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From A to Zeta:

A Brief Guide to Spanish- Language Entries

by Francine Cronshaw



Strategies for Sizing an Index,
Part Two

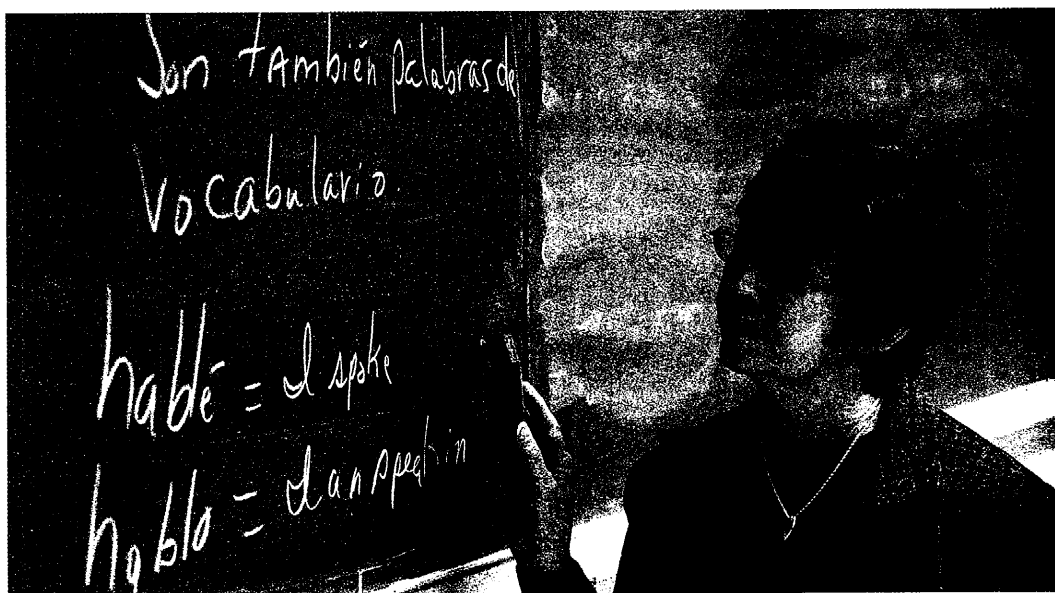
Indexing without Context: Some
Thoughts about the New World of
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Indexing Computer Books:
Getting Started, Part 1

From A to Zeta: A Brief Guide to Spanish- Language Entries

BY FRANCINE CRONSHAW

Francine Cronshaw has graduate degrees in Latin American history, for which Spanish is a useful research skill. She lived in South America for several years and travels to Mexico on a regular basis. Her special interest is early 20th century history and she has worked on Colombian peace advocacy since 2001. She is currently learning to speak French.



Introduction

Spanish is rapidly becoming the de facto second language of the United States. The impact of Spanish on U.S. mass media is evident by the growing numbers of Spanish-language radio and television networks, advertising dollars spent on the "Hispanic market," and Spanish options at all kinds of call centers and websites. Less evident are U.S.-printed publications in Spanish. Points of sale for Spanish books remain problematic and thus sales suffer. Mass-market magazines in Spanish, however, seem to prosper at their supermarket cashier locations.

In this discussion, protocols useful to indexers coming across Spanish names and Spanish cultural terms appearing in English-language publications are emphasized. There is a limited need for indexing publications wholly in Spanish but a comparatively greater demand for indexers of Spanish-language textbooks at all levels, in addition to texts in English

featuring Spanish names and concepts.

This discussion will concentrate on guidelines for indexing books in English with Latin American and Iberian content and themes. On that basis, a few of the dynamics involved in indexing Spanish books will also be discussed, including reasons why indexes should *never* be translated. To provide context for that discussion, the vagaries of the translation process will be briefly presented in the conclusion.

Guidelines for Spanish names and terms

In this section, we will examine protocols for indexing the following Spanish-language phrases and words which appear in English-language publications: personal names, organizational names, place names, and terms and concepts which are presented in their original Spanish because their meanings are not easily translated into English.

