to those of package leaflets, yet evidence of especially an initial norm and both types of operational norms could be observed in the strategic choices made by the translator and the frequency of such choices. According to Toury, the type and extent of equivalence in translations is also norm-governed (1995: 61), and this could be seen especially in the travel brochure where equivalence of translation, or its extent, was often determined by the translator's choices based on operational norms. The last pair of texts studied was an advertisement, and some micro-level choices by the translator indicated that there was a tendency toward target norm adherence, although signs of a new trend toward English rhetorical patterns were also present. All three texts implied adherence to the initial norm 'acceptability', which could be expected considering that these were non-literary translations.

Toury cautioned against making firm conclusions concerning norms when studying a limited number of texts, saying that norms do not "influence only one translator while translating one text, much less so one translator while translating one type of phenomenon in one text" (in Schäffner, 1999: 83). Therefore, extensive studies should be conducted, possibly in the form of a corpus, before any more definite statements could be made, yet the brief investigation of the three text types suggests that some evidence of normativity can be observed in translated non-literary texts.

Texts used for discussion

Ezetrol 10 mg Package Leaflet, English version. medicines.org website [online].

Available from:

<http://www.medicines.org.uk/emc/medicine/12092/PIL/Ezetrol+10mg+Tablets/>

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<http://www.visithelsinki.fi/loader.aspx?id=76a928f0-ac4a-4823-8f33-19558cac0add>

[Accessed 9 May 2010]

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Appendix 1

PACKAGE LEAFLET: INFORMATION FOR THE USER

EZETROL® 10 mg Tablets

Ezetimibe

Read all of this leaflet carefully before you start taking this medicine.

- Keep this leaflet. You may need to read it again.
- If you have any further questions, ask your doctor or pharmacist.
- This medicine has been prescribed for you. Do not pass it on to others. It may harm them, even if their symptoms are the same as yours.
- If any of the side effects gets serious, or if you notice any side effects not listed in this leaflet, please tell your doctor or pharmacist.

In this leaflet:

1. What EZETROL is and what it is used for
2. Before you take EZETROL
3. How to take EZETROL
4. Possible side effects
5. How to store EZETROL
6. Further information

1. WHAT EZETROL IS AND WHAT IT IS USED FOR

EZETROL is a medicine used to lower levels of total cholesterol, "bad" cholesterol (LDL cholesterol), and fatty substances called triglycerides in the blood. In addition, EZETROL raises levels of "good" cholesterol (HDL cholesterol). It is used for patients who cannot control their cholesterol levels by diet alone. You should stay on a cholesterol-lowering diet while taking this medicine.

EZETROL works by reducing the cholesterol absorbed in your digestive tract. EZETROL does not help you lose weight.

EZETROL adds to the cholesterol-lowering effect of statins, a group of medicines that reduce the cholesterol your body makes by itself.

EZETROL is used in addition to diet if you have:

- a raised cholesterol level in your blood (primary hypercholesterolaemia [heterozygous familial and non-familial])
 - together with a statin, when your cholesterol level is not well controlled with a statin alone
 - alone, when statin treatment is inappropriate or is not tolerated
- a hereditary illness (homozygous familial hypercholesterolaemia) that increases the cholesterol level in your blood. You will also be prescribed a statin and may also receive other treatments
- a hereditary illness (homozygous sitosterolaemia, also known as phytosterolaemia) that increases the levels of plant sterols in your blood.

2. BEFORE YOU TAKE EZETROL

If you use EZETROL together with a statin, please read the package leaflet of that particular medicine.

Do not take EZETROL if:

- you are allergic (hypersensitive) to ezetimibe or any of the other ingredients of EZETROL Tablets (see Section 6: Further Information).

Do not take EZETROL together with a statin if:

- you currently have liver problems
- you are pregnant or breast-feeding.

Take special care with EZETROL

- Tell your doctor about all your medical conditions including allergies.
- Your doctor should do a blood test before you start taking EZETROL with a statin. This is to check how well your liver is working.
- Your doctor may also want you to have blood tests to check how well your liver is working after you start taking EZETROL with a statin.

