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SCHOOL OF ARTS AND SOCIAL SCIENCES
FOREIGN LANGUAGES DEPARTMENT



GRADUATION WORK:

“Market Research on the Need of a Bachelor of Arts Degree in English-Spanish Interpretation at the Foreign Languages Department of the University of El Salvador-2009”

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INTRODUCTION

This is a market research that studies *the Need of a Bachelor of Arts Degree in English-Spanish interpretation at the Foreign Languages Department of the University of El Salvador* by meeting some important conditions to make decisions concerning its creation with use of pertinent judgments based on primary and secondary data obtained from an exhaustive research that states approachable approximation about the market characteristics for this new service.

All the procedures used to conduct until concluding this market research are here presented in a coherent structure, beginning with the statement of the problem that is initially introduced by explaining this research's significance for theory and practice.

Also the objectives are clearly stated in harmony with the purposes of the study, followed by its justification in which are elicited some real cases to explain why a market research of this type is useful and needed for the FLD's development of more foreign languages programs to satisfy the growing student and society's demands in general.

Following, the theoretical and methodological frames are accurately developed by the presentation of relevant facts and findings that contributed to the phenomenon explanation with its pertinent abstracts, all the research methods and techniques, and limitations during this process applied to collect and record the required data.

Besides, all primary findings obtained from the two sub samples are authentically provided by the use of accurate graphic interpretations that illustrate the real panorama of the English-Spanish interpretation service in the target market.

Finally, in order to establish pertinent conditions for further application of this research contents, the conclusions and recommendations about this work are furnished precisely by the author with the support of reliable bibliographical references, and extra official documentation which are included at the end of this report.

STATEMENT OF THE PROBLEM

Nowadays, the English language represents an essential and key element for the consolidation of socio- economic activities to compete in a globalized world. The English-Spanish interpretation service is needed to satisfy this market current demand whose main providers are a few professional interpreters. Besides, in this work field there is not any institution officially certified that is preparing new professionals in this area. Therefore, the *Market Research in the Need of a Bachelor of Arts Degree on English-Spanish Interpretation at the Foreign Languages Department of the University of El Salvador* is an important and feasible study that may contribute for the solutions of this latent problem in the Salvadoran society.

1.1. Significance

1.1.1. Significance for Theory

An *Exploratory* and *Descriptive Market Research* were fundamental upon which base the whole study. So that, the exploratory application was necessary to orient all the research processes toward the clarification and understanding of the problem dimension by measuring the market demand or interest in hiring the English- Spanish interpretation service. Consecutively, to delimitate the potential or current market at the metropolitan area of San Salvador, the descriptive market research aimed at determining the institutions' demands main characteristics and the service hiring conditions by establishing the frequency the service is provided, main reasons why it is needed, how it is hired, who the main providers are, and why it is, would or would not be hired.

1.1.2. Significance for Policy and Practice

The achievement of this market research involved not only intellectual but also material work, in which enormous income of specified data was recorded, organized, analyzed and interpreted to conclude on the results and suggestions on the *Need of a Bachelor of Arts Degree in English-Spanish Interpretation at the Foreign Languages Department of the University of El Salvador* for making decisions concerning its creation.

OBJECTIVES

II. OBJECTIVES

2.1. General Objective

To study the need of a Bachelor of Arts degree in English-Spanish interpretation at the Foreign Languages Department of the University of El Salvador as a useful tool for making decisions concerning its creation.

2.2. Specific Objectives

1. To carry out a market research in the metropolitan area of San Salvador for an English-Spanish interpretation major.
2. To find out the average numbers of the metropolitan institutions who hire or would hire English- Spanish interpreters' services.
3. To determine the frequency of times in which these metropolitan institutions hire English- Spanish interpreters' services.
4. To determine the types of institutional events these English- Spanish interpretation services are requested for.
5. To identify the main interpreters or agencies of interpreting who provide these English- Spanish interpretation services to the metropolitan institutions.
6. To establish the main reasons why these institutions would or would not hire English- Spanish interpreters' services.

JUSTIFICATION

III. JUSTIFICATION

The Market Research on the Need of a Bachelor of Arts Degree in English-Spanish Interpretation leads successfully the Foreign Language Department to meet the real market perspectives concerning potential demands of English – Spanish interpretation service by several sectors in the metropolitan area of San Salvador.

With this study all the conditions that describe the real market or work opportunities associated to the service development to encourage the operational decisions on the possible creation of a Bachelor of Arts Degree based on accurate facts provided by reliable findings are set for the FLD to take them into account.

Therefore, an intrinsic aspect of this market research achievements is to help the FLD to develop more qualified programs with high standards of higher Education and more academic offers by using now more appropriate and formal work plans, such as the English –Spanish interpretation service as an essential instrument of consolidation for socio- economic activities in a globalized world.

A Master program in English Didactic was developed recently in the FLD without any previous market research to base its accurate implementation by having a broad perception of its educational and work impact in the Salvadoran society in the near future. This research will prevent the same thing from happening again with respect to major in interpretation.

Moreover, another well known case has been the Bachelor of Arts Degree in Modern Languages that was created six years ago in the FLD with the objective to supply the growing academic demands of languages. Academic registration was significantly high. Up to now, this program's preliminary results have been unsatisfactory since there are not many job opportunities for the expected work field in the sectors in which this group of professionals of the major in modern languages should be presumably incorporated to work for. These kinds of professionals are doing their work in the educational area as language teachers, and mostly as English teacher. Such situation reflects the radical change this professional sector has faced in their work field considering that this major program syllabus was not designed to be applied in this educational area rather than the touristic one.

Hence, the two real cases above mentioned demonstrate clearly how important and useful it could be doing market research before considering prior studies that aim at a feasible implementation of any educational program for any market without making premature decisions.

Besides, other significant facts that were considered to initiate this market research and whose situation has denoted generally a lack of this kind of service in some sectors of the Salvadoran society are the cases of students in the social service of the FLD who have been requested to serve public institutions as English-Spanish interpreters for official and international events, so that each student's particular case about the expertise preparation has always been a concern about the need of this kind of knowledge acquisition.

In Fact, there is a permanent need of the English-Spanish Interpretation service in the metropolitan area of San Salvador that had been not come out until now because in this target market the English language represents an essential requirement for the consolidation of diverse socio-economic activities by public and private institutions that are dealing with international trades, accreditations, etc. Thus, it is here when future English- Spanish professional interpreters can take active part of the problem solutions.

By now, there is not any official institution or university in the country developing any B.A. degree in English -Spanish interpretation. Therefore, this market research not only set the current panorama of the English-Spanish interpretation market, but also it could be a useful instrument to work on the creation of some other majors or master programs by applying its contents.

Additionally, the FLD's permanent work on the improvement of quality standards of superior Education may significantly be encouraged to deal and satisfy the growing student population's demands in the university, due to the Salvadoran society's new tendencies of socio-economic improvement are being targeted to shift an English language acquisition in a new era of international commercial trades and multinational companies' work policies which are demanding this kind of academic knowledge in their staff.

Finally, there can be many more great reasons to justify this market research relevance, but the most important are the ones which cover the society’s essential needs, and the final product of the “*Market research on the Need of a Bachelor of Arts Degree in English-Spanish Interpretation at the Foreign Languages Department of the University of El Salvador*” represents a legacy of a worthy labor that has been accomplished as the result of a searching for the Salvadoran society’s Educational wealth in general.

THEORETICAL FRAME

IV. THEORETICAL FRAME

4.1. Antecedents

4.1.1. Metropolitan Area of San Salvador

The metropolitan area of San Salvador is delimited in a territorial extension of six hundred ten square kilometers and it is constituted by fourteen cities or municipalities such as; *Mejicanos, San Salvador, Santa Tecla, Antiguo Cuscatlan, Apopa, Tonacatepeque, Cuscatancingo, Ayutuxtepeque, Ciudad Delgado, San Martin, Soyapango, Ilopango, San Marcos, and Nejapa.*

Until 2004, this metropolitan area has been populated by 2.1 million inhabitants and developed the nation's 40% of the Gross Domestic Product (GDP) according to figures presented by the Metropolitan Area Planning Office (*OPAMSS*).¹

Up to now, an average of more than 41,000 micro and macro companies legally established for the different type of services, commercial and industrial activities are located in this urban range.²

4.1.2. Main Agencies of Interpretation in the Metropolitan Area of San Salvador

In the metropolitan area of San Salvador there are established three officially registered agencies of interpretation: ***CG&A Translations, Komunicare, and El Salvador Translations.*** For about ten years these enterprises have been providing successfully this kind of service to the local market by working for many of the most representative public and private institutions of El Salvador such as; the principal Ministries of the country, the Presidential House, the Legislative Assembly of the Republic, foreign embassies, local and multi national companies, etc.³

¹ Source: *'El Consumo Cultural en El Gran San Salvador'*. Page 52, Julio Cesar Grande 2007.

² Source: *www.paginas.amarillas*

³ Source: *appendix 4 p. 77.*

4.1.3. Rate and Profitability of the Interpretation Service Worldwide

1. Prerequisites of Qualifications

Generally university graduates or degree holders with similar higher education background (often multiple degrees).

2. Hours of productive time

In order to come up with figures that can be compared with other professions, it is necessary to convert the usual rates per day into rates per hour. You will have to take into consideration, that the calculated rate per hour is a virtual one. No professional interpreter will normally agree to an exclusive rate per hour.

During one hour of productive time, Tom Cruise earns approx. \$ 23.01 million, Bill Gates approx. \$ 1.92 million, the senior consultant of a hospital earns approx. \$ 3,069, a dentist approx. \$ 768, an architect approx. \$ 154.5, a computer specialist approx. \$115.5, a translator approx. \$ 100.5 (?), a plumber approx. \$ 69, a construction worker approx. \$16, a laborer in China approx. \$ 0.15. In contrast, an interpreter makes at least \$ 192, based on a daily rate of \$ 1152 for 6 hours. Tom Cruise might have to work a whole year at shooting the film, but only about 90 minutes run time will be sold. Bill Gates' productive time amounts to approximately 2,000 hours of marketable time.

3. Annual Income and Number of Hours

The annual income of an employee ranges from \$ 41,415 to 92,034 where s/he works 1,650 to 1,900 hours per year. An interpreter should not place him-/herself below that. Thus the minimum figure would be \$ 76, 695 per year (a freelance interpreter has to pay social security etc. from his/her own pocket and thus needs more money) excluding project-related extra costs and general costs. After an initial starting phase a freelancer should not work more than 2,000 hours, otherwise this will be at the expense of his/her family and health. A gross working time of 2,000 hours per year includes time for project research, professional training, organisation and maintaining one's work place. According to P. Oehmig, a freelancer should divide this time up as follows

THEORETICAL FRAME

Percentage	Task	Hours
50%	Production	1,000
25%	Research	500

15%	Organisation and work place maintenance	300
10%	Professional training	200

\$76,695 divided by 1,000 production hours' amounts to \$76,695 per production hour.

4. Amount of the annual performance to be sold

According to these prerequisite of budgetary levels for the interpreter is as follows:

Model of annual income depending on daily production		
in days	in hours	Annual income
\$100.5 at 1,152	\$603 at 192	\$ 77,184
\$250.5 at 1,152	\$1,503 at 192	\$192,384

In order to be able to earn \$ 76,695 per year, an interpreter will have to sell 67 days at 1,152 dollar/day. If s/he is able to sell all available hours, the interpreter will earn a maximum of 192,384 dollar.

Costs and VAT (*IVA in El Salvador*) will have to be added to the daily rate.

Calculation will be different *if the interpreter is not able to charge for preparation time*. And it is recommended - particularly to newcomers - not to deviate from the calculated price, since it may prove very difficult to raise rates with a particular client, once the first project is completed. It would mean that the interpreter would have to work longer hours and do more research, thus endangering his/her family life and health.

It is noted with much satisfaction, that interpreters are generally much disciplined when it comes to establishing prices: those who serve already at least 60% of direct clients will not easily be fooled by the rigmarole some agencies offer.

The average of 120 sold per diem rates amounts to at least 138,240 dollar/year keeps the interpreter busy and is highly desirable.

THEORETICAL FRAME

Figures unrelated to interpreting were taken in excerpt from the article by Peter Oehmig and do correspond to the publisher's own findings as presented here.

Hourly rates of \$ 46.35 to 98.4, charged by some, are not accepted by any professionally working interpreter and therefore have not been taken into consideration. In order to accurately evaluate the economic damage caused by accepting such low rates, it can be found the amount of the resulting minimum income below:

400 hours at \$ 46.35 amount to a mere \$ 18,540.

Whether clients can offer 400 hours/67 days per year, is another question. Such prices could only be considered by those, who have no background in the subject because the net value of services sold at this price reacts sensitively to the changes in the factors that determine the current income and expenditure, and because the resulting income is close to critical figures of business *failure*. Future market development in this sector will need to be examined with alarm.

Interpreters' price dumping and companies' greed are a bad mixture, causing much damage for the private sector. The costs for a professionally organized press conference are negligible when compared to the damage to a company's image when an international press conference is presented raggedly. More embarrassment will be the order of the day, if the interpreter (in charge) does not speak one of his working languages correctly (as seen during a state visit of the US-President to Poland).

For completeness' sake it would be desirable to mention that some interpreters may ask for daily rates of \$ 3,835.5 and above, provided their field of specialisation is accordingly marginalised. In conclusion, it would be healthy to emphasize that this calculation blue print based on economic aspects presents only a basic, however important component for comprehensive assessment of professional services in our freelance industry.⁴

⁴ Source: The translation industry information and project portal Visit <http://www.babeloort.com>; from Figures extracted in part from the article by P. Oehmig (« Was darf es denn kosten? » ((How much should it cost?)) in: *technische kommunikation* 3/00, ISSN 1436-1809, pgs. 15-18).

4.1.4. Bachelor of Arts Degree in English- Spanish Interpretation in the metropolitan area of San Salvador

In 1982, in the metropolitan area of San Salvador the first Bachelor of Arts Degree on English- Spanish interpretation program was created and developed by *Universidad Evangelica* of El Salvador, and the amount of students who registered was satisfactory. Nevertheless, years later only one generation of interpreters graduated, and on top of that, this B.A. program was closed. The main reasons about this case were not officially provided by the institution, After some hints found out during this research, it was set that the main causes were the result of an uncertain market development that affected the student population' demands and therefore the university's program profitability.⁵

Nowadays, there is not any institution offering a B.A. degree program in the country officially. Besides, not all the professional interpreters of the current number located in the metropolitan market of San Salvador hold a B.A. or Master degree in English – Spanish interpretation. Such situation reflects a discrepancy concerning the quality and quantity of the service provided in this market.⁶

4.1.5. Foreign Languages Department of the University of El Salvador

In 1948, the Foreign Languages Department of the University of El Salvador (*FLD*) is founded as an academy to satisfy the demands of teaching English and French for the social service of the university at that time. But, it was until 1956 that it is officially accredited as a department, and for a period of twelve years its main English program was a **Technician in English- Spanish Translation**.

⁵ Resource: interview with Yvette Henríquez graduated of the B.A. of Arts Degree in English- Spanish interpretation from the *Evangélica* University-

⁶ Source: results of the surveyed interpreters' kind of certification, graph 35, p.53.

Then in 1973, the program of **English Teaching for High school** (*Profesorado en Educación Media para la Enseñanza del Idioma Inglés*) and the current **Bachelor of Arts in English; Emphasis on Teaching** (*Licenciatura en Idioma Inglés opción*

enseñanza) are approved by The General Assembly of the University (AGU). These two programs were basically ratified in 1977 and later on modified in 1993.

Then in 1998, the **Master program in English-Spanish/Spanish-English Translation** is inaugurated and the English teaching for high school is developed applying a plan prepared by the Ministry of Education (*Plan MINED*). In 2002, a new **B.A. major in Modern Languages; Emphasis on French and English** (*Licenciatura en Lenguas Modernas Especialidad Francés e Inglés.*) is implemented and oriented for the development of communication purposes.

In 2007, a **Minor English-Spanish Translation** (*Diplomado en Traducción Inglés/Español – Español/Inglés*), and **English Teaching Methodology** (*Metodología para la Enseñanza del Idioma Inglés*) are two more programs launched in the FLD. In the same year, a **Master Program in English Didactics** (*Maestría en Didáctica del Idioma Inglés*) was developed in cooperation with universities of Henares Alcala of Spain, Valencia, UNAN of León Nicaragua; sponsored by the Autonomy Community of Madrid.

Up to now, the new projections for this year have been focused to up date the current major B.A. in English; Emphasis on Teaching to be substituted by a new **B.A. in Sciences of Education ; Emphasis on English** (*Licenciatura en Ciencias de la Educación Especialidad en Inglés*), and also the creation of three more programs; one Master in **Administration of Quality Management of High Education** (*Maestría en Gestión de la Calidad de la Educación Superior*), another is a **Master in Linguistics** (*Maestría en Lingüística*), and eventually an **Associate in English** for the areas of transportation, hotel and tourism, communication, and computers. (*Técnico en Inglés para las áreas de transporte, hostelería y turismo, comunicaciones e informática*).⁷

⁷ Source: Editorial de la revista Humanidades de la Universidad de El Salvador, 2007 (Article translated and adapted by the autor of this market research).

