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RESEARCH PROPOSAL
ENGLISH LANGUAGE PROGRAM

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GENERAL LINE OF RESEARCH: TRANSLATION

NATURE OF RESEARCH: TRANSLATION AND TRANSLATION
TECHNIQUES

***TRANSLATION OF THE DOCUMENT "MÁS DE 100 CONSEJOS
PARA CUIDAR EL AMBIENTE DESDE MI HOGAR", WITH A
DETAILED ANALYSIS OF THE TECHNIQUES USED BY THE
TRANSLATOR.***

ACKNOWLEDGMENTS

To God for the gift of life and for all the wonderful things he has given to me.

To my parents for their unconditional love and friendship. They have encouraged me to be who I am and to be where I am.

To my whole family that has always been supportive and loving with me.

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To this University for the best life experience a student would like to have.

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INTRODUCTION

This work will be the translation of an article that is about how to take care of our environment and our natural resources. It tells us the importance of keeping our environment clean, the importance of saving energy and water, and how important these activities are for the future of this world.

Translation means to “find appropriate ways of saying things in another language” (Thriveni: 2002). Translation is an act of communication that allows people to be in contact with other cultures, and to transfer and transmit the cultural contents from one language to another. A translator must have good linguistic competence of the languages she or he is going to use for translating a document, in this case Spanish into English.

This work will be a translation of the article “Más de 100 consejos para cuidar el ambiente desde mi hogar” written and published by the Secretary of the Environment and Natural Resources, whose main purpose is to create an ecological program that will teach our children about the importance of having a world without pollution and taking care of our natural resources. This article was made to teach us how easy it can be to keep our green planet alive and breathing by saving water and energy, recycling and avoiding doing activities that produce garbage and pollution.

In order to carry out this work the use of translation techniques will be required to create a useful text for English language speakers who, want to have a better world without pollution and who are willing to know how they can help with this mission.

JUSTIFICATION

The article to be translated makes a special call to families because it is in our home where we must start educating children and teenagers about how important it is to take care of our environment if we want to have a better world for the future generations.

This guide gives us easy steps that everyone can follow to protect our jungles and forests, our rivers and seas, and in general our natural resources. While reading the article we would understand how much damage we can cause to our own planet and that if we do not start doing something soon we will run out of water, forests, and animals among, other things.

It is necessary to start creating a new generation of children, who love nature and are environmental friendly; who are conscious of the value of the human kind and of the importance of the benefits we have living in a world like this. We need responsible kids, sensitive to the environment.

The author of the original article wants to take the readers into the marvelous world we have and wants to teach us how to take care of it. He wants us to realize that for many years we have been destroying all the beautiful things that were given to us for living and surviving. We really need to help this world to be better and cleaner. We all deserve a better quality of life.

And since many people all over the world are fascinated with the spectacular landscapes we have, we need to keep these places clean with plenty of water, animals and vegetation, because it will help to increase tourism and

improve our economy too. We can be an example for many other countries that do not take care of their natural resources. We will show them that we ourselves have to be responsible for our planet and its future.

This world has to become more conscious about nature.

OBJECTIVES

Many people have forgotten that we are living in a world surrounded by beautiful landscapes that are being destroyed by man. We have forgotten to take care of nature, of animals and trees; we have forgotten to take care of ourselves and, most important, we have forgotten to look forward to a better world in which people and especially children can live healthily. For this reason, the Secretary of Environment and Natural Resources has elaborated this guide to remind us how to improve our quality of life by taking care of our environment.

The translator believes that this guide could be of great help for many people all over the world, and taking into consideration that English is the most important and used language, and that nowadays more and more people are learning it, and more and more people are interested in helping this world to be better, it could be very useful to translate it into this language. Also during the last few years many English-speaking people have established their homes in the Yucatan Peninsula and they are now part of our society.

That is the reason why the main objective of this work is to carry out a useful translation of the original text into English. This way, when people from other countries visit ours, they would be able to know what to do and what not to do in these lands.

To carry out a good analysis the translation techniques have to be used correctly to give the readers an understandable work whose purpose is to

transmit the author ideas and objectives. Therefore, a second objective will be to show the translation strategies used for the analysis of this project.

REVIEW OF LITERATURE

In the development of this work some or all of the translation techniques will be used depending on the requirements of the original text. Before doing that, it is important to specify that when doing a translation the material to be translated is designated “source text” (ST), and the final translation is the “target text” (TT). The source text is written in the source language (SL), and the target text in the target language (TL) (Kaplan: 2002).