1. Personal names

As outlined in other publications, Spanish personal names can include two first names and two family names. Compound first names are especially prevalent in Latin America, and less common in Spain, although famous historical figures and celebrities may not use them. Compound family names are traditionally composed of the father's family name followed by the mother's family name (known as patronymics and matronymics respectively). Family names are always sorted under the first element. There is no disagreement among the authorities on the issue (*Chicago 15*, 18.82; Foster et al., 132; Mulvany, 167; Wellisch, 288–89). Note also that in lists where only one surname is used, the single family names precede the compound family names, as in the case of the patronymics "Díaz" and "Ríos" below.

Díaz, Porfirio
Díaz Ordaz, Gustavo
García Lorca, Federico
Quintero Romo, María del Carmen
Ríos, Juan Francisco
Ríos Montt, Efraín
Solano Solano, Mario Andrés

Particles used with personal names

Family names using prefixes (or particles, as the linguists call them) should be listed after the main elements. In addition, one should avoid breaking up "de la" or "de las" and simply list them after the main elements.

Cruz, Juana Inés de la ("Sor Juana")
Cuadra, José de la
Figueroa, Francisco de
Heras, Sara de las
Ríos, Diego de los

One major exception is the name of the famous 16th-century crusader for Native Americans whose name is more usefully listed as "Las Casas, Bartolomé de" (in speech, he is referred to as "Las Casas," not "Casas").

In the first and second editions of his well-regarded indexing manual, Wellisch provides rather confusing directions on Spanish names. Overall, he seems to prefer an approach based on grammar construction in terms of the position of particles and presents a concise table summarizing his view of several European languages. An approach based on actual daily usages in Spanish, as presented above may be preferred.

For personal names, *HAPI Online* is a good resource; the biographical section of *Webster 10e* also provides occasional guidance for leading historical personalities. Cronshaw's presentation in the October 2007 centerpiece of *The Indexer* provides a more complete treatment of personal names than the brief discussion above.

2. Organizational names

Names and acronyms in Spanish present a few extra challenges. Because there are many cognates between English and Spanish, it is relatively easy for the average reader to figure out that *Asociación nacional de industrias financieras* means National Association of Financial Industries. (The acronym, as it is written in Spanish would be Anif, which looks a little odd to English readers but follows Spanish capitalization rules perfectly.) Decisions on how to present Spanish organizational names may usefully follow the author's handling. In a well-edited text, the organization's first appearance will include both the organization's proper name as well as the English translation of the name, and its acronym (Einsohn, 229–30). However, it is not necessary in most instances, in the interests of brevity (especially for names with a rather small importance to the book as a whole) to include the name in both languages in the index. If the organization occupies an importance in terms of text space, a cross reference between Spanish and English entries would be useful.

Depending on the specific context and guidelines from the publisher (and the projected language skills of the audience), the entry might be indexed as the English translation of the organization's name along with its acronym given in Spanish, but written in upper case, as follows:

ANIF See National Association of Financial Industries
 ...
 National Association of Financial Industries (ANIF), 37, 44–48

On the other hand, in a scholarly book about Mexican electoral politics, in which the country's single party for 70 years occupies a prominent place in the text, one might choose the following protocol:

PRI (Partido Revolucionario Institucional): clientelism, 97–99; elections, 14, 97, 104–16, 135; party bosses, 84–89, presidentialism, 218–35; ...
 ...
 Institutional Revolutionary Party. See PRI

3. Place names

Sorting of Spanish place names should follow sorting protocols in *Webster's New Geographical Dictionary*. Thus, the nation of El Salvador would be sorted under "E" (although it is a particle), its capital San Salvador would be sorted with the "San..." entries (note, however, that a more graceful adjective and nationality for that nation would be "Salvadoran,"

not "El Salvadoran," despite *Webster 10e's* geographic listing). Other examples stressing particles follow.

El Progreso, Guatemala
La Paz, Bolivia
Las Flores, Argentina
Los Teques, Venezuela
Plata, Río de la
San Juan de Ulúa, Mexico
Santiago de Chile
Santiago de los Caballeros, Dominican Republic
Santiago de Compostela, Spain
Santiago de Cuba

4. Terms and concepts

At times, even the most skilled of translators cannot adequately render a very specific term or cultural reference into English. In that case, the author will present the term in Spanish (in italics for the first usage) and discuss its meaning and usage in the text (*Chicago 15*, 7.55).