V. METHODOLOGICAL FRAME

To study the *Need of a Bachelor of Arts Degree in English-Spanish Interpretation at the Foreign Languages Department of the University of El Salvador*, this market research was delimited to figure out the demands of English-Spanish interpretation service by some of the public and private institutions in the metropolitan area of San Salvador through interviewing these institutions' personnel from human resources departments, local agencies of interpretation services, and professional interpreters who provide the service.

5.1. Population

Seventy one entities made up represented the 100% of the total surveyed universe, twenty nine public and thirty one private institutions, 84.5%, plus 15.5% which were five agencies of interpretation and six interpreters.

5.2. Sample

With a simple random sampling method for convenience from an estimated real universe of 41,000 entities, the total sample population for this market research was as follow:

1. *Public and Private Institutions*

Institutions		Kind of Institution	
PUBLIC	29	EDUCATION	5
PRIVATE	31	HEALTH	2
		NON- PROFIT ORGANIZATIONS	19
		COMMERCIAL	19
		AGRICULTURE	1
Total	60	Total	60

Sixty, which represents 84.5% of the total sample, is the reached number of public and private institutions whose main criterion of selection was based on a *non- probability sampling*⁸ method for convenience, wherein the researcher considered the institutions' main work activities had to be associated to competitiveness in a globalized world.

Therefore, most of these institutions represented this entire sector in vanguard that was needed to complete the research successfully.

Indeed, the most representative Ministries, different government entities and non-profit organizations of the country were surveyed such as; Ministry of International Affairs, Economy, Education, Tourism, Public Health, the BFA (*Banco de Fomento Agropecuario*), etc. and besides from the private sector, some important local and multinational companies as well as AES Company and ILC, SAB Miller Industry.

2. Professional Interpreters and Agencies of Interpretation

Interpreters and Agencies		Interpreters' Work Status		Interpreters' kind of Certification	
AGENCIES	5	WORKING IN ENGLISH- SPANISH INTERPRETATION INTERPRETATIONS	3	NO CERTIFICATION	1
INTERPRETERS	6	WORKING IN INTERPRETATION AND OTHER FIELDS	6	DIPLOMA	2
		NO RESPONSE	2	MASTER DEGREE	2
				DEGREE	2
				OTHERS	1
				NO RESPONSE	3
Total	11	Total	11	Total	11

For this subsample, the population of eleven people that represent 15.5% of the total was formed from a total of five agencies of interpretation and six professional interpreters surveyed in the metropolitan area of San Salvador, whose main characteristics for their selection was that they were currently working in the target market. In fact, these were the main protagonists found in this market whose backgrounds are precisely acknowledged by their professionalism and advertisement techniques.

⁸Marketing Research 3rd Edition Mc Graw Hill, by Peter M. Chisnall, p.73.

5.3. Research Strategies

Since diverse qualitative and quantitative data was required, this study was conducted as *Exploratory and Descriptive Market Research* to find out the answers for the questions on the average numbers and frequency of times in which public and private institutions in the metropolitan area of San Salvador hire the English- Spanish interpreters' service; the main interpreters or agencies of interpreting who provide it; and the main causes why these institutions do, would or would not hire it. Therefore, an exploratory research of the target market was suitably implemented to identify the sample population's real and potential demands of the English-Spanish interpretation service. At this stage, a searching to clarify and understand the dimension of the problem and its possible causes was done by meeting the sampling market with a series of strategic questions through the use of telephone surveys.

Besides, the descriptive market research conduction was applied to determine and establish the demands of the English-Spanish interpretation service. Here some aspects of analysis about what the potential or current market is, when and why the interpreting service is needed, how it is hired, who the main provider/s are, why the service is, would, or would or not be hired at metropolitan market of San Salvador were set out to complete the gathering data process.

5.4. Methodological Process

First of all, the abstracts of related definitions about what market research is and implies were constructed in the framework to direct and support the investigation with a strong basis through the study and analysis of the different bibliographical sources such as; theses, books, and educational web sites, whose titles are completely presented here in the bibliography. At this primary phase, the domains of the fundamentals were defined in a first chapter of the frame work. Consecutively, the presentation and analysis of some relevant backgrounds and hint information was completed by eliciting synthetically the development of some previous studies or programs done by other entities.

Also, an overview of the actual panorama concerning the need of the English-Spanish interpretation service; a critical examination and analysis of the phenomenon's main

characteristics were concisely introduced for the reader to understand the real scope of study.

Secondly, the data gathering process was achieved by delimitating the sample population in two sub groups, one in some *public and private institutions* which were selected by presumption on their interest in hiring the English-Spanish interpretation service. The other group was of those *interpreters and agencies of interpretation* that provide such service in this metropolitan market.

Besides, to avoid wasting time, high cost, survey quota problems, personal erroneous judgments and unreliable gathering data methods, the sample was chosen conveniently by the application of the *non- probability sampling* method as part of the valid judgments or conditions of measurement in which the distribution of two subgroups, in proportion to their importance in the total population, were driven to study and analyze the universe by covering their basic characteristics related to the nature of market research.

In effect, the selection of the public and private institutions was done by inferring with a criterion of convenience, whose assumption was based on their main work activities had to be associated in terms of competitiveness to the globalized world, in order to proceed for the logical selection estimating a need for the English-Spanish interpretation service.

Adjacently, the subsample for the current interpreters and agencies of interpretation, whether or not they were already identified was accomplished at the time the first inquires were being completed by the support of strategic personal contacts and searches on internet.

In general, some of the useful research strategies to have all the contacts to address the questionnaires and gather valid data from the sample population were consultations to phone directories, official web sites, human resource personnel, and personal interviews.

METHODOLOGICAL FRAME

Truthfully, a statistical official- web program of the government institution, *Camara de Comercio*, in which most of representative public and private institutions of the country

are in it registered, and for instance a searching for database in some other linked entities' web sites as *www.paginas.amarillas*; and *www.computrabajo* were done.

As mentioned before, in the target market some representative samples for the two types of population was integrated by the most representative ministries of El Salvador, non-profit world organizations, multi-national enterprises, commercial and service local companies, national agencies of interpretation, and professional interpreters as well:

The ministries of: International Affairs (*Ministerio de Relaciones Exteriores*), Economy (*Economía*), Education (*Educación*), Public Health and Social Assistance (*Salud Pública y Asistencia Social*), Tourism (*Turismo*); National Institute of Sports (*INDES*); local public and private institutions as Salvadoran Vocational Training Institute (*INSAFORP*), and Salvadoran Foundation for Economic and Social Development (*FUSADES*); world organizations in the country: United Nations Educational, Scientific, and Cultural Organization (UNESCO), and United Nations International Children's Emergency Fund (UNICEF); representative multi-national companies: AES global company, ILC & SAB Miller Industry, BMI (Bank of Multi- sectors Investments); The trans-national hotel chains: Hilton Princess, Intercontinental, Radisson, and Sheraton President; the local institution of interpreting officially registered such as; KOMUNICARE, C,G & A (*Castellanos Garcia y Asociados*), El Salvador Translations; and some of the freelancer professional interpreters as *Susana Basagoita, Lori Schoening, Ute Jokisch* and *Yvette Henriquez*.

Third, once the universe delimitation was completed, the two types of open-ended survey questionnaires were elaborated and pretested before they were entirely addressed personally or by phone in the sample population.

Hence, all question items were strategically designed in simple language, pre-coded, and sequenced. For this last one was applied a technique known as *inverted funne⁹*, in which all the questions were organized from specific to general in order to hold the interviewee's total interest since the beginning until ending the survey.

All the survey questionnaire techniques were applied to have effective results by gathering all substantial data that cover all the exploratory and descriptive terms the market research, and also a *multi-variate*¹⁰ analysis was completed in this work.

After that, and once the data was collected; it was edited, coded and tabulated for organization and analysis process. In here, the *SSPS* computer-data analysis software program and other multimedia sources were used to manage all statistical records.

As a result, the completion of the editing phase assured and facilitated the tabulating and analysis processes when checking and editing the quality of the instruments, items worthiness, missing data, etc. Then, when the editing was being completed, the gathered data was recoded for classification and analysis purposes. This process did not request a lot of time since all items from the opened-ended questionnaires were already pre-coded with numerical values.

After editing and coding, the tabulation process was successfully achieved and all the data was understandable to complete the pertinent analyses. Thus, some relevant classifications of the findings were done by simple tabulation. Here a fast system of tabulation was done with the help of the *SPSS* software and pre-coding survey items which definitively facilitated this mechanical process.

Fourth, even though the data analysis and interpretation processes were done to find out the reasons of the phenomenon in generally after exploring and describing the real or potential market to English-Spanish interpreters, all substantial information was statistically analyzed and interpreted by the *multi-variate* technique in which two or more variables were simultaneously associated to be compared.

Finally, to complete this market research, the recommendation and conclusions were concisely included after presenting all findings in a logical framework with all the applied instruments, and relevant documentation obtained and required for the whole market research achievement by stating some viewpoints and expectations with different perspectives of opinion based on all the key elements obtained from the most relevant findings in this final work.

5.5. Limitations

Most of the limitations were basically concerning to bureaucratic processes in meeting the interviewers especially for those companies in the private sector, in general the main causes were the personnel's unwillingness or non- confidence related to this work trustworthiness, work saturation, and internal policies. Besides, some foreign embassies, the *Presidential House* (CAPRES), and some other important international organism established in the country as the *United Nations* (UN) were set initially as part of the sample population in the work plan, so that at the end they were unavailable to cooperate with this market research.

VI. DATA ANALYSIS AND INTERPRETATION

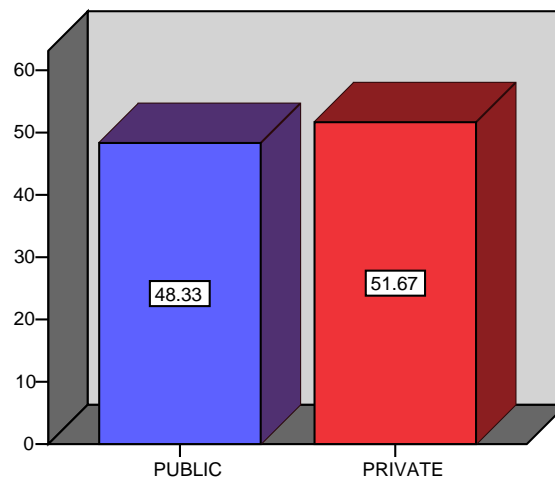
6.1. RESULTS OF THE SURVEYED INSTITUTIONS IN THE METROPOLITAN AREA OF SAN SALVADOR

6.1.1 DATA OF CLASSIFICATION OF SURVEYED INSTITUTIONS

1. SURVEYED INSTITUTIONS

CHART 1: SURVEYED INSTITUTIONS

	Frequency	Percent	Valid Percent	Cumulative Percent
PUBLIC	29	48.3	48.3	48.3
PRIVATE	31	51.7	51.7	100.0
Total	60	100.0	100.0	



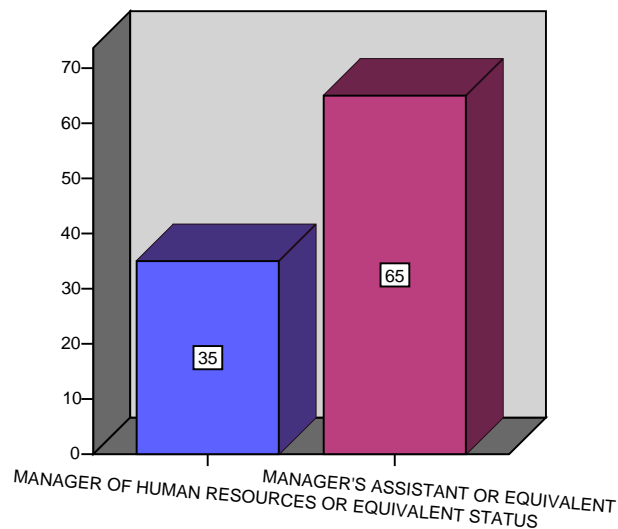
GRAPH 1: SURVEYED INSTITUTIONS

These quite balanced results represent the total sample of the surveyed institutions in the metropolitan area of San Salvador, so that the 48.3% belongs to *public* and the 51.7% to *private institutions*.

2. SURVEYED PERSONNEL

CHART 2: SURVEYED PERSONNEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MANAGER OF HUMAN RESOURCES OR EQUIVALENT WORK STATUS	21	35.0	35.0	35.0
	HUMAN RESOURCES MANAGER'S ASSISTANT OR EQUIVALENT STATUS	39	65.0	65.0	100.0
	Total	60	100.0	100.0	



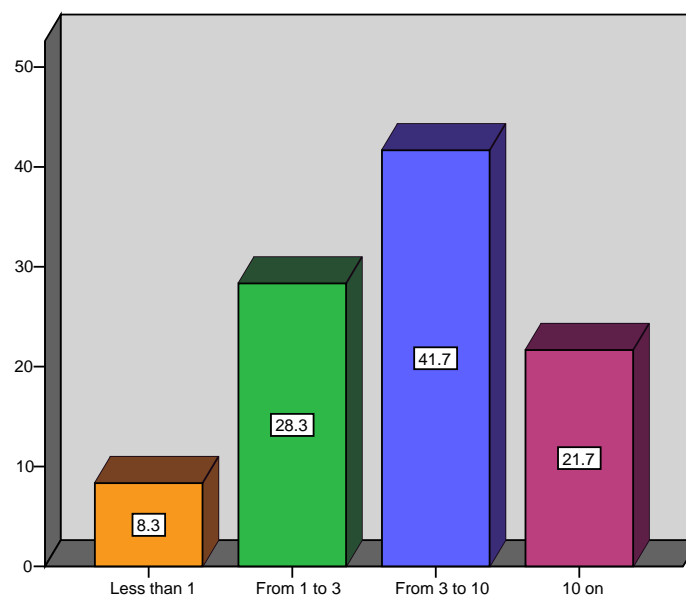
GRAPH 2: SURVEYED PERSONNEL

In this graph the 35% represents the personnel with a *manager of human resources or equivalent status* and 65% of the *manager's assistant or equivalent status* that was surveyed in the public and private institutions at the metropolitan area of San Salvador.

3. SURVEYED PERSONNEL'S YEARS OF WORK FOR THE INSTITUTION

CHART 3: SURVEYED PERSONNEL'S YEARS OF WORK FOR THE INSTITUTION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1	5	8.3	8.3	8.3
	From 1 to 3	17	28.3	28.3	36.7
	From 3 to 10	25	41.7	41.7	78.3
	10 on	13	21.7	21.7	100.0
	Total	60	100.0	100.0	



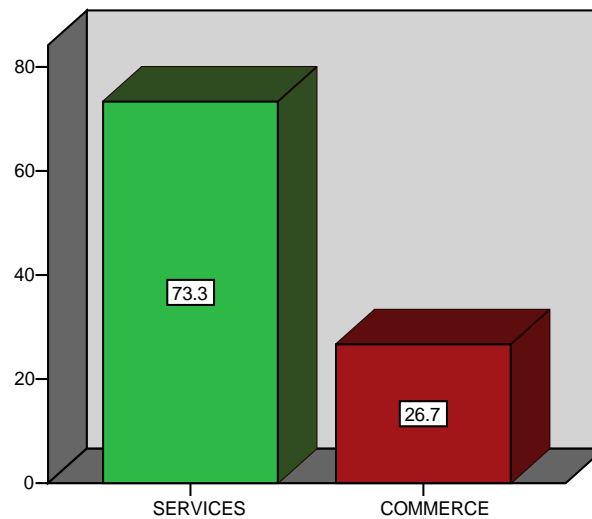
GRAPH 3: SURVEYED PERSONNEL'S YEARS OF WORK FOR THE INSTITUTION

These results provide clear details concerned the surveyed personnel's years of work for the institutions, in which an 8.3% represents the *personnel with less than one*, 28.3% for *one to three years of work*, 41.7% for *three to ten years of work*, and 21.7% for *ten years on of work*.