The following are the explanations and examples of the different translation techniques that will be used in this work.

First, it is important to mention the work of Roman Jakobson who says there are three kinds of translation:

- A) “Intralingual translation, or rewording (an interpretation of verbal signs by means of other signs in the same language)
- B) Interlingual translation or translation proper (an interpretation of verbal signs by means of some other language)
- C) Intersemiotic translation or transmutation (an interpretation of verbal signs by means of signs of nonverbal sign system)”.
(Bassnet: 1991)

Interlingual translation is the one referred to translating from source language to target language, which is the purpose of this work. Eugene Nida is another important translation theorist who gives much more importance to the message itself than to the procedure of how it is transmitted. For Nida it is paramount that the text in the target language has the same response than in

the source language. Nida's model focuses in finding equivalence in the target language; he has two strategies to do this: omission and addition. Omission or reduction is when the translator leaves source text words out of the target text. Addition or expansion is when the translator adds word to the target text.

A teacher who saw Peter staring out the window or at a blank sheet of paper on his desk might think that he was bored, or stuck for an answer.

Una maestra que viera a Peter mirando por la ventana o contemplando la hoja en blanco que tenía sobre el pupitre podía pensar que se aburría o que estaba atascado buscando una solución (López 2001, p.283).

The verb "staring" that has two prepositions and two complements, has been translated as "mirando por la ventana o contemplando la hoja en blanco" instead of "mirando por la ventana o la hoja en blanco".

The Canadians Jean-Paul Vinay and Jean Darbelnet (1958) created another important translation model. The techniques are divided in direct and oblique translation. Direct translation involves literal translation, borrowing and calque. And oblique translation involves transposition, modulation, equivalence and adaptation.

Literal or word-for-word translation "is the direct transfer of the source language text into the target language text" (Venuti 1999, p.86); this means we have to use the definition of the dictionary we are using and keep the source

language text word order. (i.e. *El avión llegó al aeropuerto a las 5 am*--- *The airplane arrived at the airport at 5 am*).

Borrowing is when a source language word is taken directly into the target text without any translation. This happens especially when there is a new technique or concept which does not have any translation or similar word that means the same in the target language, so this language adopts that foreign word or expression; “it is used to introduce the flavour of the source language culture into a translation” (Venuti: 1999). It is here when we use foreign terms like “*dollars*”, “*baby*” from American English, “*déjà vu*” in French and, “*tequila*” or “*tortilla*” from Mexican Spanish. In the field of data processing we have several examples of pure Anglicism like “bit”, “byte”, “chip” or “pixel” that have pass to the Spanish without any change, however there are some adapted Anglicism like “diskette”, “format” and “reset” which have been adapted into Spanish as “disquete”, “formatear” and “resetear”.

“A calque is a special kind of borrowing whereby a language borrows an expression from another” (Venuti: 1999, p. 85). Translating a word or part of a word creating a new word in the target language (i.e. *science-fiction*--- *ciencia ficción* ; *première*--- *premier*). Some calques and borrowings become an integral part of the language after a period of time.

The first type of the oblique translation is transposition which “involves replacing one word class with another without changing the meaning of the message” (Venuti:1999, p.88). In translation there are two types of

transposition: 1) obligatory transposition, this means if the functions of the language demand it; 2) optional transposition, a stylistic election of the translator.

Twenty years ago, anyone predicting that Cozumel would come into much wealth would have been laughed at.

Quien hubiera predicho hace veinte años que Cozumel se enriquecería habría sido el hazmerreír de todos.

Here we can see how the adverb “ago” is changed for the verb “hace”. Another is the gerund “predicting” that is changed for the conjugated verb “hubiera predicho”.

Modulation involves “changing the form of the message and point of view of the source text. Modulation is used with metaphors” (Venuti 1999, p.89). Vinay and Darbelnet outlined seven categories of modulation and these can be obligatory or optional. Modulation can be used changing a double negation for an affirmation or vice versa. Another is the change of the active voice in Spanish for a passive voice in English. (*i.e. “to pull one’s leg”, “tomar el pelo a alguien”; “it’s beyond price”, “no tiene precio”*)

Equivalence is one of the four types of oblique translation. It comes into play when the translation unit is an idiomatic expression, a cliché, slang, a proverb or saying, or a specific cultural reference, it becomes necessary for the translator to look for some equivalent concept in the target culture. This means that the same situation exists in both source language and target

language. (i.e. “*excuse me*”, “*permiso*”, “*perdón*”; “*you’re welcome*”, “*de nada*”; “*apple of one’s eye*”, “*la niña de mis ojos*.”