If the term is commonly used in English, like the terms *gaucho*, *junta* or *guerrilla*, and is now "naturalized" into the English language (Einsohn, 129), it is set in roman type. The so-called non-naturalized foreign terms need to appear in italics on first mention and set in roman thereafter. The general rule is that if the word appears in the main part of the dictionary, then it is considered naturalized and does not need italics. As *Chicago 15* succinctly states, roman type applies to "foreign words and phrases familiar to most readers and listed in Webster" (7.54) But how will a foreign word or phrase appear in the index? The indexing authorities are silent on the subject, but I would write the term or concept in italics in the index, if it does not appear in Webster (*Merriam-Webster's College Dictionary 10e*). Examples of non-naturalized terms common in the scholarly literature follow.

ayuntamientos
alguacil mayor
baldíos
cabildos
caciques
cofradías
comuneros
diezmos
escribanos
estancias

Alphabetical sorts in Spanish

The recognized Spanish language authority (Royal Spanish Academy, or RAE) has declared that *ch* and *ll* are no longer separate letters of the Spanish alphabet so their peculiar sorting problems (grouping them as separate letters, after "c" and "r" respectively) are no longer an issue.

With regard to initial letters carrying accents, they follow the normal sort order, that

is, as if there were no accent marks. Indexing software will treat them in that fashion, so they do not require special attention from the indexer.

Anaya, Reymundo, 15-16
 Anaya, Rudolfo, 197
 Ángel, Juan, 36
ánima en pena, 108
 antiphonal style, 124
 Antón Chico, New Mexico, 21
 Apaches, 42, 155, 190
 ...
 Díaz, Adolfo, 59, 77-78
 Díaz, Porfirio, 60
 dictatorships, Carter era, 149; military, of 1960s, 131-34; postwar anti-communism, 109-10; Reagan era, 150
 diplomatic missions, 12
 direct investments...

Spanish language textbooks at the college level

In French, Italian, Portuguese and earlier editions of Spanish-language textbooks, the reader generally expected to find the index of grammar and cultural terms presented in English. Increasingly, Spanish college-level lan-

guage textbooks are written for those who speak—or at least hear—Spanish at home. They are presented entirely in Spanish and a recent trend is the creation of indexes in Spanish as well. As noted below, indexing books in Spanish requires a current working knowledge of Spanish vocabulary and grammar (including nuances of the subjunctive) and familiarity with cultural differences. Exposure to Spanish in the course of one's earlier education simply may not be sufficient background for this newest trend in Spanish language textbooks.

Indexing books in Spanish

Spanish is a somewhat wordier language than English, for a number of reasons.

The adjectives follow the nouns, instead of preceding them, which makes for awkward and even truncated compound nouns. One has to know the language well to concoct skillful strategies to avoid truncations. Thus, for example, instead of sorting *agrarian reform* under the As, we need to sort them under *reformas agrarias* (and hope that there aren't too many other types of reforms). In that case, a sensitivity to crossreferencing from, for example, the *agriculture* or *peasants* entries (or other related

categories) is useful for the reader.

English to Spanish translations involve an expansion factor of approximately 15 percent. Because Spanish is considerably less technical and "efficient" in terms of word use, one also expects the index to take up more lines. In addition, punctuation styles are quite different from those of English, especially the position of the comma with regard to closing quotation marks (opposite to American English). Close attention to punctuation is necessary for a pleasing index in Spanish, as well as pleasing the sharp eye of the proofreader.

Translated works present special challenges for indexers. The document that emerges at the end of the process of being translated from English into Spanish (or any other language combination, for that matter) is not an exact replica or "literal translation" of the source document contents. A skillful translation involves small modifications to the source document text, to make it more intelligible to the target-language audience, to amplify concepts unfamiliar in the target culture, and generally to render the first culture comprehensible to the second. Thus an index written in English, however well prepared, is rarely a useful guide

Work Smarter... Not Harder

- 📖 Don't turn down jobs because you don't know how to handle accent marks (diacritics) or unusual layout specifications.
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- 📖 Have Macrex add volume, chapter, or issue numbers and then leave the formatting and finished wording to the final output process.