4. NATURE OF THE INSTITUTIONS' ACTIVITIES

CHART 4: NATURE OF THE INSTITUTIONS' ACTIVITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SERVICES	44	73.3	73.3	73.3
	COMMERCE	16	26.7	26.7	100.0
	Total	60	100.0	100.0	



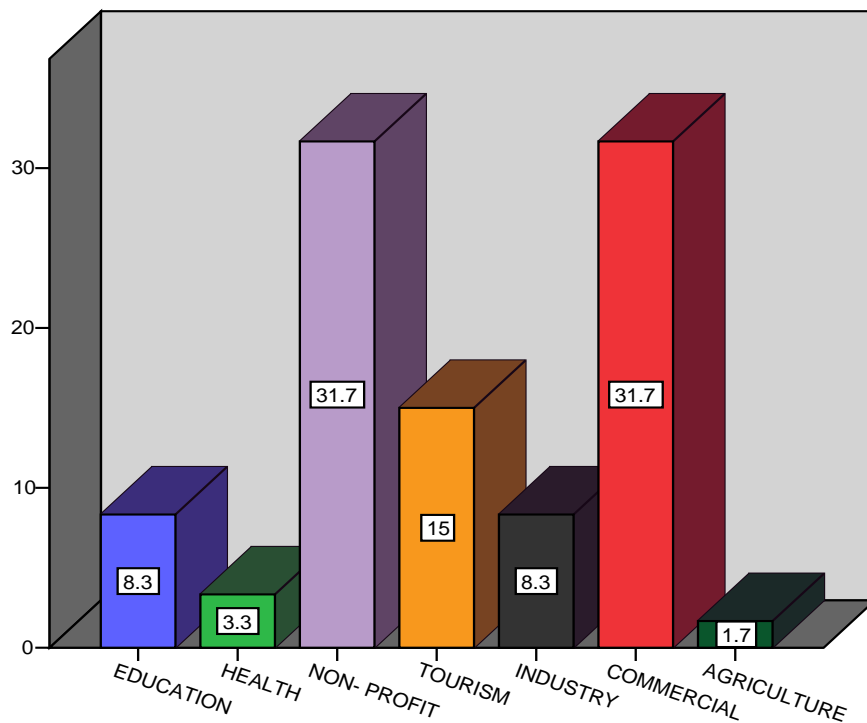
GRAPH 4: NATURE OF THE INSTITUTIONS' ACTIVITIES

This graph represents the nature of the institutions' activities in which 73.3% from the total surveyed institutions is certainly of *services nature* and 26% of *commerce*.

5. INSTITUTIONS' MAIN WORK ACTIVITIES

CHART 5: INSTITUTIONS' MAIN WORK ACTIVITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EDUCATION	5	8.3	8.3	8.3
	HEALTH	2	3.3	3.3	11.7
	NON- PROFIT ORGANIZATIONS	19	31.7	31.7	43.3
	TURISM	9	15.0	15.0	58.3
	INDUSTRY	5	8.3	8.3	66.7
	COMMERCIAL	19	31.7	31.7	98.3
	AGRICULTURE	1	1.7	1.7	100.0
	Total	60	100.0	100.0	



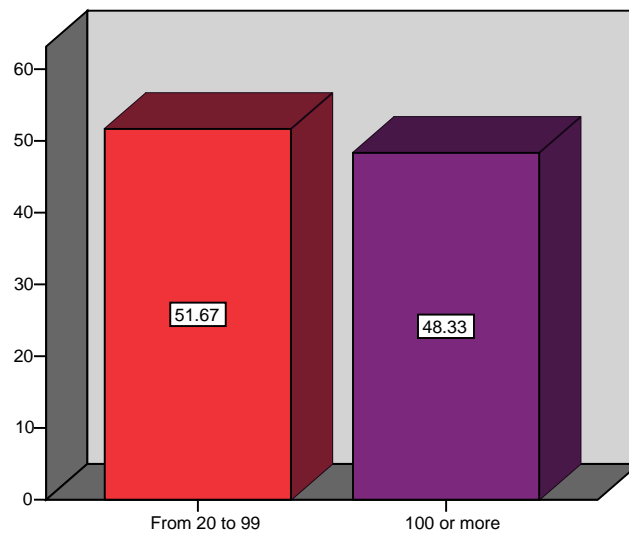
GRAPH 5: INSTITUTIONS' MAIN WORK ACTIVITIES

In this graph are set the main work activities of all the surveyed institutions, so that the institutions' main work activities are established in 8.3% for *education*; *health* in 3.3%; *non-profit* in 31.7%; *tourism* in 15%; *industry* in 8.3%; *commercial* in 31.7%, and in 1.7% for *agriculture*.

6. INSTITUTIONS' AVERAGE NUMBER OF EMPLOYEES

CHART 6: INSTITUTIONS' AVERAGE NUMBER OF EMPLOYEES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From 20 to 99	31	51.7	51.7	51.7
	100 or more	29	48.3	48.3	100.0
	Total	60	100.0	100.0	



GRAPH 6: INSTITUTIONS' AVERAGE NUMBER OF EMPLOYEES

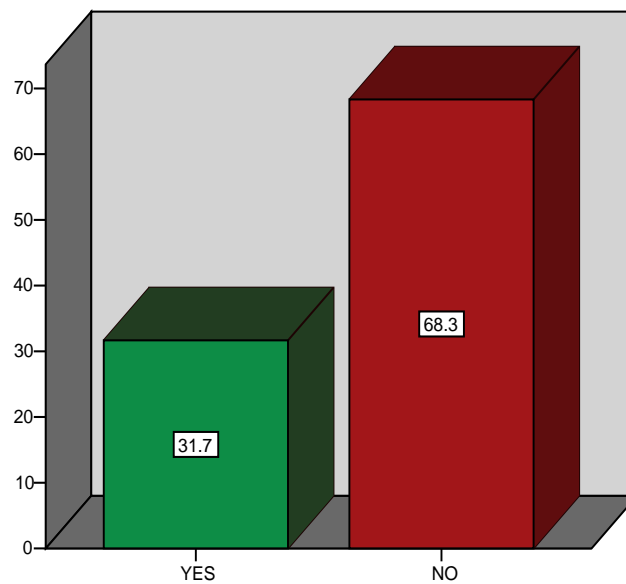
This statistics of the institutions' average number of employees illustrates that 51.67% represents the average number from *twenty to ninety nine employees* and the other 48.33% to *one hundred employees or more*.

6.1.2. SURVEY RESULTS OF THE INSTITUTIONS

7. INSTITUTIONS THAT HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 7: INSTITUTIONS THAT HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	19	31.7	31.7	31.7
	NO	41	68.3	68.3	100.0
	Total	60	100.0	100.0	



GRAPH 7: INSTITUTIONS THAT HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

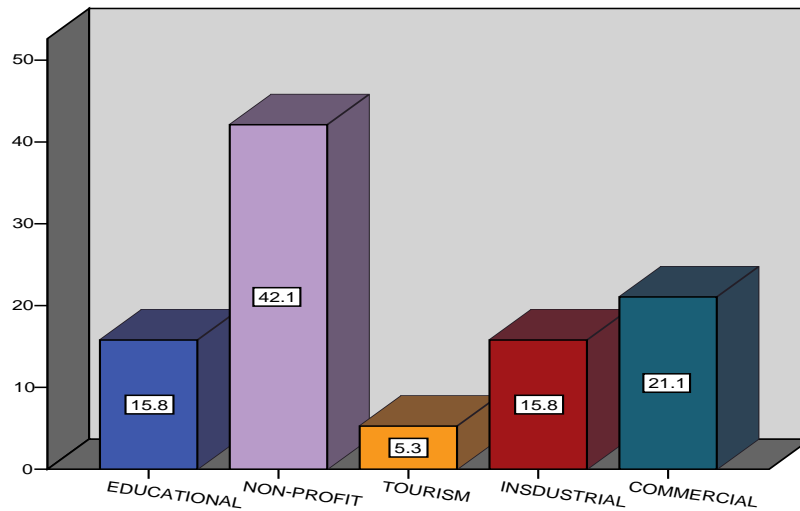
The percentage of the institutions that hire English-Spanish interpretation service in the metropolitan area of San Salvador is constituted by a 31.7% against the 68% for the ones that do *not*.

(For more details compare this with graphs 8, 9 and 10, pgs.26- 28).

8. KIND OF INSTITUTIONS THAT HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 8: KINDS OF INSTITUTIONS THAT HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EDUCATIONAL	3	10.7	15.8	15.8
	NON-PROFIT	8	28.6	42.1	57.9
	TOURISTIC	1	3.6	5.3	63.2
	INDUSTRIAL	3	10.7	15.8	78.9
	COMMERCIAL	4	14.3	21.1	100.0
	Total		19	67.9	100.0
Missing	System	9	32.1		
Total		28	100.0		



GRAPH 8: KINDS OF INSTITUTIONS THAT HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

This graph illustrates a categorical distribution of the institutions that hire the English-Spanish interpretation service which is represented by the *educational* in 15.8%, *non-profit* in 42.1%, *tourism* in 5.3%, *industrial* in 15.8%, and *commercial* institutions a 21.1%.

9. INSTITUTIONS THAT WOULD HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 9: INSTITUTIONS THAT WOULD HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	30	50.0	50.0	50.0
	NO	30	50.0	50.0	100.0
	Total	60	100.0	100.0	

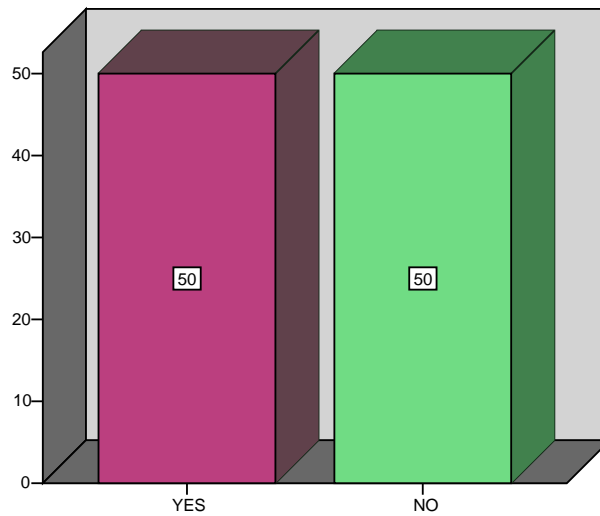


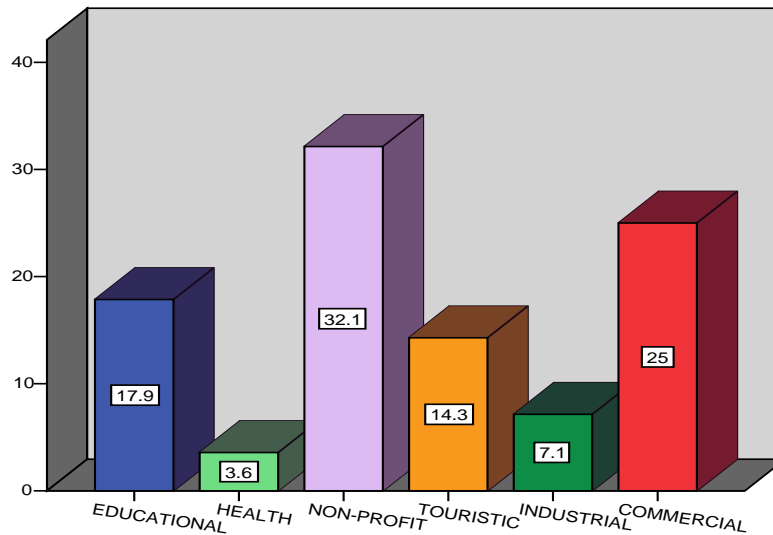
CHART 9: INSTITUTIONS THAT WOULD HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

This graph corresponds to the number of institutions that would hire the English-Spanish interpretation service in the metropolitan area of San Salvador whose figures are divided in an equal 50% for YES and NO.

10. KINDS OF INSTITUTIONS THAT WOULD HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 10: KINDS OF INSTITUTIONS THAT WOULD HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

	Frequency	Percent	Valid Percent	Cumulative Percent
EDUCATIONAL	5	17.9	17.9	17.9
HEALTH	1	3.6	3.6	21.4
NON-PROFIT	9	32.1	32.1	53.6
TOURISTIC	4	14.3	14.3	67.9
INDUSTRIAL	2	7.1	7.1	75.0
COMMERCIAL	7	25.0	25.0	100.0
Total	28	100.0	100.0	



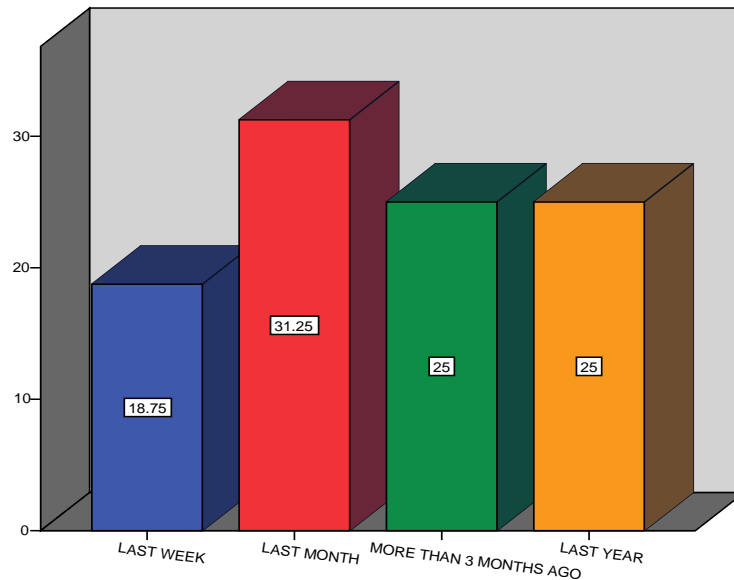
GRAPH 10: KINDS OF INSTITUTIONS THAT WOULD HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

These are figures about the kinds of institutions that would hire the English-Spanish interpretation service whose 17.9% belongs to *educational*, 3.6% to *health*, 32.1% to *non-profit*, 14% to *touristic*, 7.1% to *industrial*, and 25% to *commercial institutions*.

11. LAST TIME WHEN THE INSTITUTIONS HIRED THE ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 11: LAST TIME WHEN THE INSTITUTIONS HIRED THE ENGLISH-SPANISH INTERPRETATION SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAST WEEK	3	5.0	18.8	18.8
	LAST MONTH	5	8.3	31.3	50.0
	MORE THAN 3 MONTHS AGO	4	6.7	25.0	75.0
	LAST YEAR	4	6.7	25.0	100.0
	Total	16	26.7	100.0	
Missing	System	44	73.3		
Total		60	100.0		



GRAPH 11: LAST TIME WHEN THE INSTITUTIONS HIRED THE ENGLISH-SPANISH INTERPRETATION SERVICE

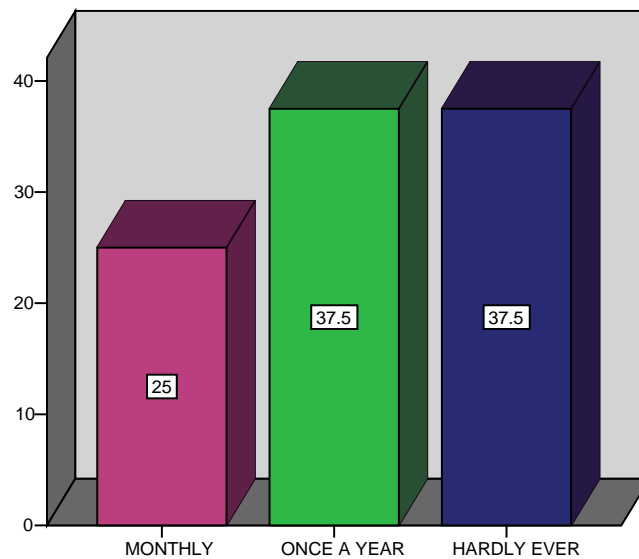
This graph illustrates the frequency in which the institutions hire the English-Spanish interpretation service by setting the last time when they hired it. So that, 18.75% last week, 31.25% last month, 25% more than three months ago and 25% last year frequencies were answered.

(Compare this data to graph 12)

12. FREQUENCY IN WHICH THE ENGLISH-SPANISH INTERPRETATION SERVICE IS HIRED BY THE INSTITUTIONS

CHART 12: FREQUENCY IN WHICH THE ENGLISH-SPANISH INTERPRETATION SERVICE IS HIRED BY THE INSTITUTIONS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MONTHLY	4	6.7	25.0	25.0
	ONCE A YEAR	6	10.0	37.5	62.5
	HARDLY EVER	6	10.0	37.5	100.0
	Total	16	26.7	100.0	
Missing	System	44	73.3		
Total		60	100.0		



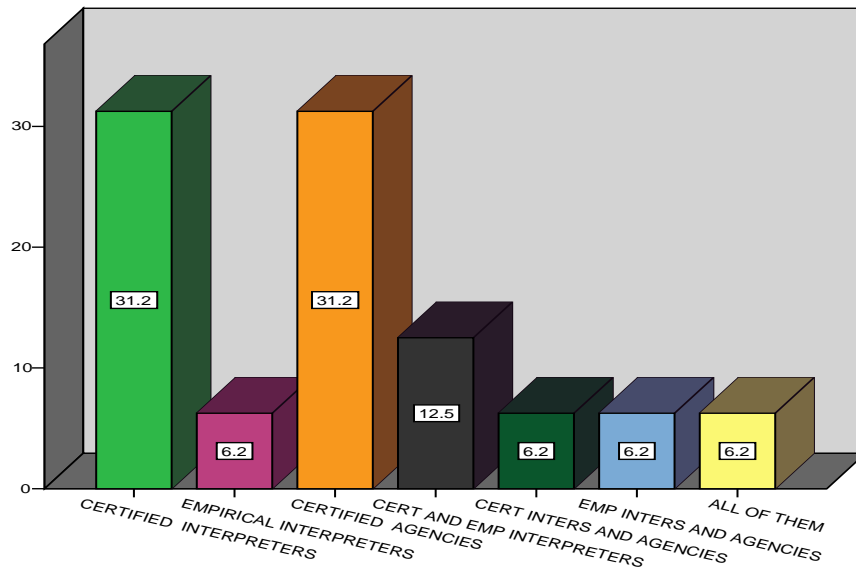
GRAPH 12: FREQUENCY IN WHICH THE ENGLISH-SPANISH INTERPRETATION SERVICE IS HIRED BY THE INSTITUTIONS

In these results are set the global frequencies in which the English-Spanish interpretation service is hired by the institutions illustrating that they hire it in a *monthly* frequency in 25%, *once a year* 37%, and *hardly ever* with another 37%.