Adaptation is the last technique of the indirect translation, and it is used “when a situation in the source language does not exist in the target language” (Venuti 1999, p.90). Adaptation can be a kind of equivalence because the translator has to create a similar situation in the target language; the translator has to find a relationship between two different situations. This could happen if we talk of sports or food, for example if we want to refer to a popular sport in Mexico we would have to say Soccer whereas in Britain it is Cricket.

(i.e. “*he kissed his daughter on the mouth*”, “*abrazó tiernamente a su hija*”).

It is important to mention that the translation techniques created by Vinay and Darbelnet are going to be used for the translation of the original text; so far we can’t say that all of them will be used because that will depend on the requirements of the article.

One of the problems that a translator can face is “the process of transmitting cultural elements through literary translation, because culture is a complex collection of experiences which condition daily life; it includes history, social structure, religion, traditional customs and everyday usage” (Thriveni: 2002).

Awareness of history is an essential requirement for the translator of a work coming from a different culture. One should be familiar with one’s own

culture and language before attempting to do a translation in another language.

A translator has to make the article easy to read and to understand for the target readers, and has the obligation to communicate the same message of the author of the source text. The target readers must get the same idea and feelings that the source readers and here is where the translator plays a very important role because she or he has to find the way to transmit those same feelings and thoughts.

METHODOLOGY

As mentioned above, the article to be translated is about saving water and energy, taking care of forests and jungles, rivers and seas, and about not creating pollution. It is a guide for everyone who is interested in the environment and in how to take care of it and of the natural resources.

This guide is priceless for those who really care about nature, about animals in danger of extinction, reforestation, and in general for those who really care about life. Following certain rules we will improve our daily life and the life of our children for the next years or even centuries. This new generation of children will be aware of the importance of having a world without pollution and will take more advantage of the natural resources.

Since dictionaries serve as bridges between two languages and cultures, and preserve the essence of the languages along with the novelties due to language change, some bilingual and monolingual dictionaries will be consulted for the development of this translation. The main will be *the Simon & Schuster's International* (Steiner, R. (Ed.):1997) that is an up-to-date and respected bilingual dictionary in the Spanish- and English-speaking worlds. It is rich in idioms, regionalisms and has over 210,000 entries, as well as encyclopedic entries in the fields of history, politics, religion, mythology, science, technology, and the arts. Another will be the *Larousse Bilingual Dictionary* (Larousse: 1994) that covers the main areas of communication; it offers American and European variants and spelling for both English and Spanish. It is very complete and with current words.

The *Longman Dictionary of Contemporary English* (Summers, D. (Ed.): 2003) will be used too. This is a monolingual dictionary which stores millions of sentences from authentic spoken and written language, but also is accompanied for a CD-ROM where I can find example sentences and where I can manipulate, display and study the components of these sentences. I will also use the online Cambridge dictionary that is very useful for quickly findings.

Some Spanish dictionaries will be consulted especially some with synonyms and antonyms; this will be done to find the most suitable translation in English because sometimes there are words in Spanish that can hardly be translated into English so the best meaning in Spanish must be found if we want to find the word that expresses the similar situation in English.

And in the same way these dictionaries will be used for finding the best meanings in order to do an excellent translation, some other articles about the same topic of the article to be translated will be consulted, all this in order to have a better knowledge of the topic. Getting more familiar with the terms used in the original text is essential to have a strong base for doing the work.

Before starting the translation of the original text, it will be read as many times as it will be necessary to have a better understanding of what the author wants to transmit, and a better understanding of the topic and also the meaning of the unknown words will be checked. Then if the translator finds a word that she cannot understand or one she is not familiar with, she will

consult the other articles mentioned before which could give her a clearer idea of what it means.

A list of the unknown words will be made and then their meaning will be checked in the bilingual dictionary. This will be very helpful for understanding the context of the original article. The translation of the document will begin using the dictionaries already mentioned looking for the more suitable translation, and applying the different translation techniques that are stated above. After applying a technique, a reasonable explanation for the use of this and an analysis of how it was used will be given. There will be some comparisons of the differences between the techniques that can be a little confusing since they are similar, some examples will be given to clarify this. For example modulation can be confused with equivalence and vice versa, and this could confuse if the translation and the analysis are not clear enough.

Another problem could be the similarity between calque and borrowing: for this reason I will give the best explanations and exemplifications wherever it will be necessary.