If you have moderate or severe liver problems, EZETROL is not recommended.

The safety and efficacy of the combined use of EZETROL and fibrates (medicines for lowering cholesterol) have not been established.

Children

EZETROL is not recommended for children under age of 10.

Taking other medicines

Tell your doctor or pharmacist if you are taking or have recently taken any other medicines including those obtained without a prescription. In particular, tell your doctor if you are taking any of the following:

- ciclosporin (a medicine often used in organ transplant patients)
- medicines to prevent blood clots, such as warfarin, phenprocoumon, acenocoumarol or fludione (anticoagulants)
- colestyramine (a medicine for lowering cholesterol), because it affects the way EZETROL works
- fibrates (medicines for lowering cholesterol)

Pregnancy and breast-feeding

Do not take EZETROL with a statin if you are pregnant, are trying to get pregnant or think you may be pregnant. If you get pregnant while taking EZETROL with a statin, stop taking both medicines immediately and tell your doctor. There is no experience from the use of EZETROL without a statin during pregnancy. Ask your doctor for advice before using EZETROL if you are pregnant.

Do not take EZETROL with a statin if you are breast-feeding, because it is not known if the medicines are passed into breast milk. EZETROL without a statin should not be used if you are breast-feeding. Ask your doctor for advice.

Ask your doctor or pharmacist for advice before taking any medicine.

Driving and using machines

EZETROL is not expected to interfere with your ability to drive or to use machinery. However, it should be taken into account that some people may get dizzy after taking EZETROL.

Important information about some of the ingredients of EZETROL

EZETROL tablets contain a sugar called lactose. If you have been told by your doctor that you have an intolerance to some sugars, contact your doctor before taking this medicinal product.

Figure A. English source text of the Package Leaflet for Ezetrol, first two pages

Appendix 1

PAKKAUSSELOSTE

EZETROL 10 mg tabletit

etsetimibi

Lue tämä pakkausseloste huolellisesti, ennen kuin aloitat lääkkeen käyttämisen.

- Säilytä tämä pakkausseloste. Voit tarvita sitä myöhemmin.
- Jos sinulla on kysyttävää, käänny lääkärin tai apteekkihenkilökunnan puoleen.
- Tämä lääke on määrätty vain sinulle eikä sitä tule antaa muiden käyttöön. Se voi aiheuttaa haittaa muille, vaikka heidän oireensa olisivat samat kuin sinun.
- Jos havaitset sellaisia haittavaikutuksia, joita ei ole tässä selosteessa mainittu, tai kokemasi haittavaikutus on vakava, kerro niistä lääkärille tai apteekkihenkilökunnalle.

Tässä pakkausselosteessa esitetään:

1. Mitä Ezetrol on ja mihin sitä käytetään
2. Ennen kuin käytät Ezetrolia
3. Miten Ezetrolia käytetään
4. Mahdolliset haittavaikutukset
5. Ezetrolin säilyttäminen
6. Muuta tietoa

1. MITÄ EZETROL ON JA MIHIN SITÄ KÄYTETÄÄN

Ezetrol on lääke, jota käytetään vähentämään veren kokonaiskolesterolia, ”huonoa” (LDL) kolesterolia ja veren rasvoja (triglyseridejä). Sen lisäksi Ezetrol lisää ”hyvää” (HDL) kolesterolia. Ezetrolia käytetään potilaille, joiden kolesteroli ei pysy tavoitetasolla pelkällä ruokavaliolla. Sinun tulisi noudattaa kolesterolia vähentävää ruokavaliota samalla, kun käytät tätä lääkettä.

Ezetrol vaikuttaa kolesterolia alentavasti vähentämällä kolesterolin imeytymistä suolistossasi. Ezetrol ei auta painonpudotuksessa.

Ezetrol lisää statiinien kolesterolia alentavaa vaikutusta. Statiinit ovat lääkkeitä, jotka vähentävät elimistösi omaa kolesterolin tuotantoa.