13. KINDS OF INTERPRETERS THAT HAVE PROVIDED THE INSTITUTIONS WITH ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 13: KINDS OF INTERPRETERS THAT HAVE PROVIDED THE INSTITUTIONS WITH ENGLISH-SPANISH INTERPRETATION SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CERTIFIED PROFESSIONAL INTERPRETERS	5	8.3	31.3	31.3
	EMPIRICAL INTERPRETERS	1	1.7	6.3	37.5
	CERTIFIED INTERPRETION AGENCIES	5	8.3	31.3	68.8
	CERTIFIED AND EMPIRICAL INTERPRETERS	2	3.3	12.5	81.3
	CERTIFIED INTERPRETERS AND AGENCIES	1	1.7	6.3	87.5
	EMPIRICAL INTERPRETERS AND AGENCIES	1	1.7	6.3	93.8
	ALL OF THEM	1	1.7	6.3	100.0
Total		16	26.7	100.0	
Missing	System	44	73.3		
Total		60	100.0		



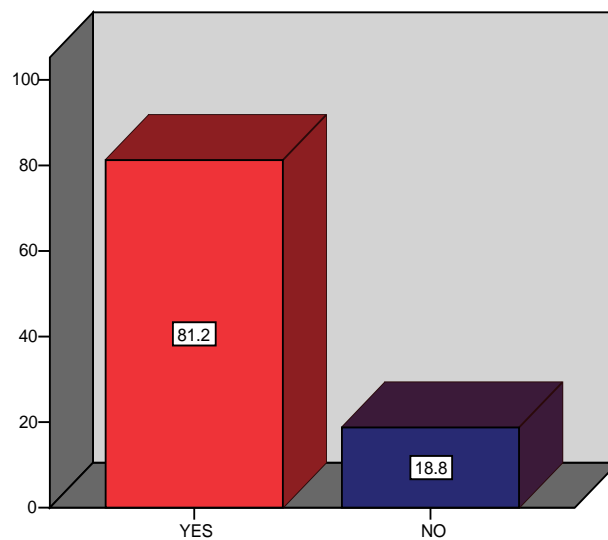
GRAPH 13: KINDS OF INTERPRETERS THAT HAVE PROVIDED THE INSTITUTIONS WITH ENGLISH-SPANISH INTERPRETATION SERVICE

The kinds of interpreters that have provided the institutions with English-Spanish interpretation service are *certified interpreters* in 31.2%, *empirical* in 6.2%, *certified agencies* in 31.2 %, both *certified and empirical interpreters* in 12.5%, *certified interpreters and agencies* in 6.2%, *empirical interpreters and agencies* another 6.2% and *all of them* also with 6.2%.

14. INSTITUTIONS THAT GET A DATABASE OF LOCAL INTERPRETERS

CHART 14: INSTITUTIONS THAT GET A DATABASE OF LOCAL INTERPRETERS

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	13	21.7	81.3	81.3
	NO	3	5.0	18.8	100.0
	Total	16	26.7	100.0	
Missing	System	44	73.3		
Total		60	100.0		



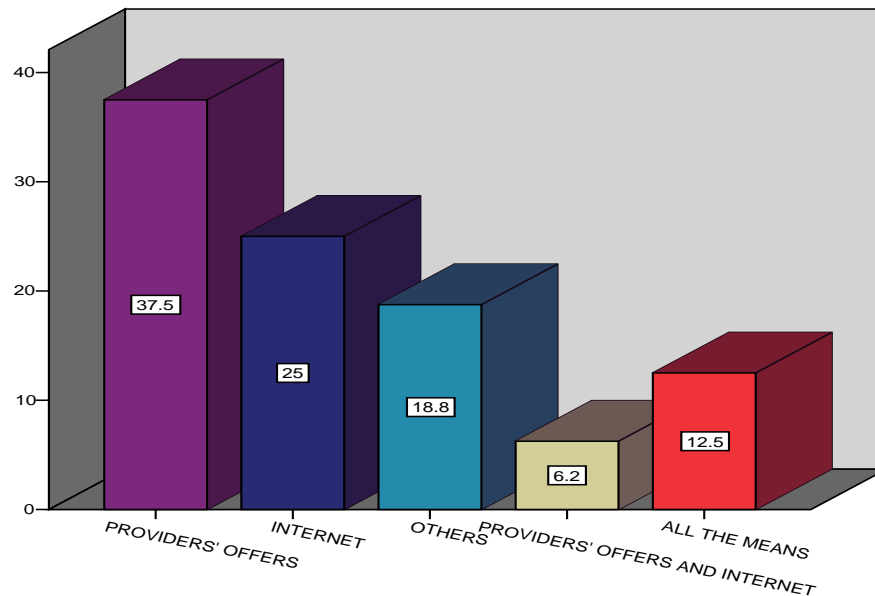
GRAPH 14: INSTITUTIONS THAT GET A DATABASE OF LOCAL INTERPRETERS

According to this graph, 81.2% of the surveyed institutions *get a data base of local interpreters* and only 18.8% answered *do not*.

15. MEANS OF CONTACT THE INSTITUTIONS HAVE USED TO HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 15: MEANS OF CONTACT THE INSTITUTIONS HAVE USED TO HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PROVIDERS' OFFERS	6	10.0	37.5	37.5
	INTERNET	4	6.7	25.0	62.5
	OTHERS	3	5.0	18.8	81.3
	PROVIDERS' OFFERS AND INTERNET	1	1.7	6.3	87.5
	ALL THE MEANS	2	3.3	12.5	100.0
	Total	16	26.7	100.0	
Missing	System	44	73.3		
Total		60	100.0		



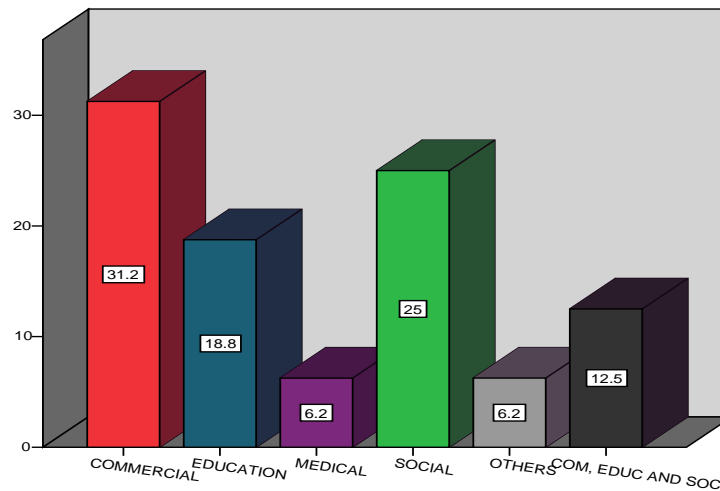
GRAPH 15: MEANS OF CONTACT THE INSTITUTIONS HAVE USED TO HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICES

The most common means of contact the institutions have used to hire the interpretation service are in 37.5% providers' offers, 25% internet, 18% others, 6.2% providers' offers and internet and 12.5 % for a combination of all the means.

16. TYPES OF INSTITUTIONAL EVENTS IN WHICH THE ENGLISH-SPANISH INTERPRETATION SERVICE HAS BEEN NEEDED FOR

CHART 16: TYPES OF INSTITUTIONAL EVENTS IN WHICH THE ENGLISH-SPANISH INTERPRETATION SERVICE HAS BEEN NEEDED FOR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COMMERCIAL	5	8.3	31.3	31.3
	EDUCATION	3	5.0	18.8	50.0
	MEDICAL	1	1.7	6.3	56.3
	SOCIAL	4	6.7	25.0	81.3
	OTHERS	1	1.7	6.3	87.5
	COMMERCIAL, EDUCATIONAL AND SOCIAL EVENTS	2	3.3	12.5	100.0
Total		16	26.7	100.0	
Missing	System	44	73.3		
Total		60	100.0		



GRAPH 16: TYPES OF INSTITUTIONAL EVENTS IN WHICH THE ENGLISH-SPANISH INTERPRETATION SERVICE HAS BEEN NEEDED FOR

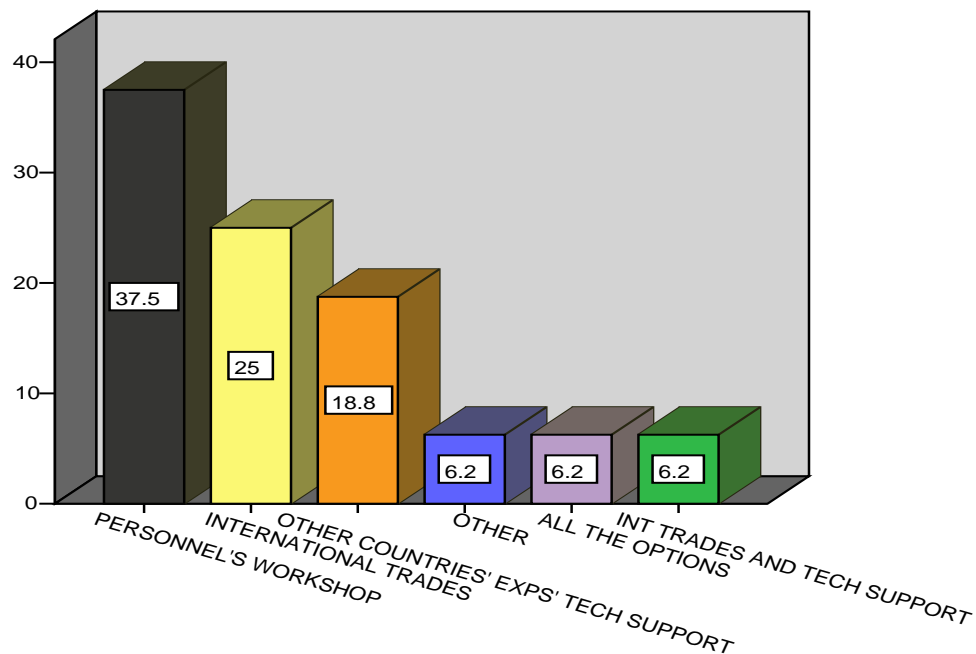
According to this graph the types of institutional events in which the English-Spanish interpretation service has been needed are *commercial* in 31%, *educational* in 18.8%, *medical* in 6.2%, *social* in 25%, *others* in 6.2%, and 12.5 % for a mix of *commercial, educational and social events*.

(Compare these statements with the next results)

17. MAIN REASONS WHY THE INSTITUTIONS HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 17: MAIN REASONS WHY THE INSTITUTIONS HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PERSONNEL'S WORKSHOP	6	10.0	37.5	37.5
	INTERNATIONAL TRADES	4	6.7	25.0	62.5
	OTHER COUNTRIES EXPERTS' TECHNICAL SUPPORT	3	5.0	18.8	81.3
	OTHER	1	1.7	6.3	87.5
	ALL THE OPTIONS	1	1.7	6.3	93.8
	INTERNATIONAL TRADES AND TECHNICAL SUPPORT	1	1.7	6.3	100.0
	Total	16	26.7	100.0	
Missing	System	44	73.3		
Total		60	100.0		



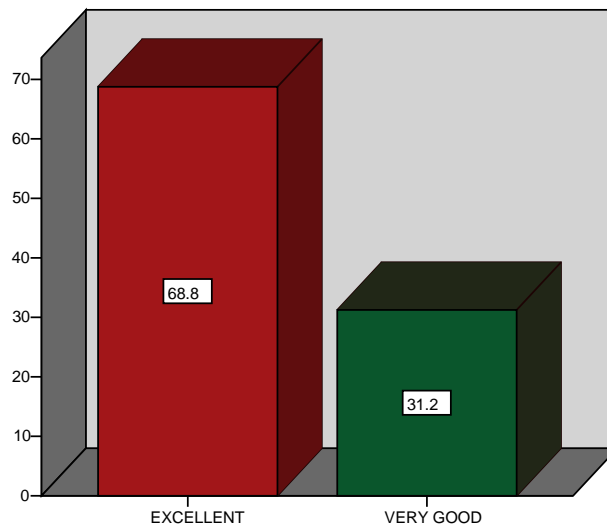
GRAPH 17: MAIN REASONS WHY THE INSTITUTIONS HIRE THE ENGLISH-SPANISH INTERPRETATION SERVICE

The institutions' main reasons of hiring the English-Spanish interpretation service are in 37 % *personnel's work shop*, in 25% *international trades*, in 18% *technical support of experts from other countries*, in 6.2% *others*, and the other two 6.2% for *all the options* and the mix of *international trades and technical support of experts*.

18. INSTITUTIONAL EVALUATION OF THE ENGLISH-SPANISH INTERPRETATION SERVICE PROVIDED

CHART 18: INSTITUTIONAL EVALUATION OF THE ENGLISH-SPANISH INTERPRETATION SERVICE PROVIDED

		Frequency	Percent	Valid Percent	Cumulative Percent
	EXCELLENT	11	18.3	68.8	68.8
	VERY GOOD	5	8.3	31.3	100.0
	Total	16	26.7	100.0	
Missing	System	44	73.3		
Total		60	100.0		



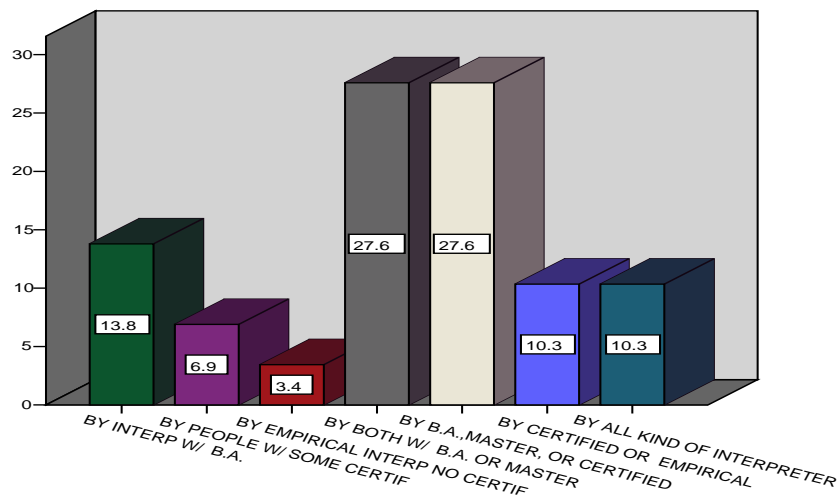
GRAPH 18: INSTITUTIONAL EVALUATION OF THE ENGLISH-SPANISH INTERPRETATION SERVICE PROVIDED

According to these results, the institutional evaluation of the English-Spanish interpretation service provided is evaluated as *excellent* in 68.8% and *very good* in 31.2%.