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to the contents of the Spanish translation. Indexers should avoid the dubious practice of translating English indexes for Spanish editions. The index needs to be prepared directly from the Spanish text. If one's skills are insufficient for the task, it is ethical best practice to take a pass.

Notes

1. Given the marketing limitations—as characterized by the points of sale issue—currently holding down sales of books in Spanish, somewhat less attention is given to books in Spanish in this article. A major difference between books in Spanish and books in English using Spanish names and terms is the extent to which mastery of Spanish is involved. Indexing books in Spanish requires a current working knowledge of Spanish vocabulary and grammar and familiarity with cultural differences. On the other hand, books in English featuring Spanish names and terms can be skillfully indexed with the help of the guidelines presented here.

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For more information on indexing in Spanish, including a list of frequently asked questions, please consult www.spanishindexing.com ●

Pick It Up or Pass It Up? (continued from page 45)

and not something the book's audience will be looking for or expecting. Skip such a passing mention without a second thought.

Users don't want to be sent to "empty" information. When the page has no content to support the creation of an entry (i.e., sufficient information so that users learn something about the relevant topic), there is no point in referring users there. As I mentioned above, the introductory chapter or introductory section in a chapter presents a trap for the unwary indexer. On the one hand this material appears crammed full of indexable statements, but in reality it should be treated very lightly by the indexer.

In a book about China's relations with Latin America, an opening paragraph provides some sweeping statements:

At a time when the United States is concentrating a great deal of attention and resources on the war on terrorism, China has made important inroads in expanding its influence abroad, particularly in developing regions such as Southeast Asia and Africa. Another relatively recent development in China's "going global" strategy is a new interest in engaging Latin America. China's expanding diplomatic and economic ties with the region, the backyard of the United States, have awakened new concerns in U.S. policy circles. Skeptical policymakers in the United States view China's new presence in Latin America as an opening salvo of a larger diplomatic offensive by Beijing to challenge U.S. interests in the Western Hemisphere. A more benign viewpoint considers China's expanding ties with Latin America a natural manifestation of its growing need for commodities and energy resources—more of an opportunity than a threat.

All of the topics raised here will form major themes in the book: China's strategy worldwide, and in particular, in Latin America, and the U.S. response to this expansion of Chinese foreign policy into its global neighborhood. Is it necessary to create entries for the introduction of these topics on page 1? Rarely does an author have much on the first page that deserves an entry in the index. I recently reviewed an index by a novice that had close to 30 entries from the first page of the book! After I was done editing the index, only three of the entries survived. Try to avoid being sucked into making entries for material that only

serves to set the stage, makes assertions that the author will take up in depth later, and summarizes the same points that will most likely be summarized again in the conclusion.

The same principles apply frequently to the start of a chapter. Here is the opening paragraph to a chapter that will discuss the emergence of the modern president. (It comes from a book on presidential power, full of many references to each president.)

The 1932 elections marked the beginning of a new political era. The Democratic candidate, Franklin Delano Roosevelt, became the first member of his party since Franklin Pierce in 1852 to be elected president with a majority of the national popular vote. In the Electoral College, Roosevelt scored a 472-59 landslide, carrying forty-two states to six for the incumbent, Herbert C. Hoover. In the new Congress, Democrats outnumbered Republicans by 60 to 35 in the Senate and 310 to 117 in the House. FDR's victory indicated, in the opinion of the progressive Republican journalist William Allen White, "a firm desire on the part of the American people to use government as an agency for human welfare."

The paragraph contains numerous facts, names, details, etc., many of which the indexer can pass right over. You need entries for Roosevelt, Hoover, and White, but should skip Pierce (a time marker), the Electoral College (there is nothing about the college itself), or the political parties (again, nothing here about the parties themselves). The author has engaged in "scene setting" as a prelude for the discussion of the New Deal administration and the institutionalization of presidential power that arose from that point in history.

When you add unwarranted references, you hurt the quality of the index in two ways. First, you add spurious entries that fail to lead to useful information; they irritate users by sending them to places that waste their time. Second, you add to the size of the index and make it more difficult to use. These superficial entries start to suffocate the meaningful entries. They slow down the user who has more to scan to find the "true" subject matter.

Researchers don't want to spend time looking at extraneous references, and you don't want to spend time making them!

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