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Fewer UNL ag majors toiling on farm

Retired dairyman reminisces

By Gene Gentrup

Daily Nebraskan Senior Reporter

A photograph of NU's East Campus as it looked in the mid 1950's hangs on retired dairy specialist Phil Cole's office wall. The cam-

pus then was only a farm. Cole was the herdsman for that farm.

Since then the farm has moved and been replaced with newer, more modern buildings. Cole said he had no regrets when the farm moved to Mead, but misses the

era when more students received "hands-on experience."

"When I managed the herd many students worked with me," he said. "It was good for the university, but it was good for them too."

The farm was moved north to Mead in 1969 enabling fewer students to get the "hands-on experience," he said.

Cole retired in August after a 34-year career as a Nebraska dairy specialist.

As an extension dairyman since 1956, Cole is credited with contributing significantly to the growth and strengthening of dairy herd associations in the state. He was instrumental in establishing Nebraska's first central herd-testing lab in Beatrice.

Cole, who is known as "Mr. Dairyman" by his peers, calls himself a "general practitioner" in the dairy industry.

But Cole admits he doesn't have the answer to every question.

"If I can't answer it, then I'll direct the farmer to someone who can. That's what extension agents are here for," he said.

Cole said farmers are asking extensionists more questions than ever before, requiring agricultural fields to become more specialized. Personal contact between farmers and extension agents also are becoming more important, he said.

The extension program is a "people-oriented service," Cole said. "Personal contact is becoming increasingly important because farmers want to know right away the answers to their question. They don't write a letter. They call us directly," he said.

Cole said the personal contact is the biggest reward of being an extensionist.

"The big reward is helping people and seeing it materialize as a way of life," he said. "I especially love getting acquainted with the 4-H kids and their families. I love the collection of cows, cow people and countryside."



Joel Sartore/Daily Nebraskan

Cole visits with a couple registered Jerseys at a farm south of Lincoln.

UNL professors bridge language gap

By Gah Y. Huey

Daily Nebraskan Senior Reporter

Great Aunt Josephine has just died and her French lawyers are calling. It seems that your multimillion-dollar aunt left you part of her 20,000 acres of property. When the deeds arrive, you discover they're all in French — what do you do?

Call the UNL department of modern languages and literatures, of course. Some modern language instructors say they are used to that sort of thing. Each year the department gets about 75 translation requests which require some work, and others that can be answered in a short time. The department receives requests ranging from translating government documents to a greeting on Christmas cards.

In fact, the department has gotten so many requests that it is considering forming an intra-departmental agency, said Ralph Albanese, professor and chairman of the department.

The department does translating on such a regular basis that some guidelines should be set up to let people know about the services available, he said.

Also, the guidelines would allow foreign students to be paid for translating, he said. Presently, foreign students cannot work outside of UNL organizations because of their student visas.

Foreign student translators would help a client who wants something translated into the student's language, said Manfred Jacobson, a German language professor

and coordinator for the requests.

While some instructors do some translations, most requests are done by students, particularly graduate students, he said.

A formal organization would help more foreign students get involved in translating requests, he said.

Additionally, an organized structure would help determine fees, Jacobson said. Presently, the modern languages department has no standardized fees.

Department members generally do not follow the fee recommendations of the Nebraska Committee on the Humanities, he said. The organization recommends charging about \$60 a day for translating, but because UNL is partly state-financed, state agencies probably can charge for the services at half the price.

The \$30-a-day charge would be a "ridiculously" low fee to compensate translators for their time and work, Jacobson said.

Relatively few people can do a good job translating, he said, and it would be unfair to ask them to work for those few dollars.

Fees usually are decided by pages, he said. A simple, personal letter may cost \$5 a page. On the other hand, an extremely complicated, technical request could cost as much as \$30 a page. Instructors usually do not charge for the numerous phone calls and walk-ins that take a quick answer, he said.

Most people don't realize how difficult it actually is to translate, Jacobson said.

"Most people seem to think that one language automatically falls into another language," he said. Complications can occur. For example, if an advertising agency wants a slogan translated, it has to consider the effect of the jingle after the translation, he said.

"A fair number of people somehow think that it is a special pleasure for us to translate," he said. "They just expect us to sit down and read them — it's painful work."

There are two instructors who can vouch for that — UNL Russian instructor Valentina Ziverts and UNL Chinese and Japanese instructor Nelly Cheng.

The feeling that "translating is an art form" can probably apply to Cheng. While translating is difficult, Cheng said, the task is made even more difficult when Cheng must handwrite each Chinese or Japanese character. It takes more time to translate from English to the other two languages because a typewriter with Japanese or Chinese characters is not available, she said.

"When you do translating for others, you like to write an easy way for them to read," she said.

Cheng recalls how she did all the character writing for the game Shogun, created locally by Allen Shippis. In that case, it required not only translating into another language, but also fitting each character carefully into a designated space.

"It requires not only translating but also the ability to write well," she said.

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Vice chancellor resigns, accepts Georgia position

Richard Armstrong, vice chancellor of Student Affairs, has resigned after serving at the post since 1977. He will assume a position as vice president for business and finance at Georgia Southern College in Statesboro, Ga., Jan 1, 1985.

Armstrong, 52, will coordinate the college's plant operations, financial management, campus security and auxiliary and staff services.

"Vice Chancellor Armstrong has provided excellent leadership and has done much to strengthen UNL's programs and activities in student affairs," UNL Chancellor Martin Massengale said. "We regret Dr. Armstrong's decision to leave UNL, but we understand how the new opportunity at GSC will enable him to broaden his experience by moving into a new area of leadership."

Armstrong is a native of Birmingham, Ala. He received his bachelor's in 1954, and his master's in 1959, both at Auburn University. He received his educational degree in 1963 from Columbia University.

Armstrong came to UNL in 1972 as director of housing, and has been vice chancellor since 1977.

"I grew up in the South. Although I have thoroughly enjoyed the Midwest, I have always wanted to return to the South," Armstrong said Thursday.