19. TYPE OF THE ENGLISH-SPANISH INTERPRETATION SERVICE THE INSTITUTIONS WOULD PREFER TO BE OFFERED

CHART 19: TYPE OF THE ENGLISH-SPANISH INTERPRETATION SERVICE THE INSTITUTIONS WOULD PREFER TO BE OFFERED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OFFERS BY PROFESSIONALS WITH A B.A. IN INTERPRETATION	4	6.7	13.8	13.8
	OFFERS BY PEOPLE WITH SOME CERTIFICATION IN INTERPRETATION	2	3.3	6.9	20.7
	OFFERS BY EMPIRICAL INTERPRETERS WITHOUT CERTIFICATION	1	1.7	3.4	24.1
	OFFERS BY BOTH PROFESSIONALS WITH A B.A. OR MASTER DEGREE	8	13.3	27.6	51.7
	OFFERS BY PROFESSIONALS WITH A B.A., MASTER, OR CERTIFIED	8	13.3	27.6	79.3
	OFFERS BY PROFESSIONALS CERTIFIED OR EMPIRICAL	3	5.0	10.3	89.7
	OFFERS BY ALL KIND OF PROFESIONALS IN INTERPRETATION	3	5.0	10.3	100.0
	Total	29	48.3	100.0	
Missing	System	31	51.7		
Total		60	100.0		



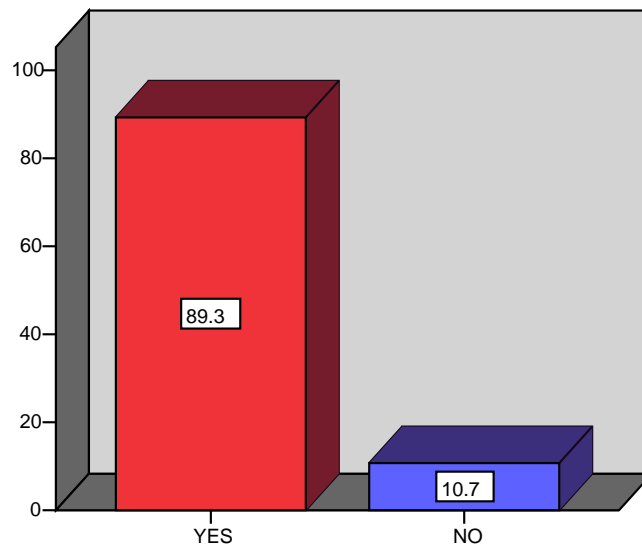
GRAPH 19: TYPE OF ENGLISH-SPANISH INTERPRETATION SERVICE THE INSTITUTIONS WOULD PREFER TO BE OFFERED

The type of English-Spanish interpretation service the institutions would prefer to be offered is the service of *professional interpreters with a master or B.A* in 13.8%; *people with some certification in interpretation* in 6.9%; *empirical interpreters without certification* in 3.4%; *both professionals with a B.A. or master in interpretation* in 27.6%; *professionals with a master or any certification* in 27.6%; *professionals certified or empirical interpreters* in 10.3%; and *all kind of professional in interpretation* in 10.3%.

20. INSTITUTIONS THAT CONSIDER THE CREATION OF A B.A. DEGREE ON ENGLISH-SPANISH INTERPRETATION IS NEEDED IN THE COUNTRY

CHART 20: INSTITUTIONS THAT CONSIDER THE CREATION OF A B.A. DEGREE ON ENGLISH-SPANISH INTERPRETATION IS NEEDED IN THE COUNTRY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	25	41.7	89.3	89.3
	NO	3	5.0	10.7	100.0
	Total	28	46.7	100.0	
Missing	System	32	53.3		
Total		60	100.0		



GRAPH 20: INSTITUTIONS THAT CONSIDER THE CREATION OF A B.A. DEGREE IN ENGLISH-SPANISH INTERPRETATION IS NEEDED IN THE COUNTRY

Eighty nine point three percent of the institutions in the metropolitan area of San Salvador consider the creation of a B.A. degree on English-Spanish interpretation *is needed in the country.*

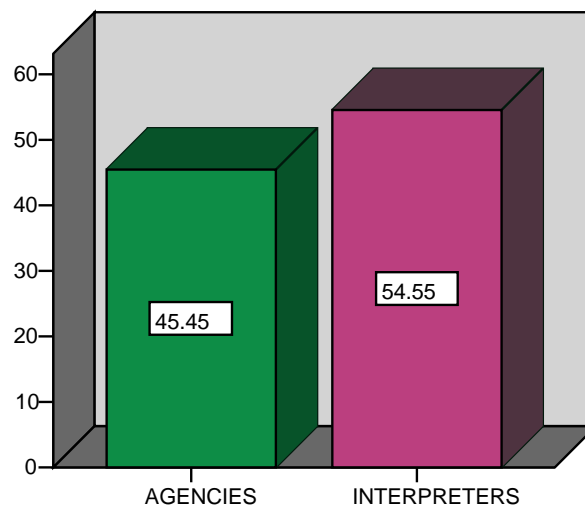
6.2. RESULTS OF THE SURVEYED PROFESSIONAL INTERPRETERS AND AGENCIES OF INTERPRETATION IN THE METROPOLITAN AREA OF SAN SALVADOR

6.2.1. CLASSIFICATION OF DATA OF SURVEYED INTERPRETERS AND AGENCIES

21. SURVEYED PROFESSIONAL INTERPRETERS AND AGENCIES OF INTERPRETATION IN THE METROPOLITAN AREA OF SAN SALVADOR

CHART 21: SURVEYED PROFESSIONAL INTERPRETERS AND AGENCIES OF INTERPRETATION IN THE METROPOLITAN AREA OF SAN SALVADOR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGENCIES	5	8.2	45.5	45.5
	INTERPRETERS	6	9.8	54.5	100.0
	Total	11	18.0	100.0	
Missing	System	50	82.0		
Total		61	100.0		



GRAPH 21: SURVEYED PROFESSIONAL INTERPRETERS AND AGENCIES OF INTERPRETATION IN THE METROPOLITAN AREA OF SAN SALVADOR

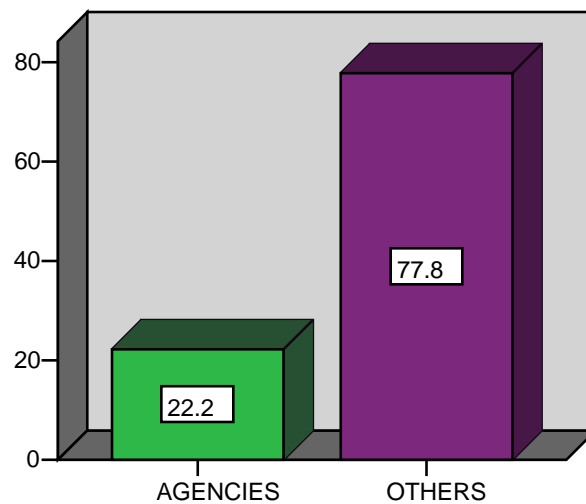
The percentage number of the surveyed interpreters and agencies achieved in the metropolitan area of San Salvador was a 45.4% of agencies of interpretation and a 54.6% of professional interpreters.

(See appendix 4 p.77, for the three established agencies of interpretation)

22. INTERPRETERS' RECENT WORKPLACE

CHART 22: INTERPRETERS' RECENT WORKPLACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGENCY OF INTERPRETATION	2	3.3	22.2	22.2
	OTHERS	7	11.5	77.8	100.0
	Total	9	14.8	100.0	
Missing	System	52	85.2		
Total		61	100.0		



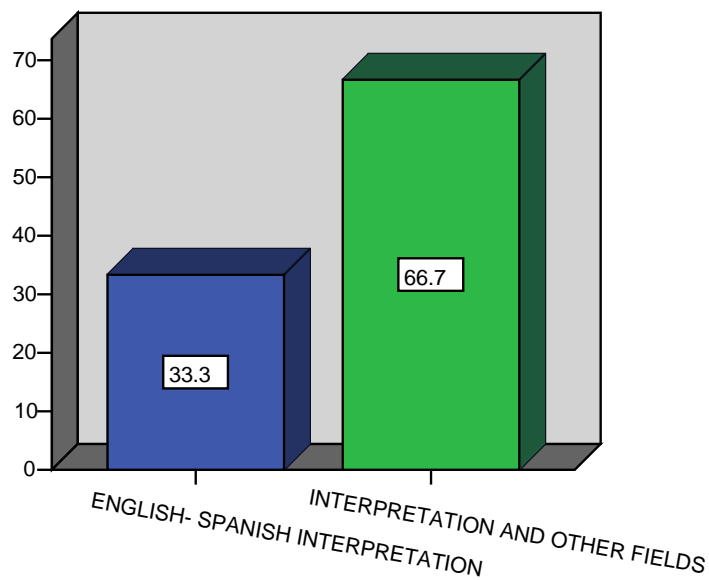
GRAPH 22: INTERPRETERS' RECENT WORKPLACE

These results elicit the professional interpreters' main work fields as English-Spanish interpreters. Therefore, 22.2% belongs to the interpreters who *work directly for agencies* as full time interpreters, and 77.8% from *others* for the freelancer interpreters who work occasionally as English-Spanish interpreters and hold more occupations in some other work fields.

23. INTERPRETERS' WORK STATUS

CHART 23: INTERPRETERS' WORK STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WORKING IN ENGLISH-SPANISH INTERPRETATION	3	4.9	33.3	33.3
	INTERPRETATIONS				
	WORKING IN INTERPRETATION AND OTHER FIELDS	6	9.8	66.7	100.0
	Total	9	14.8	100.0	
Missing	System	52	85.2		
Total		61	100.0		



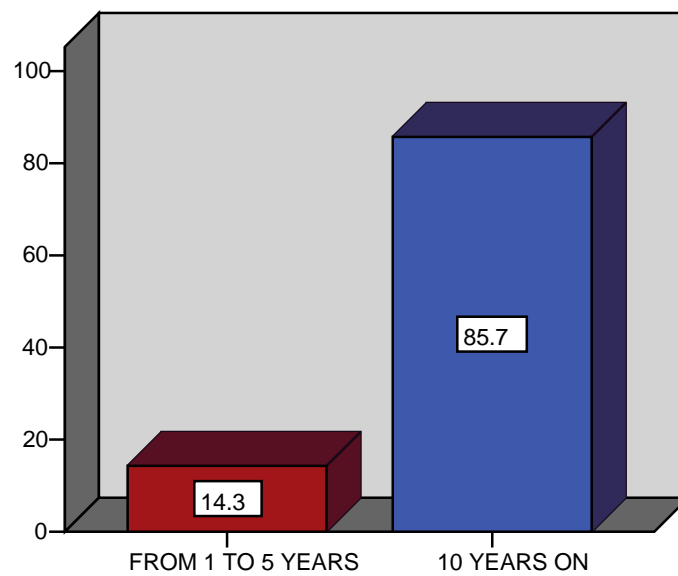
GRAPH 23: INTERPRETERS' WORK STATUS

According to these results the professional interpreters of the metropolitan area of San Salvador work as *English-Spanish interpreters* in a 33.3% and a 66.7% not only work in *interpretations* but also in *other fields*.

24. YEARS OF WORK AS ENGLISH-SPANISH INTERPRETER

CHART 24: YEARS OF WORK AS ENGLISH-SPANISH INTERPRETER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FROM 1 TO 5 YEARS	1	1.6	14.3	14.3
	10 YEARS ON	6	9.8	85.7	100.0
Total		7	11.5	100.0	
Missing	System	54	88.5		
Total		61	100.0		



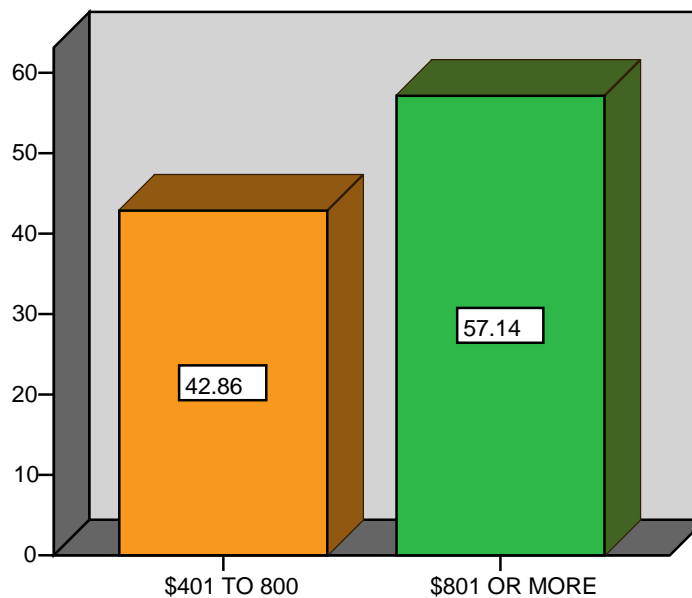
GRAPH 24: YEARS OF WORK AS ENGLISH-SPANISH INTERPRETER

According to these figures, 14.3% of the interpreters have *from one to five years of work* and the 85.7% *ten years on* working as English-Spanish interpreters in the metropolitan area of San Salvador.

25. INTERPRETERS AND AGENCIES' MONTHLY SALARY OR INCOME AVERAGES AS ENGLISH-SPANISH INTERPRETER

CHART 25: INTERPRETERS AND AGENCIES' MONTHLY SALARY OR INCOME AVERAGES AS ENGLISH-SPANISH INTERPRETER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$401 TO 800	3	4.9	42.9	42.9
	\$801OR MORE	4	6.6	57.1	100.0
	Total	7	11.5	100.0	
Missing	System	54	88.5		
Total		61	100.0		



GRAPH 25: INTERPRETERS AND AGENCIES' MONTHLY SALARY OR INCOME AVERAGES AS ENGLISH-SPANISH INTERPRETER

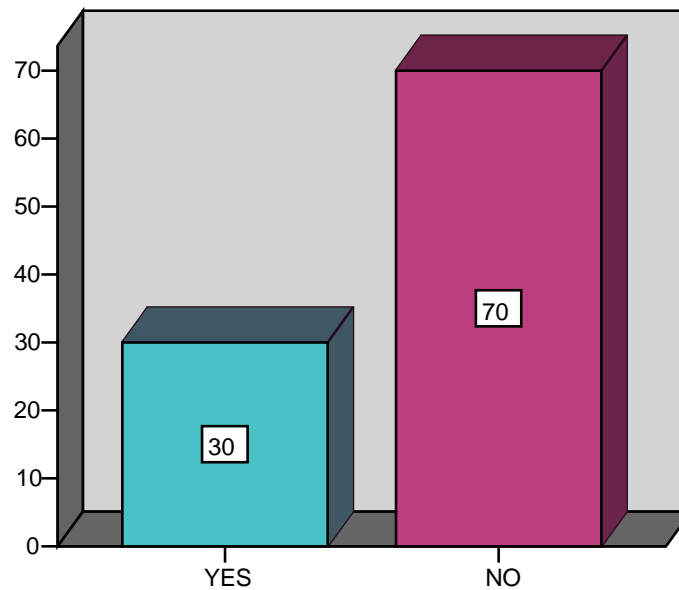
This graph illustrates that the interpreters and agencies' monthly salary or income averages oscillate *from four hundred one to eight hundred dollars in 42.86% and from eight hundred one or more 57.14%.*

6.2.2. SURVEY RESULTS OF INTERPRETERS

26. INTERPRETERS WHO WORK ONLY AS ENGLISH-SPANISH INTERPRETER

CHART 26: INTERPRETERS WHO WORK ONLY AS ENGLISH-SPANISH INTERPRETER

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	3	4.9	30.0	30.0
	NO	7	11.5	70.0	100.0
	Total	10	16.4	100.0	
Missing	System	51	83.6		
Total		61	100.0		



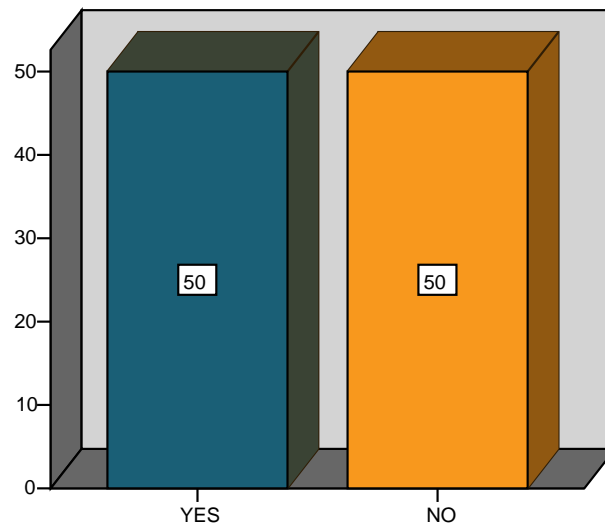
26: INTERPRETERS WHO WORK ONLY AS ENGLISH-SPANISH INTERPRETER

In the metropolitan area of San Salvador 30% of the interpreters work *only as English-Spanish interpreters*, and 70% of the interpreters who develop also *other activities*.