Ezetrolia käytetään ruokavalion lisähoitona, jos sinulla on

- kohonnut veren kolesterolipitoisuus (primaarinen hyperkolesterolemia, joko heterotsygoottinen familiaalinen tai ei-familiaalinen)
 - yhdessä statiinin kanssa, kun pelkällä statiinihoidolla ei saavuteta riittävää tehoa
 - yksin, kun statiinihoito ei sovi tai jos et siedä statiineja.
- perinnöllinen sairaus (homotsygoottinen familiaalinen hyperkolesterolemia), joka lisää veren kolesterolipitoisuutta. Sinulle määrätään myös statiinia ja voit saada myös muita hoitoja.
- perinnöllinen sairaus (homotsygoottinen sitosterolemia, kutsutaan myös kasvisterolemiaksi), joka lisää veren kasvisterolipitoisuuksia.

2. ENNEN KUIN KÄYTÄT EZETROLIA

Jos käytät Ezetrolia yhdessä statiinin kanssa, lue myös käyttämäsi statiinin pakkausseloste.

Älä käytä Ezetrolia

- jos olet allerginen (yliherkkä) etsetimibilille tai Ezetrol-tablettien jollekin muulle aineelle (ks. kohta 6. Muuta tietoa).

Älä käytä Ezetrolia yhdessä statiinin kanssa, jos

- sinulla on maksasairaus
- olet raskaana tai imetät.

Ole erityisen varovainen Ezetrolin suhteen

- Kerro lääkärille kaikista sairauksistasi, myös allergioista.
- Lääkärin pitäisi lähettää sinut verikokeeseen, ennen kuin aloitat Ezetrolin käyttämisen yhdessä statiinin kanssa. Tämän tarkoituksena on tarkistaa maksantoimintasi.
- Lääkäri voi myös tarkistaa verikokeella maksantoimintasi sen jälkeen, kun olet aloittanut Ezetrolin ja statiinin käyttämisen.

Ezetrolin käyttöä ei suositella, jos sinulla on kohtalainen tai vaikea maksasairaus.

Ezetrolin tehoa ja turvallisuutta, kun sitä käytetään yhdessä fibraattien (kolesterolia alentavia lääkkeitä) kanssa, ei ole vahvistettu.

Lapset

Ezetrolia ei suositella alle 10-vuotiaalle lapsille.

Muiden lääkevalmisteiden samanaikainen käyttö

Kerro lääkärille tai apteekkihenkilökunnalle, jos parhaillaan käytät tai olet äskettäin käyttänyt muita lääkkeitä, myös lääkkeitä, joita lääkäri ei ole määrännyt. Kerro lääkärille etenkin, jos käytät:

- siklosporiinia (lääke, jota käytetään usein elinsiirtopotilaille)
- veren hyytymistä estäviä lääkkeitä, kuten varfariinia, fenprokumonia, asenokumarolia tai fluindionia (verenohennuslääkkeitä)
- kolestyramiinia (kolesterolia vähentävä lääke), koska se vaikuttaa Ezetrolin vaikutustapaan
- fibraatteja (kolesterolia vähentäviä lääkkeitä).

Raskaus ja imetys

Älä käytä Ezetrolia yhdessä statiinin kanssa, jos olet tai epäilet olevasi raskaana tai jos yrität raskautta. Jos tulet raskaaksi käyttäessäsi Ezetrolia yhdessä statiinin kanssa, lopeta molempien lääkkeiden käyttö heti ja ota yhteys lääkäriin. Ezetrolin käytöstä ilman statiinia raskauden aikana ei ole kokemusta. Kysy neuvoa lääkäriltä, ennen kuin käytät Ezetrolia raskauden aikana.

Älä käytä Ezetrolia yhdessä statiinin kanssa, jos imetät, koska ei tiedetä erittyvätkö nämä lääkkeet äidinmaitoon. Ezetrolia ilman statiinia ei tulisi käyttää, jos imetät. Kysy neuvoa lääkäriltä.

Kysy lääkäriltä tai apteekista neuvoa ennen minkään lääkkeen käyttöä raskauden tai imetyksen aikana.

Ajaminen ja koneiden käyttö

Ezetrol ei todennäköisesti vaikuta ajokykyysi eikä koneiden käyttökykyysi. On kuitenkin otettava huomioon, että jotkut voivat tuntea huimausta Ezetrolin ottamisen jälkeen.

