

Presentation



- Session 2: Country profiles 1: Chair Zofia Rybinska
- Arja Ellen Mäntykangas (Språk och Research)
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Exploring the Concept of Quality of legal interpretation in Sweden anno 2009



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The "soul" of an interpreter?



- What business are we in?
(What are we doing?)
- Who are our customers?
(Who are we doing it for?)
- What are we in business for?
(Why are we doing it?)
- What sort of business are we?
(What should we be doing?)

MISSION MISSION MISSION MISSION

Image



- Expected quality
- $>$ **Total perceived quality** $<$
- Experienced quality

- Expected quality $<$ Marketing communication, Sales, Image, Word of mouth, Public relations, Customer needs and values

- Experienced quality $<$ Image $<<$ Technical quality: What? $<<$ Functional quality: How?

Quality in service delivery?



- The fundamental principles with regard to public procurement are the principles of
 - - non-discrimination (no discrimination based on nationality).
 - - equal treatment (all suppliers must be treated equally).
 - - transparency (openness and predictability).
 - - proportionality (contract must have a natural relation to the matter that are procured).
 - - mutual recognition (acceptance in the other Member states).

My questions



- How are these guidelines reflected on active legal interpreters' work?
- What kind of tactics do the suppliers create for legal interpreters on the operational level?
- Simply, how do/can legal interpreters create service quality when the conditions around them are changing?
- What can be meant by quality on the operational level of interpretation, anyhow?



- How are these guidelines reflected on active legal interpreters' work?

My reflections:

An interpreter is an actor delivering the real value. Guidelines represent a vision of a good society that we all can agree on. The moment of truth is the moment when interpreters do interpreting in authentic situations. In that moment the principles of public procurement are very far away from the awareness of the participants (as for example a judge, an accused person and a lawyer). In that moment the procurement is not present. That is why I would like to claim that the quality is delivered in the “moments of truth”.



- What kind of tactics do the delivers create for legal interpreters on the operational level? Simply, how do/can legal interpreters create service quality when the conditions around them are changing?

My reflections: The delivers offerings interpretations (or interpreters) can never be better than the included producers, meaning interpreters). The tactics should that's why include continuing education and mentality training.



What can be meant by quality on the operational level of interpretation, anyhow?

My reflection:

The quality on the operational level, where the moments of truth are created over and over again can be understood as functional and technical quality. The technical quality is that's why how correct the interpretation itself is. The interpreter must be able to understand and master both concerned languages in a good way, but also the procedures and the different roles.

The functional quality is the the process where the kindness and the care, understanding, shown become important. Here also the atmosphere for example can become an important thing for the experience of functional quality.

General reflections



- Interpreting in legal contexts is a special situation.
- Anyhow, it is all about people. It is about the moments of truth in delivering the product (interperations) that should be the main goal in public procurement.
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- The economical cost is not the only thing. Cheap solutions become expensive solutions very often in reality.
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- People (meaning the participants, users, clients) experience quality perhaps as functional quality where the impressions of other aspects than technical quality become the "QUALITY" in the minds of the users and clients or what ever we call these people needing interpretors.



- The technical quality (the professional quality of the interpreters) is anyhow the most important factor in this quality context. The justice is built on words when trying to solve what is right and what is wrong.
- Grönroos has shown us how the image is built up. Let us go back to the slide!



- Alexander Karlsen and Jennie Fors have written a paper about the situation in Sweden that will be presented tomorrow.
- Thank you for listening!
- **Grönroos, Christian**, Service management and marketing : customer management in service competition. Chichester, West Sussex, England ; Hoboken, NJ : John Wiley & Sons, c2007
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- **Swedish Competition Authority** at <http://www.konkurrensverket.se/>