27. INTERPRETERS WHO WORK FULL TIME AS ENGLISH-SPANISH INTERPRETER

CHART 27: INTERPRETERS WHO WORK FULL TIME AS ENGLISH-SPANISH INTERPRETER

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	5	8.2	50.0	50.0
	NO	5	8.2	50.0	100.0
	Total	10	16.4	100.0	
Missing	System	51	83.6		
Total		61	100.0		



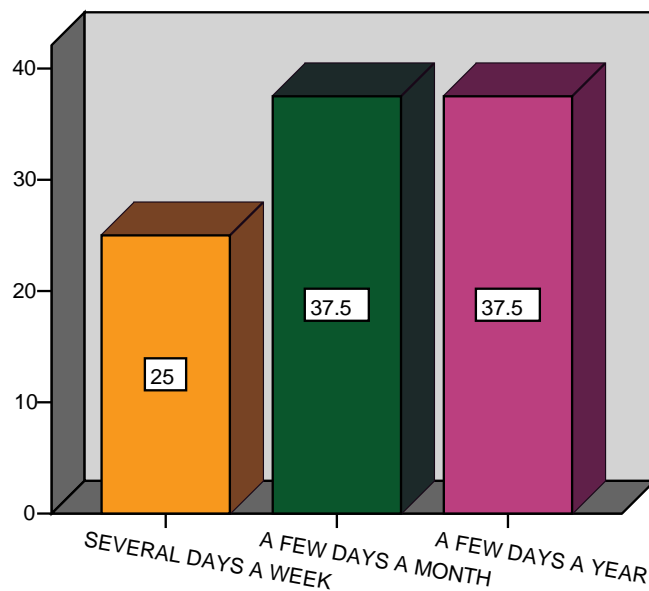
27: INTERPRETERS WHO WORK FULL TIME AS ENGLISH-SPANISH INTERPRETER

The two 50% balanced percentages correspond to the surveyed interpreters who work full time as English-Spanish interpreters and for the ones who do *not*.

28. INTERPRETERS' WORK FREQUENCY AS ENGLISH-SPANISH INTERPRETER

CHART 28: INTERPRETERS' WORK FREQUENCY AS ENGLISH-SPANISH INTERPRETER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SEVERAL DAYS A WEEK	2	3.3	25.0	25.0
	A FEW DAYS A MONTH	3	4.9	37.5	62.5
	A FEW DAYS A YEAR	3	4.9	37.5	100.0
	Total	8	13.1	100.0	
Missing	System	53	86.9		
Total		61	100.0		



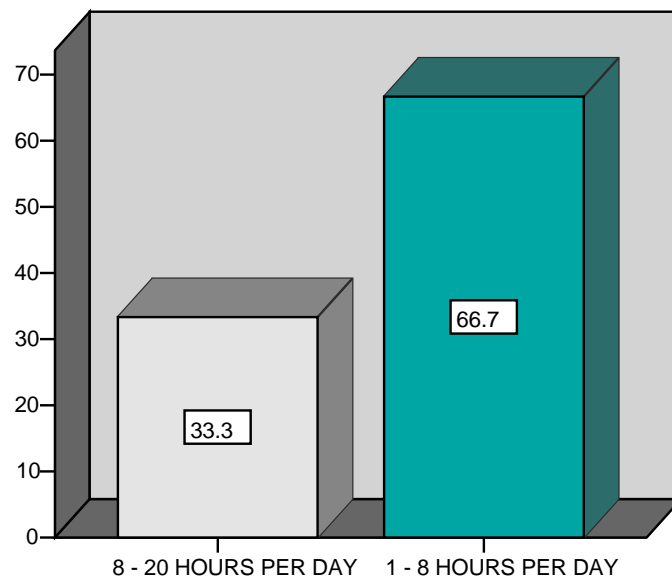
GRAPH 28: INTERPRETERS' WORK FREQUENCY AS ENGLISH-SPANISH INTERPRETER

This graph illustrates the interpreters' work frequency as English-Spanish interpreters in which 25% of the interpreters work *several days a week* as *English-Spanish interpreter*, 37.5% *a few days a month*, and other 37.5% *a few days a year*.

29. INTERPRETERS' AVERAGE HOURS OF WORK PER EVENT

CHART 29: INTERPRETERS' AVERAGE HOURS OF WORK PER EVENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8 - 20 HOURS PER DAY	2	3.3	33.3	33.3
	1 - 8 HOURS PER DAY	4	6.6	66.7	100.0
	Total	6	9.8	100.0	
Missing	System	55	90.2		
Total		61	100.0		



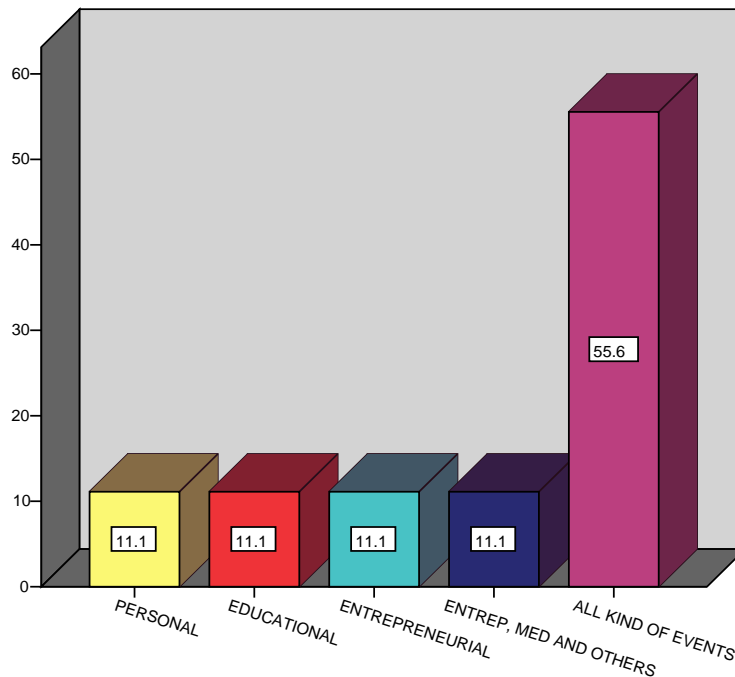
GRAPH 29: INTERPRETERS' AVERAGE HOURS OF WORK PER EVENT

The interpreters' length of time about their average hours of work per event is given in 33.3% for the interpreters who work in English-Spanish interpretation events from *eight to twenty hours a day*, and 66.7% from *one to eight hours*.

30. KINDS OF EVENTS IN WHICH THE INTERPRETERS PROVIDE THE ENGLISH-SPANISH INTERPRETATION SERVICE

CHART 30: KINDS OF EVENTS IN WHICH THE INTERPRETERS PROVIDE THE ENGLISH-SPANISH INTERPRETATION SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PERSONAL	1	1.6	11.1	11.1
	EDUCATIONAL	1	1.6	11.1	22.2
	ENTREPRENEURIAL	1	1.6	11.1	33.3
	ENTREPRENEURIAL, MEDICAL AND OTHERS	1	1.6	11.1	44.4
	ALL KIND OF EVENTS	5	8.2	55.6	100.0
Total		9	14.8	100.0	
Missing	System	52	85.2		
Total		61	100.0		



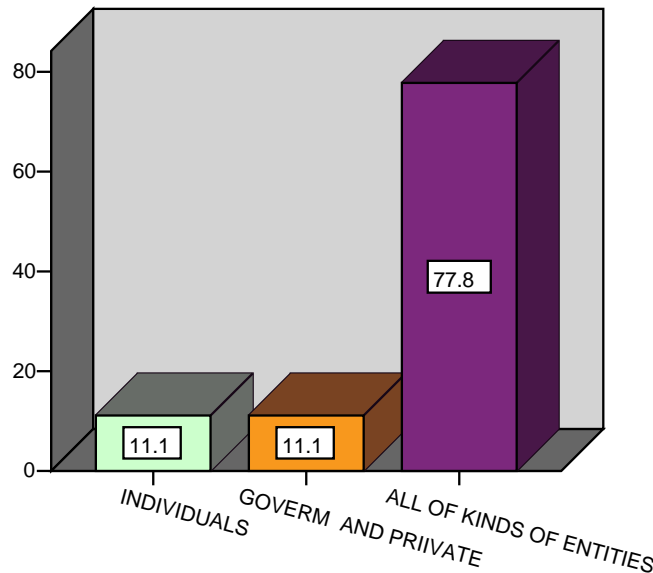
GRAPH 30: KINDS OF EVENTS IN WHICH THE INTERPRETERS PROVIDE THE ENGLISH-SPANISH INTERPRETATION SERVICE

The kinds of events in which the interpreters provide the English-Spanish interpretation are *personal* in 11.1%, *educational* another 11.1%, *entrepreneurial* also 11.1%, in a mix of *entrepreneurial, medical and others* a last 11.1%, and *all kind of events* in 55.6%.

31. KINDS OF ENTITIES OR INSTITUTIONS THE INTERPRETERS PROVIDE OR HAVE PROVIDED THE ENGLISH-SPANISH INTERPRETATION SERVICE TO

CHART 31: KINDS OF ENTITIES OR INSTITUTIONS THE INTERPRETERS PROVIDE OR HAVE PROVIDED THE ENGLISH-SPANISH INTERPRETATION SERVICE TO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	INDIVIDUALS	1	1.6	11.1	11.1
	GOVERMENTAL INSTITUTIONS AND PRIIVATE ENTERPRISES	1	1.6	11.1	22.2
	ALL OF KINDS OF ENTITIES	7	11.5	77.8	100.0
	Total	9	14.8	100.0	
Missing	System	52	85.2		
Total		61	100.0		



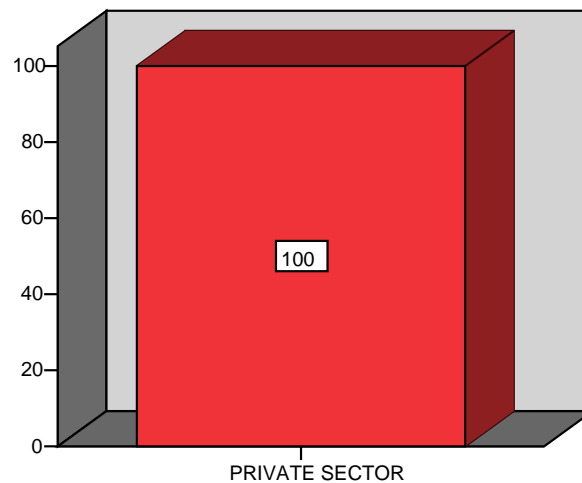
GRAPH 31: KINDS OF ENTITIES OR INSTITUTIONS THE INTERPRETERS PROVIDE OR HAVE PROVIDED THE ENGLISH-SPANISH INTERPRETATION SERVICE TO

The kinds of entities or institutions the interpreters provide or have provided the English-Spanish interpretation service in the metropolitan market of San Salvador are in 11.1% to *individuals*, another 11.1% to *government and private*, and 77.8% to *all kinds of entities*.

32. THE MOST REPRESENTATIVE SECTOR THAT HIRES THE ENGLISH-SPANISH INTERPRETATION SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

CHART 32: THE MOST REPRESENTATIVE SECTOR THAT HIRES THE ENGLISH-SPANISH INTERPRETATION SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PRIVATE ENTERPRISES	6	9.8	100.0	100.0
Missing	System	55	90.2		
Total		61	100.0		



GRAPH 32: THE MOST REPRESENTATIVE SECTOR THAT HIRES THE ENGLISH-SPANISH INTERPRETATION SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

This unique bar graph illustrates that a *100%* of the *private sector* is the only one that hires the English-Spanish interpretation service in the metropolitan area of San Salvador.

33. PROFITABILITY OF THE ENGLISH-SPANISH INTERPRETATION SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

CHART 33: PROFITABILITY OF THE ENGLISH-SPANISH INTERPRETATION SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY PROFITABLE	5	8.2	50.0	50.0
	PROFITABLE	5	8.2	50.0	100.0
	Total	10	16.4	100.0	
Missing	System	51	83.6		
Total		61	100.0		

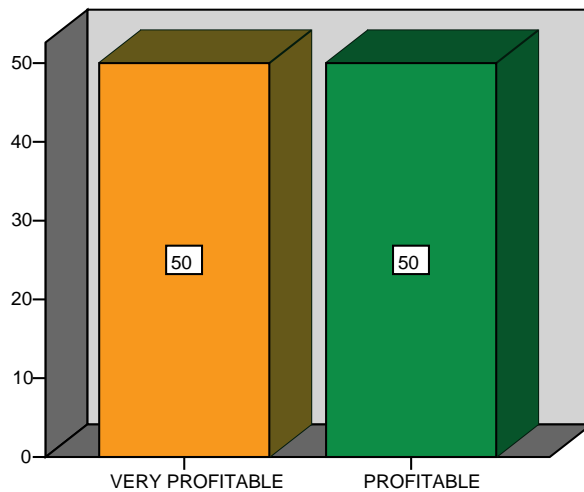


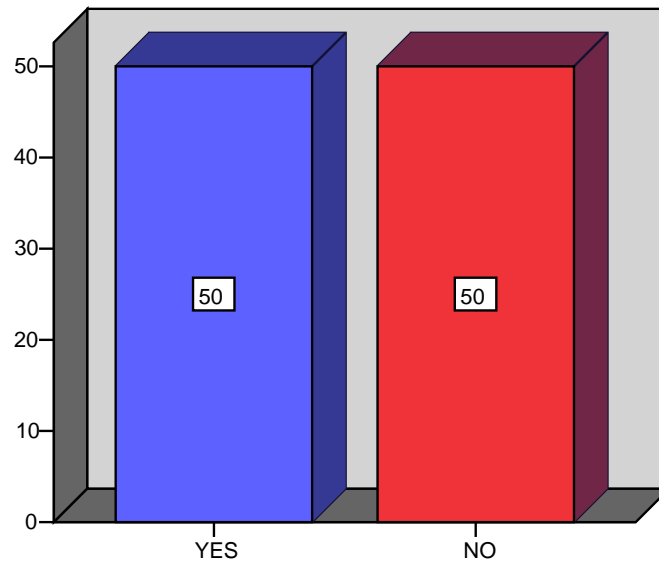
CHART 33: PROFITABILITY OF THE ENGLISH-SPANISH INTERPRETATION SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

This graph represents the interpreters' opinions about the English-Spanish interpretation service's profitability in which one hundred percent is divided in two 50% for *very profitable* and *profitable* service.

34. INTERPRETERS WHO HAVE ACHIEVED A SUCCESSFUL LIFE WORKING AS A PROFESSIONAL ENGLISH-SPANISH INTERPRETER IN THE METROPOLITAN AREA OF SAN SALVADOR

CHART34: INTERPRETERS WHO HAVE ACHIEVED A SUCCESSFUL LIFE WORKING AS A PROFESSIONAL ENGLISH-SPANISH INTERPRETER IN THE METROPOLITAN AREA OF SAN SALVADOR

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	5	8.2	50.0	50.0
NO	5	8.2	50.0	100.0
Total	10	16.4	100.0	
Missing System	51	83.6		
Total	61	100.0		



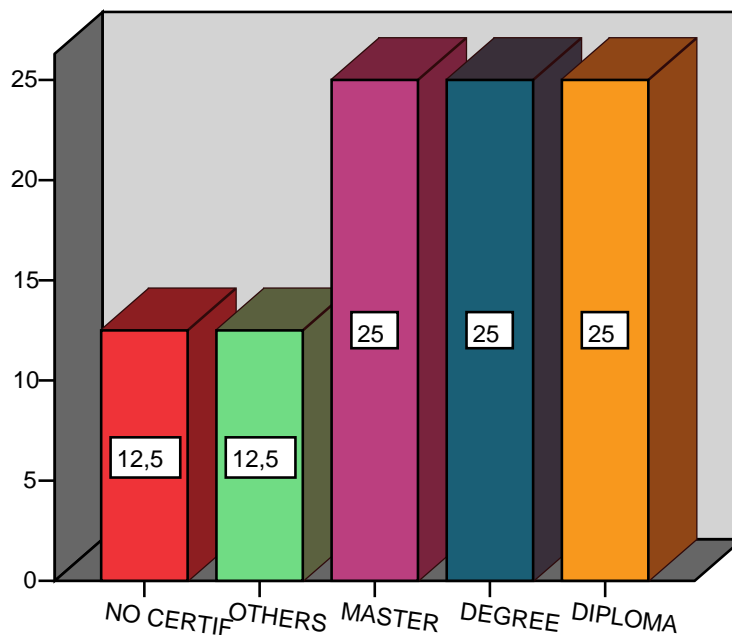
GRAPH 34: INTERPRETERS WHO HAVE ACHIEVED A SUCCESSFUL LIFE WORKING AS A PROFESSIONAL ENGLISH-SPANISH INTERPRETER IN THE METROPOLITAN AREA OF SAN SALVADOR

These balanced graphs state that a 50% of interpreters in the metropolitan area of San Salvador who work as English-Spanish interpreters have achieved a successful life, but the other 50% who does *not*.