Tärkeää tietoa Ezetrolin sisältämistä aineista

Ezetrol-tabletit sisältävät laktoosi-nimistä sokeria. Jos sinulla on todettu jokin sokeri-intoleranssi, ota yhteys lääkäriin ennen tämän lääkevalmisteen käyttämistä.

Figure B. Finnish translation of the Package Leaflet for Ezetrol, first two pages

Appendix 2

Administrative regulation 5/2005 (valid until October 2010)

4. PACKAGE LEAFLET

Packages for medicinal products shall contain a package leaflet intended for the patient or user of the product.

The information contained in the package leaflet shall be based on the approved summary of product characteristics for the medicinal product in question. **The package leaflet should be written clearly in Finnish and Swedish using expressions that can be understood by the user.** The readability of the package leaflet should be verified by conducting user tests. When the same medicinal product is sold as a self-medication product and as a prescription product, separate package leaflets should be prepared for each of them. A package leaflet is not required if the same information is already given on the immediate or outer packaging. However, information shall be provided in the suitable form for visually impaired.

The package leaflet may include essential symbols and illustrations for patients and doctors. These are to clarify the information presented, but may not, however, be used for promotional purposes.

4.1 Package leaflet for medicinal products intended for human use

The package leaflet of a medicinal product intended for human use shall include the matters required in Title V of Directive 2001/83/EC. The package leaflet should conform with the following European Commission guideline “*A guideline on the readability of the label and package leaflet of medicinal products for human use*”. In addition, a declaration of information on excipients should take into account the relevant Commission guideline: “*A guideline on the excipients in the label and package leaflet of medicinal products for human use*”. For the declaration of storage conditions the guideline on the subject – “*Note for guidance on declaration of storage conditions*” - should be taken into account.

It is recommended that the package leaflet be compiled with the template approved by the Committee for Human Medicinal Products (CHMP) of the European Medicines Agency (EMA). The latest version of the template is available on the EMA website (www.ema.eu.int).

Should an organization of patients (Finnish Federation of the Visually Impaired) so request, the holder or marketing authorization or registration shall supply the package leaflet in a form intended for the visually impaired (braille, large print, recording or accessible electronic format).

Figure A. Fimea regulations for package leaflets (online, accessed 28/5/2010 at

http://www.laakelaitos.fi/instancedata/prime_product_julkaisu/laakelaitos/embeds/Normi_uudistus_2005_M_5_2005_EN.pdf

Appendix 2

PAKKAUSSELOSTE

{(Kauppa)nimi vahvuus läkemuoto}
{Vaikuttava(t) aine(et)}

<Lue tämä pakkausseloste huolellisesti, ennen kuin aloitat lääkkeen <käyttämisen> <ottamisen>.

- Säilytä tämä pakkausseloste. Voit tarvita sitä myöhemmin.
- Jos sinulla on kysyttävää, käänny <lääkäriin> <tai> <apteekkihenkilökunnan> puoleen.
- Tämä lääke on määrätty vain sinulle eikä sitä tule antaa muiden käyttöön. Se voi aiheuttaa haittaa muille, vaikka heidän oireensa olisivat samat kuin sinun.>
- Jos havaitset sellaisia haittavaikutuksia, joita ei ole tässä selosteessa mainittu, tai kokemasi haittavaikutus on vakava, kerro niistä lääkärille tai apteekkihenkilökunnalle.>>

<Lue tämä pakkausseloste huolellisesti, sillä se sisältää sinulle tärkeitä tietoja.

Tätä lääkettä saa ilman lääkemääräystä. Silti sinun tulee <ottaa> <käyttää> X:ää huolellisesti saadaksesi siitä parhaan hyödyn.

