



UNIT 4

Element 2 – Learning Outcome 3

TRANSCRIPT: CODES OF CONDUCT



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1 Slide 1

Welcome to this video-lecture of Live Text Access – Training for real-time intralingual subtitles.

2 Slide 2

This is Unit 4 Entrepreneurship and service competence - Element 2: Stress management and personal skills.

3 Slide 3

My name is Julia Borchert and this lecture is about professionalism and the term „code of conduct“. The materials are created by SUBTI-Access and ZDF Digital.

4 Slide 4

This is the learning outcome: The trainee can remain objective, neutral and follow a code of conduct in the interaction with end-users and costumers at work.

5 Slide 5

Here you see the Agenda. At first something about the principle of professionalism. Then we will have a look at the importance of objectivity. And at the end I will say something about the code of conduct.

6 Slide 6

Principles of professionalism.

7 Slide 7

In summary this Learning Outcome includes to act professional in the working environment and to abide by some rules. So, what does it mean to be professional? Let us have a look.

Both words - professional and professionalism derive from the Latin term “profession”, which means confession, commerce, or profession. However, professionalism refers to more than simply a profession.

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Professionalism, especially in the working environment, is based on the autonomy of the acting people. This autonomy allows independent decisions and unbiased judgment.

The autonomy of the people is ensured by guidelines such as professional ethics and codes of conduct, which are mostly managed by associations and institutions.

A code of conduct provides confidence among costumers and employers.

9 Slide 9

In addition, professionalism relies on expertise. This expertise is ensured among other things through professional education and training.

Furthermore, professionalism is characterized by experience, profound knowledge and the successful application of it.

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Professionalism is a behavior and this becomes apparent for example in the successful management of crisis situations.

Imagine following example: An airplane is in the air and turbulence occurs: How should the pilot act now? How much truth can passengers tolerate? How much authenticity?

There is a thesis that it often takes less authenticity to prove professionalism.

To completely inform passengers now about the current situation and possible dangers (no matter how unlikely they are) would be irresponsible. This example makes clear that professionalism is less about factual knowledge and more about a behavioral norm.

Knowing that passengers would panic if the situation were described in detail, a professional pilot announces only the most necessary information and prepares it in such a way that passengers can handle it. This ultimately helps everyone in this situation.

11 Slide 11

Objectivity.

12 Slide 12

In the example of the plane the pilot acts professional and very carefully. So in the end this makes it possible for him to handle the problem easier and to solve it.

Objectivity in the workplace also means using fair and well-balanced criteria for making decisions concerning employees, the interaction with costumers or company problems.

Objectivity aims to eliminate decisions based on personal bias, cultural differences, prejudices, discrimination, partiality, inhibition and any other criterion that cannot be measured or proven.

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What is the difference between objectivity and subjectivity?

To look at a thing subjectively means to evaluate it personally - through one's own feelings, experiences or an instinct. We like something, find someone likeable and attractive. All that is only in the eye of the observer.

To judge something objectively, on the other hand, is to attempt a sober, purely factual observation. Only rational arguments, data and facts count. The mind decides, not the heart. Objectivity is not determined by feelings and prejudices, but is factual, unbiased, impartial.

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Primacy effect is the technical term for the usually completely subjective first impression. We decide whether we like the other person or not within of seconds.

This assessment is based entirely on the appearance, body language or the smell of the other person.

Once the judgment has been made, everything that comes now is assigned to this judgment.

The primacy effect makes it enormously difficult for us to recognize people as they really are. For example: Once someone is unappealing, he/she will probably always be unappealing. We ignore the other - objectively also existing - sides.

15 Slide 15

Where the primacy effect prevails, the recency effect is not far behind. It forms the companion piece at the end: the power of the last impression. Because this last impression remains. For example: A serious faux pas or a stupid line at the end can cause that all the trust and sympathy built up, are gone. Just like the first impression, the last impression continues to shape our judgment of a person for a long time.

16 Slide 16

These two effects are only a selection of examples of subjective perception, which takes place very often. But to remain neutral it's necessary to be objective. Especially for a STT interpreter.

Because a STT interpreter supports the communication between people with and without hearing impairment. Therefore, the interpreter has a significant role in the debate on equality in the society.

The text interpreter must have a professional attitude towards clients, whereby equality is the starting point.

The text interpreter creates in consultation with the client conditions for optimal communication and therefore the best possible work.

With a professional and objective method it is possible to recognize and eliminate prejudices. Which saves us from misjudgments and bias.

17 Slide 17

Code of conduct.

18 Slide 18

A code of conduct is a set of rules outlining the norms, rules, and responsibilities or proper practices of an individual party, a company or an organization.

19 Slide 19

Example A Code of Conduct is intended to serve as a guideline in the professional dealings with business partners, for example customers, service providers and colleagues. It is necessary and helpful for a respectful interaction with each other.

Like I mentioned before a STT interpreter has a significant role in the debate on equality in the society. Because of that especially for this profession it's important to have an ethical guideline.

Therefore, in every country a code of conduct exists for the work of text interpreters.

20 Slide 20

Here one example extract of the code of conduct for speech to text interpreting in Austria:

STT interpreters translate for hearing, hard-of-hearing and deaf people into written language. They are bound by confidentiality and are committed to impartiality. Guidance, assistance and explanations are not part of STT interpreters' duties. They do not ask questions on behalf of their clients and their translations remain unbiased. Nor is it their responsibility to fill in forms for their clients.

21 Slide 21

Here one example extract of the code of conduct for speech to text interpreting in the Netherlands:

The text interpreter is neutral in appearance, is no participant to the situation, keeps an appropriate distance to the clients, reacts in a neutral way to the content of the situation, is aware of the own norms and values and prevents these are of influence to the transcript.

22 Slide 22

Here one example extract of the code of conduct for speech to text interpreting in Germany:

Text interpreters practice their profession independently, professionally, conscientiously, impartially and secretively. They must be worthy of the respect and trust which the position and task of the interpreters require.

Furthermore, they must not jeopardize the reputation of their job description and the profession. This is especially true in the daily practice of the profession, but also in public statements.

23 Slide 23

Like you can see from these three examples, the codes of conduct are a voluntary commitment to follow or refrain from certain patterns of behavior and to ensure that no one gains an advantage by circumventing these patterns.

These guidelines provide security in the work of the interpreter. For all involved characters. It's very important to know the respective code of conduct of your country, you are working very well and to be aware of all aspects.

24 Slide 24

Summary.

25 Slide 25

Professionalism, especially in the working environment, is based on the autonomy of the acting people. This autonomy allows independent decisions and unbiased judgment.

The autonomy of the people is ensured by guidelines such as professional ethics and codes of conduct.

26 Slide 26

Objectivity in the workplace also means using fair and well-balanced criteria for making decisions.

A SST interpreter must have a professional attitude towards clients, whereby equality is the starting point. Because with a professional and objective method it is possible to recognize and eliminate prejudices.

A code of conduct is a set of rules outlining the norms, rules, and responsibilities or proper practices of an individual party, a company or an organization.

A code of conduct thus is important to follow or refrain from certain patterns of behavior and to ensure that no one gains an advantage by circumventing these guidelines.

27 Slide 27

Exercises.

28 Slide 28

The exercises for this video lecture are in the Trainer's Guide and the PowerPoint file.

29 Voiceover

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