35. INTERPRETERS' KIND OF CERTIFICATION

CHART 35: INTERPRETERS' KIND OF CERTIFICATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO CERTIFICATION	1	1.6	12.5	12.5
	OTHERS	1	1.6	12.5	25.0
	MASTER DEGREE	2	3.3	25.0	50.0
	DEGREE	2	3.3	25.0	75.0
	DIPLOMA	2	3.3	25.0	100.0
	Total	8	13.1	100.0	
Missing	System	53	86.9		
Total		61	100.0		



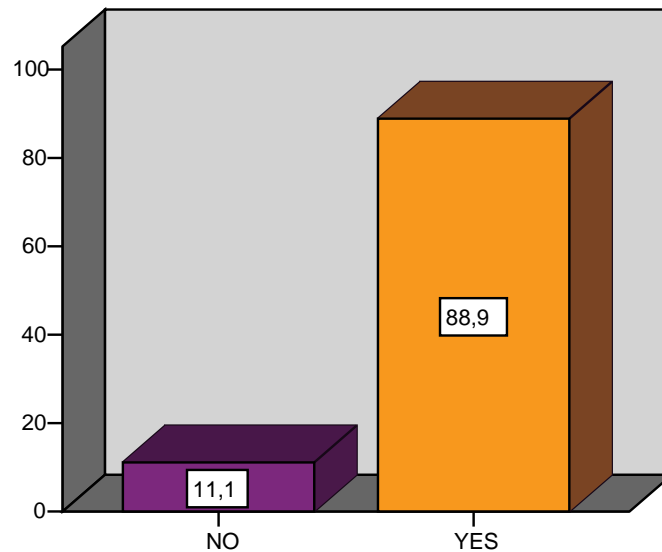
GRAPH 35: INTERPRETERS' KIND OF CERTIFICATION

This statistics reveals that in the metropolitan area of San Salvador the interpreters' kind of certification is 12.5% for the ones who *do not hold any certification in English-Spanish interpretation*, another 12.5% holds *other kinds of certification*, 25% with a *master degree*, another 25% with a *B.A. degree in interpretation* and a final 25% with a *diploma in English-Spanish interpretation*.

36. INTERPRETERS WHO CONSIDER IMPORTANT TO HOLD A DEGREE OR CERTIFICATION TO WORK AS ENGLISH-SPANISH INTERPRETER IN THE METROPOLITAN AREA OF SAN SALVADOR

CHART 36: INTERPRETERS WHO CONSIDER IMPORTANT TO HOLD A DEGREE OR CERTIFICATION TO WORK AS ENGLISH-SPANISH INTERPRETER IN THE METROPOLITAN AREA OF SAN SALVADOR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	1	1.6	11.1	11.1
	YES	8	13.1	88.9	100.0
	Total	9	14.8	100.0	
Missing	System	52	85.2		
Total		61	100.0		



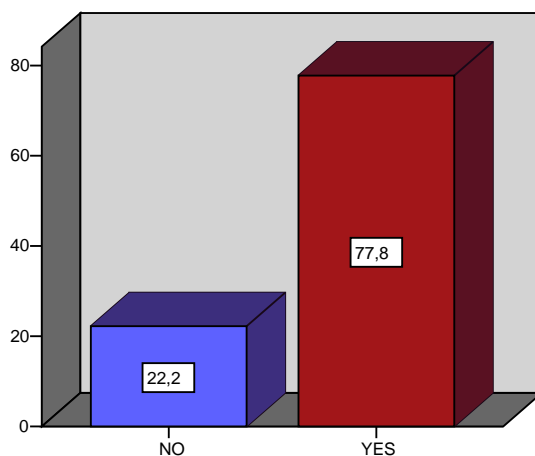
GRAPH 36: INTERPRETERS WHO CONSIDER IMPORTANT TO HOLD A DEGREE OR CERTIFICATION TO WORK AS ENGLISH-SPANISH INTERPRETER IN THE METROPOLITAN AREA OF SAN SALVADOR

From the one hundred percent of the interviewed interpreters only the 88.9%, except the 11.1% who do *not*, consider important to hold a degree or certification to work as English-Spanish interpreters in the metropolitan market of San Salvador.

37. INTERPRETERS WHO CONSIDER THE CREATION OF A B.A. DEGREE IN ENGLISH-SPANISH INTERPRETATION IN THE COUNTRY IS NEEDED TO SUPPLY THE INTERPRETING DEMANDS OF SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

CHART 37: INTERPRETERS WHO CONSIDER THE CREATION OF A B.A. DEGREE IN ENGLISH-SPANISH INTERPRETATION IN THE COUNTRY IS NEEDED TO SUPPLY THE INTERPRETING DEMANDS OF SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	2	3.3	22.2	22.2
	YES	7	11.5	77.8	100.0
	Total	9	14.8	100.0	
Missing	System	52	85.2		
Total		61	100.0		



GRAPH 37: INTERPRETERS WHO CONSIDER THE CREATION OF A B.A. DEGREE IN ENGLISH-SPANISH INTERPRETATION IN THE COUNTRY IS NEEDED TO SUPPLY THE INTERPRETING DEMANDS OF SERVICE IN THE METROPOLITAN AREA OF SAN SALVADOR

According to the surveyed interpreters' answers, only 22% of them *do not consider a B.A. in English-Spanish interpretation is needed to supply the interpreting demands of service*, in contrast with the 77.8% who think so.

VII. CONCLUSIONS

To conclude about the *Market Research on the Need of a Bachelor of Arts Degree in English-Spanish Interpretation at the Foreign Languages Department of the University of El Salvador*, it is important to remark the final results indicate certainly the existence of a need of the English- Spanish interpretation service in the metropolitan area of San Salvador where a major in program in interpretation could be developed according to testimonials of the main interpreters who work in this metropolitan market.

Nevertheless, if the creation of a B.A. degree in English-Spanish interpretation were possible, it would be done under an unconvinced panorama concerning results of the successfulness of this type of major in this metropolitan market since most of the findings provide clear evidence about its limitations related to the cyclical frequency in which the interpretation service is hired.

Other reasons are associated to the fact that a significant percentage of these metropolitan institutions do not hire the service because they are recruiting bilingual personnel as part of their new policies of globalization trends, which means this staff develops in such way this kind of interpretation work.

Also, the number of the agencies and interpreters that provide the service to these institutions in this market is relatively enough according to the current market demand satisfaction.

Besides, some institutions when hiring the service do not always require a qualified or certified service so that they either hire empirical interpreters to reduce operation costs and it's important to highlight that a considerable number of these institutions that hire the service are governmental and non- profit organization which generally have a limited budget to operate on.

Moreover half of the total institutions in the metropolitan area of San Salvador would hire the service in a near future, and most of the surveyed institutions and interpreters coincide that the creation of B.A. degree in English- Spanish interpretation is needed in the country to supply this market demands of interpretation.

There can be many favorable predictions about the creation and future success of a B.A. degree on English-Spanish interpretation and its rewarding work profitability by a growth of coming demands of this service in the target market due to the global context of international-commerce treaties and technological development in the country are being accomplished.

However, all those facts above mentioned may not be considered as determinant facts to make a decision concerning the implementation of a new program in interpretation at the FLD since to determine its profitability or success accurately, it is necessary to obtain more rewarding results that reflects a predominant need of the service to establish the success of new interpreters in this metropolitan market of San Salvador.

Therefore the final conclusion of this market research is that it is not really necessary the creation of a *Bachelor of Arts Degree in English-Spanish interpretation at the Foreign Languages Department of the University of El Salvador* since all findings illustrate non imperative facts that guarantee a mass success for new professional interpreters, instead this need is a concern which could be solved by other types of less ambitious programs implemented at the FLD.

VIII. RECOMMENDATIONS

All recommendations about this market research contents' accurate application as an effective instrument to make wise decisions concerning the implementation of the B.A. degree in English-Spanish interpretation should be meditated and critically made beforehand by the entity interested in its effective development .

According to the market research global results, it is not advisable at this moment to implement a B.A. major in English-Spanish interpretation at the FLD since the market is not enough. On the contrary, it could be a wrong decision that might affect the future professional interpreters' work success by the uncertain extension of the service in which it does not offer stable work profitability by an appreciable reduced number of institutions that hire the service.

Instead of that, it would better to think about the implementation of some other optional programs, such as the creation of a minor in English-Spanish interpretation, or specialized workshops or technical courses that may supply this demand in the metropolitan area of San Salvador without affecting the professional interpreters' work success.

Even if, decisions are made concerning the creation of a B.A. major in English-Spanish interpretation with these results, the suggestions are oriented to make more exhaustive market research and extent investments in advertising the service to overcome the existing competency and succeed without any failures. In any case, to look for some bibliographical material such as *Market Decision for New and Mature Products*, by Robert D. Hisrich and Michael P. Peters could be helpful to study in order to know how to achieve such activities successfully.

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APPENDICES

APPENDIXES

APPENDIXES

APPENDIX 1:

GLOSSARY

1. Market or Marketing Research:

- Market research is a series of procedures to develop and analyze new information to help marketing managers make decision.¹¹

- Market research: 1) identifies customer needs and wants; 2) determines if the product or service meets customer needs; 3) identifies potential target markets; and 4) determines the best advertising technique for each customer group. ¹²
- Market research is an organized process to collect information about the business environment before the business starts. It includes talking with customers about their occupations, interests and buying habits as well as listening to customer requests for products and services. Customers are the foundation of any successful business. Effective market research results in increased sales and profits. Use market research to develop marketing plans. Market research provides a more accurate base for making profit assumptions and helps develop critical short- and mid-term goals. ¹³
- Market research is an effective way to learn about potential customers, their opinions, habits, trends and future plans. Use it to determine the geographic area of a business and demographic characteristics of customers such as age, gender, income and educational level. ¹⁴
- Market research may make the difference between the right and wrong decisions that affect sales. It may reveal unfilled needs, suggest marketing strategies or identify the competition's strengths and weaknesses. Business cannot afford poor decisions. ¹⁵
- Market research involves asking questions, recording information and taking time to learn from the information. Market research develops an information base to estimate sales, develop market strategy and decide how to enter the market. ¹⁶

¹¹⁻¹⁶ *Fundamentals of Marketing by William J. Stanton Montrose, S. Sommers, 1973. pags.36 – 37.*

2. Exploratory Market Research

- It is conducted to clarify the nature of the problem. Management may have discovered general problems, but research may be needed to gain a better understanding of the dimensions of the problems and to help analyze the

situation. Exploratory research is not intended to provide conclusive evidence from which to determine a course of action. ¹⁷

3. Descriptive Market Research

- The major purpose of descriptive research, as the name implies, is that of describing characteristics of the population. Marketing managers frequently need to describe who purchase a product, to portray the size of the market, to identify competitors' actions, and so on. Descriptive research seeks to determine the answers to *who, what, when, where, and how* questions. ¹⁸

4. Market:

- Market is a group of potential customers with similar needs and sellers offering various products- that is ways of satisfying those products.¹⁹
- Market is the people with needs to satisfy, the money to spend, and the willingness to spend it.²⁰

5. Target Market:

- Target market is a fairly homogenous (similar) group of costumers to whom a company wishes to appeal.²¹

6. Need :

- A need is the lack of anything that is required, desired, or useful. ²²

¹⁷⁻¹⁸ *Fundamentals of Marketing* by William J. Stanton Montrose. S. Sommers. 1973. pags.36 – 37.

^{19,20} *Basic Marketing*, McCarthy/W.Perreault.

^{21,22} *Fundamentals of Marketing* by William J. Stanton Montrose, S. Sommers,

7. Service:

- A service is a system, organization, or business that provides for a public need, or the operation of such a system.²³

8. Globalization:

- Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.²⁴
- Globalization (or globalisation) in its literal sense is the process or transformation of local or regional phenomena into global ones. It can be described as a process by which the people of the world are unified into a single society and function together. This process is a combination of economic, technological, socio-cultural and political forces. Globalization is often used to refer to economic globalization, that is, integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and the spread of technology.²⁵
- Globalization" as "the diminution or elimination of state-enforced restrictions on exchanges across borders and the increasingly integrated and complex global system of production and exchange that has emerged as a result".²⁶

9. Globalization Facts:

Globalization is not new, though. For thousands of years, people—and, later, corporations—have been buying from and selling to each other in lands at great distances, such as through the famed Silk Road across Central Asia that connected China and Europe during the Middle Ages. Likewise, for centuries, people and corporations have invested in enterprises in other countries. In fact, many of the features of the current wave of globalization are similar to those prevailing before the outbreak of the First World War in 1914.

²³ Cambridge Dictionary

Globalization101.org website.

²⁵ World Bank, the World Development Indicators.

²⁶ Tom G. Palmer of Cato Institute.

But policy and technological developments of the past few decades have spurred increases in cross-border trade, investment, and migration so large that many

observers believe the world has entered a qualitatively new phase in its economic development.

Since 1950, for example, the volume of world trade has increased by 20 times, and from just 1997 to 1999 flows of foreign investment nearly doubled, from \$468 billion to \$827 billion. Distinguishing this current wave of globalization from earlier ones, author Thomas Friedman has said that today globalization is “farther, faster, cheaper, and deeper.”

This current wave of globalization has been driven by policies that have opened economies domestically and internationally. In the years since the Second World War, and especially during the past two decades, many governments have adopted free-market economic systems, vastly increasing their own productive potential and creating myriad new opportunities for international trade and investment. Governments also have negotiated dramatic reductions in barriers to commerce and have established international agreements to promote trade in goods, services, and investment. Taking advantage of new opportunities in foreign markets, corporations have built foreign factories and established production and marketing arrangements with foreign partners. A defining feature of globalization, therefore, is an international industrial and financial business structure.

Technology has been the other principal driver of globalization. Advances in information technology, in particular, have dramatically transformed economic life. Information technologies have given all sorts of individual economic factors—consumers, investors, businesses—valuable new tools for identifying and pursuing economic opportunities, including faster and more informed analyses of economic trends around the world, easy transfers of assets, and collaboration with far-flung partners.

Globalization is deeply controversial, however. Proponents of globalization argue that it allows poor countries and their citizens to develop economically and raise their standards of living, while opponents of globalization claim that the creation

of an unfettered international free market has benefited multinational corporations in the Western world at the expense of local enterprises, local cultures, and common people. Resistance to globalization has therefore taken shape both at a popular and at a governmental level as people and governments try to manage the flow of capital, labor, goods, and ideas that constitute the current wave of globalization.

To find the right balance between benefits and costs associated with globalization, citizens of all nations need to understand how globalization works and the policy choices facing them and their societies.²⁷

10. Interpretation:

To explain what interpreters do it is useful to start by presenting the differences between interpreting and translation in order to avoid misunderstandings.

1. Interpreting vs. Translation

On the surface, the difference between interpreting and translation is only the difference in the medium: the interpreter translates orally, while a translator interprets written text. Both interpreting and translation presuppose a certain love of language and deep knowledge of more than one tongue.

However, the differences in the training, skills, and talents needed for each job are vast. The key skill of a very good translator is the ability to write well, to express him/herself clearly in the target language. That is why professional translators almost always work in only one direction, translating only into their native language. Even bilingual

²⁷ Tom G. Palmer of Cato Institute.

individuals rarely can express themselves in a given subject equally well in two languages. And many excellent translators are far from being bilingual - they may not be and need not be fluent speakers of the source language (the language of the original text being translated). The key skills of the translator are the ability to

¹¹ Globalization101.org, website.

understand the source language and the culture of the country where the text originated, and, using a good library of dictionaries and reference materials, renders that material into the target language.²⁸

2. Forms of Interpreting

An interpreter, on the other hand, has to be able to translate in both directions, without the use of any dictionaries, on the spot. There are two types of interpreting: consecutive and simultaneous. In the most popular form of simultaneous interpreting the interpreter sits in a booth wearing a pair of headphones and speaking into a microphone. Strictly speaking, "simultaneous" is a misnomer: the interpreter can't start interpreting until s/he understands the general meaning of the sentence. Depending on how far in the sentence the subject and the verb are located, the interpreter into English may not be able to utter a single word until s/he heard the very end of the sentence in the source language! This should make it evident how hard the task of the interpreter really is: s/he needs to be translating the sentence into the target language while simultaneously listening to and comprehending the next sentence. You can experience the difficulty of the task even if you are monolingual: just try paraphrasing someone's speech with a half-sentence delay, making sure you understand the next sentence while paraphrasing the previous one. One of the key skills of the simultaneous interpreter is decisiveness: there is simply no time to weigh the merits of variant translations or to recall just the right idiom in the target language. Any delay and you may lose a few words (and possibly a thought) that the speaker uttered. And since the speaker may be far away, or even in a different room than the interpreter, the loss may be permanent.