- Säilytä tämä pakkausseloste. Saatat tarvita sitä uudelleen.
- Kysy apteekista tarvittaessa lisätietoja ja neuvoja.
- Ota yhteyttä lääkäriin, jos oireesi pahenevat tai ne eivät lieivity {päivien lukumäärä} päivän jälkeen.>
- Jos havaitset sellaisia haittavaikutuksia, joita ei ole tässä pakkausselosteessa mainittu, tai kokemasi haittavaikutus (ks. kohta 4) on vakava, kerro niistä lääkärille tai apteekkihenkilökunnalle.>>

Tässä pakkausselosteessa esitetään:

1. Mitä X on ja mihin sitä käytetään
2. Ennen kuin <otat> <käytät> X:ää
3. Miten X:ää <otetaan> <käytetään>
4. Mahdolliset haittavaikutukset
5. X:n säilyttäminen
6. Muuta tietoa

1. MITÄ X ON JA MIHIN SITÄ KÄYTETÄÄN

<Tämä lääkevalmiste on ainoastaan diagnostiseen käyttöön.>

2. ENNEN KUIN <OTAT> <KÄYTÄT> X:ÄÄ

Älä <ota> <käytä> X:ää

- <jos olet allerginen (yliherkkä) {vaikuttavalle aineelle/vaikuttaville aineille} tai X:n jollekin muulle aineelle.>
- <jos ...>

Ole erityisen varovainen X:n suhteen

- <jos ...>
- <kun ...>
- <Ennen X-hoidon aloittamista ...>

Muiden lääkevalmisteiden samanaikainen < otto > < käyttö >

<Kerro lääkärille tai apteekkihenkilökunnalle, jos parhaillaan käytät tai olet äskettäin käyttänyt muita lääkkeitä, myös lääkkeitä, joita lääkäri ei ole määrännyt.>

X:n <otto> <käyttö> ruuan ja juoman kanssa

Raskaus ja imetys

<Kysy lääkäriltä tai apteekista neuvoa ennen minkään lääkkeen käyttöä raskauden tai imetyksen aikana.>

Ajaminen ja koneiden käyttö

<Älä aja, koska...>
<Älä käytä mitään työvälineitä tai koneita.>

Tärkeää tietoa X:n sisältämistä aineista

Figure B. EMA guidelines for Finnish package leaflets

Appendix 2

PACKAGE LEAFLET

{(Trade)name strength pharmaceutical form}
{Active substance(s)}

<Read this package leaflet carefully before you start <taking> <using> this medicine.

- Keep this package leaflet. You may need it later.
- If you have any questions, ask your <doctor> <or> <pharmacist>.
- This medicine has been prescribed for you alone and should not be given to others. It may harm others, even if their symptoms are the same as yours.>
- If you notice any side effects not listed in this leaflet, or if any of the side effects you experience is serious, please tell your doctor or pharmacist.>

<Read this package leaflet carefully, because it contains important information for you.

This medicine is available without prescription. However, you still need to <take> <use> X carefully to get the best benefits from it.

- Keep this package leaflet. You may need it later.
- Ask your pharmacist if you need more information or advice.
- Contact a doctor if your symptoms worsen or do not improve <after {number of} days.>
- If you notice any side effects not listed in this leaflet, or if any of the side effects you experience (see section 4) is serious, please tell your doctor or pharmacist.>

This package leaflet sets forth:

1. What X is and what it is used for
2. Before you <take> <use> X
3. How to <take> <use> X
4. Possible side effects
5. Storing of X
6. Other information

1. WHAT X IS AND WHAT IT IS USED FOR

<This medicinal product is for diagnostic use only.>

2. BEFORE YOU <TAKE> <USE> X

Do not <take> <use> X

- <if you are allergic (hypersensitive) to {active substance(s)} or any of the other ingredients of X.>
- <if ...>

Take special care with X

- <if ...>
- <when ...>
- <Before beginning treatment with X ...>

Simultaneous < taking > < use > of other medicinal products

<Please tell your doctor or pharmacist if you are taking or have recently taken any other medicines, including medicines obtained without a doctor's prescription.>

Taking> <Using> X with food and drink**Pregnancy and breast-feeding**

<Ask your doctor or pharmacist for advice before taking any medicine during pregnancy or breast-feeding.>

Driving and using machines

<Do not drive <because...>.>
<Do not use any tools or machines.>

Important information about some of the ingredients of X

Figure C. EMA guidelines for Finnish package leaflets, literal back translation (where symbols <> occur, preferred alternative may be chosen)

Appendix 3

Kävellen Helsingissä

7 reittiä kaupunkiin

Helsinki on 450-vuotisen historiansa ajan keinunut itäisten ja läntisten vaikutusten ristiaallokossa. Värikkään menneisyyden kerrokset ja eri aikakausien vaikutus näkyy niin arkkitehtuurissa, ruokakulttuurissa kuin tapahtumatarjonnassa. Tänä päivänä Helsinki on nykyaikainen eurooppalainen kulttuurikaupunki, joka tunnetaan muun muassa designista ja huipputeknologiasta. Myös musiikki- ja muotitarjonta on vienyt Suomen pääkaupunkia maailmankartalle.

Helsingin kaupunkikuvassa on tapahtunut monia muutoksia sen jälkeen kun Ruotsi-Suomen kuningas Kustaa Vaasa perusti kaupungin 1550 Vantaanjoen suulle. Kaupunki siirrettiin nykyiselle paikalleen meren äärelle noin sata vuotta myöhemmin. Ruotsi oli 1700-luvun alkupuolella Venäjää vastaan käymiensä sotien seurauksena menettänyt kaikki itärajan linnoituksensa ja venäläiset liikehtivät lähes esteettömästi Itämerellä saaristolaivastonsa turvin. Siksi Helsingin edustalle päätettiin rakentaa suuri keskuslinnointus Viapori, jonka rakennustyöt alkoivat 1748. Vuonna 1809 Suomi liitettiin osaksi Venäjän keisarikuntaa, 1812 Helsingistä tuli Suomen suuriruhtinaskunnan pääkaupunki ja 1917 itsenäisen Suomen pääkaupunki.

Helsinki on matkailijalle oiva kaupunki, koska suuri osa nähtävyyksistä sijaitsee kävelyetäisyydellä keskustassa. Esittelemme tässä seitsemän toisiaan täydentävää reittiä, joiden varrella on runsaasti nähtävää: vanhaa ja uutta arkkitehtuuria, museoita ja näyttelyitä, tavarataloja ja erikoisliikkeitä, muistopatsaita ja veistoksia. Reitit vievät vehreiden puistojen kautta paikoille, joilta voi katsella katunäkymiä tai ihailla merimaisemaa. Historialliset kohteet kertovat tapahtumista, joilla on ollut suuri merkitys koko maamme kehitykselle.

Helsingin liikenne on edelleen melko rauhallista eikä ruuhkia synny usein. Siksi keskustastakin löytyy reittejä, joilla voi kiireettömästi kävellen tutustua kaupungin elämään. Suuntaa vaikkapa kaupungin vehreälle keitaalle Töölönlahdelle tai tee aikamatka entiseen työväenkaupunginosaan Kallioon. Löydä Katajanokan jugendaarteet tai tee merimatka Suomenlinnaan. Suomenlinnan merilinnointus sijaitsee vain 15 minuutin merimatkan päässä Kauppatorilta.

Helsingin kaupungin matkailu- ja kongressitoimiston matkailuneuvonta tarjoaa maksutonta tietoa kaupungista, käyntikohteista, tapahtumista ja palveluista. Viiden tähden matkailuneuvonnasta saat myös esitteitä, kartoja ja muuta materiaalia. Poikkea hakemaan lisävinkkejä!

Figure A. Finnish source text for travel brochure.

Appendix 3

See Helsinki on foot

7 walking routes around town

Throughout its 450-year history, Helsinki has swung between the currents of Eastern and Western influences. The colourful layers of the past and the impact of different periods can be seen in the city's architecture, culinary culture and event offerings. Today Helsinki is a modern European city of culture that is famous especially for its design and high technology. Music and fashion have also put Finland's capital city on the world map.