During consecutive interpreting the speaker stops every 1-5 minutes (usually at the end of every "paragraph" or a complete thought) and the interpreter then steps in to render what was said into the target language. A key skill involved in consecutive interpreting is note taking, since few interpreters can memorize a full paragraph at a time without loss

²⁸ Source: by Klaus G.E. Baumann, N-10 Deputy Director, International Affairs and Division Chief, Interpreter Corps.

of detail. But interpreter's notes are very different from those of a stenographer, because writing down words in the source language makes interpreter's job harder when he or she has to translate the speech into the target language. Many professional

interpreters develop their own "ideogramic" symbology, which allows them to take down not the words, but the thoughts of the speaker in language-independent form. Then the interpreter's output is more idiomatic and less source language bound. In spite of the vast differences in the skills of translators and interpreters, there is one thing that they must share, besides deep knowledge of both languages: they must understand the subject matter of the text or speech they are translating. One of the main reasons why the Automatic Translation projects that were popular since 1950's failed is precisely that reason. Translation is not a matter of substituting words in one language for words in another. It is a matter of understanding the thought expressed in one language and then explaining it using the resources of another language. In other words, what an interpreter does is change words into meaning, and then change meaning back into words -- of a different language. So interpreting is basically paraphrasing. And just like you can't explain to someone a thought if you didn't fully understand that thought, nor can you translate or interpret something without mastery of the subject matter being relayed. This is why making sure that the interpreter is knowledgeable in the subject matter of the conference or the workshop they are interpreting at is just as important as making sure that s/he is an experienced interpreter. ²⁹

3. Qualifications of a Good Interpreter

- Knowledge of the general subject of the speeches that are to be interpreted.
- General erudition and intimate familiarity with both cultures.
- Extensive vocabulary in both languages.
- Ability to express thoughts clearly and concisely in both languages.
- Excellent note-taking technique for consecutive interpreting.
- At least 2-3 years of booth experience for simultaneous interpreting.
- Auxiliary operational and other qualifications will be considered. ³⁰

²⁹⁻³⁰ Source: by Klaus G.E. Baumann, N-id Deputy Director, International Affairs and Division Chief, Interpreter Corps

3) ¿Cuándo fue la última vez que se contrató algún servicio profesional de interpretación del inglés al español en esta institución?

- 1. *Esta semana*
- 2. *Hace 1 semana*
- 3. *Hace 1 mes*
- 4. *Hace más de 3 meses*
- 5. *Hace 1 año*
- 6. *Hace más de 3*

4) ¿Qué tan a menudo se contratan servicios profesionales de interpretación del inglés al español en esta institución?

- 1. *A diario*
- 2. *Semanal*
- 3. *Quincenal*
- 4. *Mensual*
- 5. *Anual*
- 6. *En rara ocasiones*

5) ¿Quién o quienes han sido los principales proveedores del servicio de interpretación del inglés al español para su institución?

- 1. *Interpretes profesionales(certificados)*
 - 2. *Interpretes empíricos(sin certificación)*
 - 3. *Agencias de interpretación acreditadas*
 - 4. *Otros*
-

6) ¿Cuenta la institución con una base de datos actualizada de intérpretes profesionales o agencias de interpretación a la cual recurrir para solicitar los servicios de interpretación del inglés al español?

1. Sí 2. No

7) ¿Qué medios se han utilizado para contactar a proveedores de servicios profesionales de interpretación del inglés al español?

- 1. *Directorio telefónico*
 - 2. *Anuncios en periódicos*
 - 3. *Ofertas de los proveedores*
 - 4. *Televisión*
 - 5. *Internet*
 - 6. *Otros*
-

8) ¿Para qué tipo de evento/s se han contratado servicios de interpretación del inglés al español en esta institución?

- 1. *Asuntos personales*
 - 2. *Comerciales*
 - 3. *Educativos*
 - 4. *Médicos*
 - 5. *Sociales*
 - 6. *Otros (especifique)*
-

9) ¿Cuáles han sido las principales motivaciones institucionales por las cuales se ha solicitado el servicio de interpretación del inglés al español?

- | | | |
|---|--------------------------|----|
| 1. <i>Capacitaciones institucionales</i> | <input type="checkbox"/> | 2. |
| <i>Certificaciones internacionales</i> | <input type="checkbox"/> | 3. |
| <i>Intercambios comerciales en el exterior</i> | <input type="checkbox"/> | 4. |
| <i>Asesorías técnicas de expertos extranjeros</i> | <input type="checkbox"/> | 5. |
| <i>Otros (especifique)</i> | <input type="checkbox"/> | |
-

10) ¿Cómo evalúa los servicios profesionales de interpretación del inglés al español que han sido brindados a la institución?

- 1. *Excelente*
- 2. *Muy bueno*
- 3. *satisfactorio*
- 4. *Regular*
- 5. *Insatisfactorio*

11) ¿Qué clase de servicios profesionales de interpretación del inglés al español preferiría que fueran brindados a la institución? Y ¿Por qué?

- 1. *Servicios brindados por licenciados especializados en interpretación*
 - 2. *Servicios brindados por licenciados másteres en interpretación*
 - 3. *Servicios brindados por personas bilingües con algún tipo de certificación*
 - 4. *Servicios brindados por personas empíricas que dominan los idiomas*
-
-
-

12) ¿Considera necesaria la creación de una carrera de interpretación del inglés al español en el país para cubrir con todas las demandas de esta institución con respecto a este servicio?

1. Sí 2. No ¿Por qué?
-
-
-

APPENDIX 3: MODEL OF THE SURVEY FORMAT APPLIED TO PROFESSIONAL INTERPRETERS AND AGENCIES OF INTERPRETATION

UNIVERSIDAD DE EL SALVADOR
FACULTAD DE CIENCIAS Y HUMANIDADES
DE IDIOMAS EXTRANJEROS



SURVEY

The current instrument has been elaborated by an undergraduate student of the Bachelor of Arts Degree in English, option teaching, from the University of El Salvador. And it is designed to be addressed whether to *the main professional interpreting agencies or English – Spanish interpreters* at the metropolitan area of San Salvador.

Objective: to gather useful and reliable information concerning to English – Spanish Interpretation service's demands at the metropolitan area of San Salvador to elaborate the Graduation Project: **"Market Research on the Need of a Bachelor of Arts Degree on English-Spanish Interpretation at the Foreign Languages Department of the University of El Salvador"**.

Therefore, all provided data in here is valuable for the success of the research. And beforehand, you are thanked for your kindly and attentive cooperation.

Instructions: Please, read carefully each question and choose the best answer by marking with an "X" in the boxes provided. And fill in the blanks briefly and concisely when some requests demand for more detail data.

I. CLASSIFICATION GENERAL DATA

- 1) Recent Workplace : _____
- 2) Work Status : _____
- 3) Years of Interpretation Experience: _____
- 4) Monthly Salary or Income Average as interpreter:
- 5) 1. \$ 1 to 100 2. \$101 to 400 3. \$401 to 800 4. \$801 to plus

II. SURVEY

- 1) Do you work *only* as English – Spanish Interpreter? If "No" Why?

1. Yes 2. No

- 2) Do you work full time as English – Spanish Interpreter everyday?

1. Yes 2. No

(If the answer is "YES", go to question 5)

3) How often do you work as English- Spanish Interpreter?

1. *Several days a week*
2. *A few days a month*
3. *A few days a year*

4) How long have you worked as English- Spanish Interpreter in the events?

1. *More than 1 and less than 8 hours a day*
2. *More than 8 and less than 20 hours a day*

5) For what kind of events are you usually required to work as English- Spanish Interpreter?

1. *Personal*
 2. *Entrepreneurial*
 3. *Educational*
 4. *Medical*
 5. *Social*
 6. *Other (Specify)*
-

6) What kind of entities or institutions do you work or have you worked for as English-Spanish Interpreter?

1. *Individuals*
 2. *Governmental institutions*
 3. *Private enterprises*
 4. *Others (specify)*
-

7) Can you mention the name of three most representative institutions you have worked for as an English – Spanish interpreter in the metropolitan area of San Salvador last year?

1. _____
2. _____
3. _____

8) How profitable do you consider it is to work as English – Spanish interpreter according to the current market demands in the metropolitan area of San Salvador?

1. *Very profitable*
2. *Profitable*
3. *A little profitable*
4. *Non profitable*

9) Do you think you have professionally achieved a successful life by working *only* as English – Spanish interpreter in the metropolitan market of San Salvador?

1. Yes 2. No Why?

10) Do you have any Degree or Certification in English – Spanish interpretation? If So, Where did you get it?

- 1. *Doctorate*
- 2. *Master Degree*
- 3. *Degree*
- 4. *Diploma*
- 5. *None*
- 6. *Others*

11) Do you think it is important to hold a degree or certification in English- Spanish interpretation to work as professional interpreter in the metropolitan market of San Salvador?

1. Yes 2. No Why?

12) Do you consider the creation of a BA in English- Spanish interpretation is needed to supply all the interpreting service demands in the metropolitan area of Salvador?

1. Yes 2. No Why?

APPENDIX 4: WEB PAGE ADVERTISEMENTS OF THE LOCAL AGENCIES OF INTERPRETATION IN THE METROPOLITAN AREA OF SAN SALVADOR

WEB PAGE 1: CC&A CASTELLANOS GARCIA Y ASSOCIATES



Rompeamos las barreras del lenguaje

We break language barriers

CG&A es la compañía líder en servicios de interpretación y traducción de idiomas, ya que contamos con un excelente equipo de profesionales que le apoyan en:

- Interpretación simultánea y consecutiva.
- Traducción de documentos.
- Alquiler de equipo completo para interpretación.

Somos traductores oficiales de CAFTA y Casa Presidencial. Expertos en terminología técnica, comercial, empresarial, bancaria, militar, médica, legal y financiera.

Hablamos su idioma a un precio que pueda entender.

CG&A
Castellanos García & Asociados

Calle Teotl, #19A, Cumbres de Cuscatlán, Antiguo Cuscatlán, La Libertad. Tel.: 2273 9563 Fax:2257 8986 www.cgatranslations.com

CC&A CASTELLANOS GARCIA Y ASSOCIATES is one of the most representative agencies of interpretation out of three legal established ones in the metropolitan area of San Salvador, so that this agency offers its services to a very selected group of institutions in the local market and also to all kind of entities. Besides, it is the official agency of interpretation for the Presidential House and other entities of extreme relevance in the country.

APPENDIXES

WEB PAGE 2: EL SALVADOR TRANSLATION

EL SALVADOR TRANSLATION
Simultaneous Interpretation interpreters/equipment
San Salvador San Jose Villanueva, El Salvador, Central America C.A.



EL SALVADOR TRANSLATION
Cond. La Hda. Alam.
Las Colinas Pte.12A
San Salvador San Jose Villanueva
El Salvador, Central America C.A.

International Phone Number:
(503) 7830-8638
or (503) 7830-3780

Int. Fax Number:

Email:

Homepage:

Yearly Turnover in USD:
About -

Employees: 0

Contact Person:
Mr. Jose & Marisu
(Ma.Susana)
Bracamonte/Basagoitia

Position: simultaneous interpreters & translators

Phone:
(503) 7830-8638 / 7830-3780

Company Profile:

- 'We translate into efficiency.'

We have been in business, over 10 years, providing a wide range of services that have contributed to the success of many missions visiting El Salvador and the rest of Central America. We are a full package of solutions that will flawlessly help you get the work done. From making arrangements for your arrival to helping you follow up on the results of your mission, we will make certain that all the chips fall where they must. For several years we have been doing over-the-Internet translation work for clients in Japan, Switzerland, Sweden, Holland, Canada, United States, Mexico, Chile and Paraguay, and our interpretation skills have also taken us to Paraguay, Nicaragua, Honduras, Guatemala, Mexico and the United States.

Our rates are the best you will find and our billing is clear and simple - no hidden fees, no surprises. We are easy to work with and we will always walk that extra mile for you.

Please do contact us to find out more about who we are and the many ways in which we can help you, please join our list of friends throughout the globe.

Sincerely,

Enti Bracamonte & Susana Basagoitia

Business Interests:

- Simultaneous interpretation
- Rental, sale and distribution of simultaneous interpretation equipment
- Consecutive interpretation
- Translation of documents
- Video subtitling
- Video editing
- Video recording
- Audio editing
- Audio recording
- Transcripts from audio or video

EL SALVADOR TRANSLATION is another of the most representative agencies of interpretation in the metropolitan area of San Salvador that offers a gamma of related services as the rental and sales of interpretation equipment. And whose interpretation fee rates seem attractive to any kind of institutions that need the service, but their monetary budget is limited.

WEB PAGE 3: KOMUNICARE

Our services
Conozcámonos

- Start
- Our company
- Our services**
- Our customers
- Our professionals
- Our sayings
- Online payment

Contact us

Komunicare

We provide multilingual communication solutions of Simultaneous Conference Interpretation and written translation on different topics (areas): Economics, Politics, Development, Ecology, IT, Finances, Law, Medicine, Religion, Technical, Marketing.

We have the **first and only infrared equipment service** in the country, for simultaneous interpretation conferences, which provides complete **confidentiality**. (E.g. earphones, etc.)

10

5 Ave. Sur y Calle José Cecilio del Valle 5654, Col. Escalón, San Salvador. El Salvador.

Tel: (503) 2264-2860 Telefax: 2264-0417

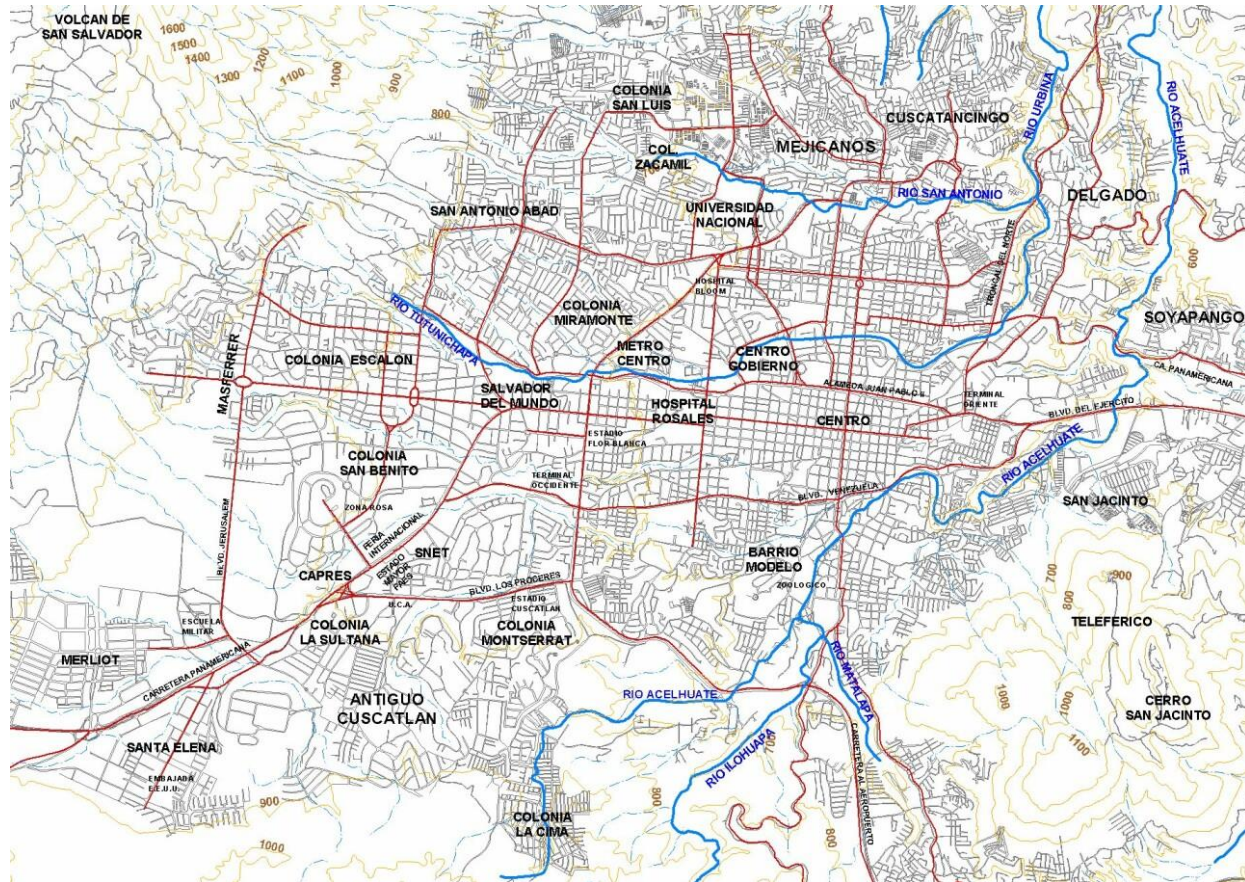
komunicare@komunicare.com

KOMUNICARE is the last of the three most representative current agencies of interpretation in the metropolitan area of San Salvador that offers the service for different areas where multilingual communication is needed as in economics, politics, finances, etc. with the use of advanced technology as well as infrared equipment service.

APPENDIX 5:

MAP

OF THE METROPOLITAN AREA OF SAN SALVADOR



The metropolitan area of San Salvador has territorial extension of 610 Km² , with a number of 14 it cities or municipalities such as; *Mejicanos, San Salvador, Santa Tecla, Antigua Cuscatlan, Apopa, Tonacatepeque, Cuscatancingo, Ayutuxtepeque, Ciudad Delgado, San Martin, Soyapango, Ilopango, San Marcos, and Nejapa*. And in effect, it is inside these fourteen cities where are concentrated most of the public and private institutions that hire or would hire interpretation service.

**APPENDIX 6: DATE
BASE OF PUBLIC AND PRIVATE INSTITUTION THAT HIRE OR WOULD HIRE THE
ENGLISH – SPANISH INTERPREATION SERVICE**