Helsinki has witnessed many changes since it was founded by Swedish King Gustavus Vasa at the mouth of the Vantaa River in 1550. The centre of Helsinki was moved to its current location by the sea around a hundred years later in the mid 17th century. In the early 18th century the Kingdom of Sweden, to whom Finland belonged, lost all its fortifications along its eastern border to Russia, allowing the Russian fleet practically unimpeded access throughout the Baltic Sea. In response to this situation, Sweden began construction of a major maritime fortress off the coast of Helsinki in 1748. In 1809 Finland nevertheless became an autonomous grand duchy under the Russian Tsar with Helsinki as its new capital, and since 1917 Helsinki has been the capital of the independent Republic of Finland.

Helsinki is an easy city to explore, as most sights are situated within convenient walking distance of the city centre. In this brochure we present seven walking routes that allow you to discover historical and contemporary Helsinki with plenty to see along the way: architecture old and new, museums and exhibitions, large department stores and tiny specialist boutiques, monuments and sculptures, and much more. The routes pass through leafy parks to vantage points for taking in the city's street life or admiring the beautiful seascape. Helsinki's historical sights serve as reminders of events that have influenced the entire course of Finnish history.

Traffic in Helsinki is still relatively uncongested, allowing you to stroll peacefully even through the city centre. Walk leisurely through the park around Töölönlahti Bay, or travel back in time to the former working class district of Kallio. Discover the Art Nouveau treasures in Katajanokka, or make a voyage out to the Suomenlinna Maritime Fortress – the ferry crossing from the Market Square takes just 15 minutes.

The Helsinki City Tourist & Convention Bureau's Tourist Information provides free information about the city, sights, events and services. Our five-star Tourist Information also offers you a range of brochures and maps in several languages. Come and ask us for advice!

Figure B. English translation of travel brochure.

Appendix 3

Walking in Helsinki 7 routes into the city

Throughout its 450-year history, Helsinki **has been floating up and down in the choppy seas of Eastern and Western influences.** The layers of its colourful past and the influence of the various ages can be seen in its architecture, culinary culture as well as its events offering. Today Helsinki is a modern European city of culture, known among other things for its design and cutting-edge technology. Music and fashion have also ensured that the Finnish capital is put on the world map.

Many changes have taken place in the city of Helsinki since the king of Sweden-Finland, Gustavus Vasa, founded the city in 1550 at the mouth of the Vantaa River. The city was moved to its current location by the sea some hundred years later. As a result of the wars waged against Russia at the beginning of the 18th century, Sweden had lost all of its fortresses near the eastern border, and the Russians were able to manoeuvre almost unchallenged at the Baltic Sea with their archipelago fleet. Due to this, it was decided that a large central fortress called Viapori be built off Helsinki, with the building work commencing in 1748. In 1809, Finland was incorporated into the Russian Empire, in 1812 Helsinki became the capital of the Grand Duchy of Finland and in 1917 the capital of the independent Finland.

Helsinki is an excellent city for travellers, because many sights are located within a walking distance in the city centre. Here we are introducing seven routes which complement each other, with plenty to see along the way: old and new architecture, museums and exhibitions, department stores and specialist boutiques, monuments and sculptures. These routes will take you via green parks to locations where you can take in the city's street life or admire its sea views. Historical sites tell their own story about events which have greatly influenced the development of our entire country.

Traffic in Helsinki remains fairly calm and congestions are rare. Therefore, even the centre can offer routes where one can acquaint oneself with the life of this city through unhurried walking. For example, direct your steps toward the verdant oasis of the city, Töölönlahti Bay, or travel back in time to the former labourer's quarter in Kallio. Discover the treasures of the Jugend period at Katajanokka or go on a sea journey to Suomenlinna. The Suomenlinna maritime fortress is located just a 15-minute journey away from the Market Square.

Tourist information at the Helsinki City Tourist and Convention Bureau offers cost-free information on the city, sights, events and services. The five star tourist information centre also provides brochures, maps and other materials. Please look in and ask us for further tips.

Figure C. Literal back-translation of Finnish travel brochure.

Appendix 4

Pilkington Sound Simulator

The increasing need for noise control glass

No matter where it originates - from traffic, railways, aircraft, factories, or elsewhere - noise is all around us. And future trends research suggests traffic and noise in general will only get worse as the population rises. While considerable efforts have been made to control noise intrusion into a building and between adjoining areas, the careful selection of glass can be crucial in helping you to reduce noise level and meet noise requirements.

Your options to reduce noise level

Pilkington **Optiphon**[™] is our high performance acoustic laminated glass; it enhances sound insulating properties to meet the increasing demands for noise control. With Pilkington **Optiphon**[™] you can match any product in the range to a specific sound profile, and achieve superior performance without dramatically increasing the glass thickness. This allows you greater flexibility in design, without compromising other functions such as light transmittance and impact safety.

Demo Tool – available online

To help you choose the glass more easily, we have developed the Pilkington Sound Simulator. It allows you to hear the simulated effect that different types of glass, and particularly Pilkington **Optiphon**[™], can have on attenuating various external noises to provide a comfortable internal noise climate.

You can access the new tool by clicking on the image.

Figure A. English source text of Pilkington advertisement.

Appendix 4

Pilkington Sound Simulator

Ääneneristyslasien tarve lisääntyy jatkuvasti

Tuleepa sitä mistä tahansa – liikenteestä, rautateiltä, lentokoneista, tehtaista tai muualta – melu on kaikkialla ympärillämme. Ja tulevaisuuden kehityssuuntien tutkimukset osoittavat, että liikenne ja melu yleensä vain lisääntyvät väestön kasvun myötä. Vaikka on tehty monia huomattavia asioita estämään melun pääsyä rakennuksiin ja niiden lähialueille, lasin huolellinen valinta saattaa olla ratkaiseva apukeino melutason vähentämisen ja ääneneristysvaatimusten täyttämisen kannalta.

Vaihtoehto melutason pienentämiseksi

Pilkington **Optiphon™** on korkealuokkainen, akustinen laminoitu lasi, jonka tehokkaat ääneneristysominaisuudet vastaavat melunhallinnan lisääntyviin vaatimuksiin. Pilkington **Optiphon™** lasin voi yhdistää kaikkiin tuotteisiin tietyn ääniprofiilin alueella ja saavuttaa parhaan ääneneristyksen, ilman että lasin paksuus dramaattisesti kasvaisi. Tämä antaa suunnittelulle lisää joustavuutta tarvitsematta tinkiä muista toiminnoista, kuten valonläpäisystä ja iskunkestävyydestä.

Demo-työkalu – nyt käytettävissä online

Lasivalinnan helpottamiseksi olemme kehittäneet Pilkington äänisimulaattorin. Sen avulla pystyy kuulemaan sen simuloitun vaikutuksen, minkä erilaiset lasit, ja nimenomaan Pilkington **Optiphon™** lasi, saavat aikaan, kun ne vaimentavat erilaisia ulkopuolisia melunlähteitä sisätilojen miellyttävän ääniympäristön tuottamiseksi.

Pääset käyttämään uutta työkalua klikkaamalla kuvan päällä.

Figure A. Finnish translation of Pilkington advertisement.

Appendix 4

Pilkington Sound Simulator

The need for sound insulating glasses increases constantly

Wherever it comes from – the traffic, railways, aeroplanes, factories or elsewhere – noise is everywhere around us. And future trend studies demonstrate that traffic and noise in general will only increase with the growing population. Although many significant things have been done to prevent the intrusion of noise into buildings and the nearby areas, careful selection of glass may be a crucial aid from the point of view of reducing the noise level and meeting the requirements for sound insulation.

An option for reducing the noise level

Pilkington **Optiphon**TM is a high-quality, acoustic laminated glass, the efficient sound insulation properties of which meet the increasing demands of noise control. The Pilkington **Optiphon**TM glass may be combined with any product within the sound profile and it achieves the best sound insulation without a dramatic increase in glass thickness. This provides increased flexibility for design without having to compromise with other functions, such as light permeability or impact durability.

Demo tool – now available online

In order to facilitate glass selection, we have developed the Pilkington sound simulator. It enables one to hear the simulated effect which various glasses, and particularly Pilkington **Optiphon**TM, achieve when they attenuate various external noise sources in order to produce a comfortable internal area noise environment.

You will be able to use the new tool by clicking on the image.

Figure C. Literal back-translation of Finnish Pilkington advertisement.