After the explanation and analysis of the translation techniques used to translate some of the paragraphs, some conclusions and possible suggestions found during the development of this work will be given.

TRANSLATION

MORE THAN 100 SUGGESTIONS TO TAKE CARE OF THE ENVIRONMENT FROM MY HOME

Dear friends

It is very pleasant to address you and give you this publication, in which useful and practical information is presented so that each and everyone of us can contribute in the care and conservation of the natural resources, indispensable for our life.

I specially call upon women in order to be the engine to carry out these simple actions in their homes, with the leadership and force that characterizes them.

Nowadays, the family is the center where the values and habits are formed. For this reason, I invite you to follow these suggestions that will allow us to save water, to take better advantage of energy, to avoid pollution and to take care of natural resources.

Let's remember that if we accomplish these actions we will be protecting our forests and jungles, the beauty and cleanliness of our landscapes, rivers, lakes, seas, and the biodiversity of the ecosystems. We want the planet to be always sustained, for us and our children.

Alberto Cárdenas Jiménez
Secretariat of the Environment and Natural Resources

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1. Without water there is no life!
2. Forests and jungles. Our water factories!
3. Use energy without damaging the environment!
4. Buy responsibly
5. Let's do our task. Let's separate residues!
6. Travel without leaving marks.

Without water there is no life!

Water is life's sustenance; it is a limited resource. With our habits and activities we are contaminating it. Everyone must help to preserve and to use it adequately with simple actions.

“In nature there are neither rewards nor punishments, there are consequences”
Robert Green Ingersoll (USA)

Let's do something today to have water tomorrow!

We believe that water is abundant in our planet; nevertheless, most of it is salty and we cannot use it directly in human activities. Almost all sweet water is frozen in the poles and only a minimum part is available for our consumption.

Of 100 % of water 97.5 % is salty, 2.5 % is sweet, only 0.3 % is consumable.

Let's save water in the bathroom!

- Regularly check the sanitary installations and equipments to detect leaks.
- Be aware if you see spots of dampness on walls and roofs. Generally they are leaks signs and can affect your house.
- Install flow-control aerators in the shower; they are cheap, easy to install and you can get them in self-service shops, paint shops or hardware stores.

Let's remember ... drop by drop the water will stop!

Let's save water in our personal cleaning!

- Take a 5 minute bath or shower. Close the faucets while you are soaping yourself or shaving. Open them only to rinse yourself.
- Place a bucket to gather cold water while the warm one goes out. You can use it later for cleaning the house, washing the car or watering the plants.
- Use only a glass of water to rinse your teeth after brushing.

For every drop that leaks per second, there is at least a 30-liter bucket filled at the end of the day.

Toilet

- Try to change the 16-liter tank with a 6-liter of water tank.
- Do not use the toilet as dust-bin! Do not waste water to reject stubs, tissues, feminine towels, cotton or hyssops.
- Periodically monitor the suitable functioning of the tank mechanism or toilet's water box.

House cleaning

- Clean floors, walls and glass with two water buckets; one to clean and the other one to rinse. Don't abuse of cleaning products.
- Take advantage of the soapy water to wash toilets. If the rinsing water is free of cleaning products, use it to water the plants or the garden.

Kitchen

- Before washing the dishes, remove the organic residues (food) and deposit them in a can or bag; neither throw them to the drainage nor mix them with the inorganic residues (check the topic Let's do our the task. Let's separate residues! on page 29).
- Soak the dishes just one time; if they are very greasy use hot water. Soap them with the tap closed and rapidly rinse them under a moderate spurt.
- Make sure your tap does not leak when you close it. Change the packings whenever it is necessary.
- Install a flow-control aerator. It is a cheap device easy to assemble.
- Wash the vegetables in a recipient with water; carve them with the fingers or with a brush and disinfect them. Re-use this water for the toilet or to water plants.

Laundry

- Soak clothes in soap, it would be easier to remove spots and dirt.
- If you wash your clothes in the washer, do not waste the water. Re-use the water in which you rinsed to soak the following dirty clothes.
- If you use the washing machine, use it only for complete charges. This helps to save water and electric power. Scrub with your hands or with a brush the dirtiest parts of the clothes, to avoid double or triple washings.
- Use a minimum quantity of soap or detergent. Besides needing less water to rinse it, the clothes last more.

Plants

- Water the plants during the night or very early, when the sun takes longer to make the water evaporate.
- Re-use the water that you collected from the shower and from washing the vegetables to water the plants or the garden.

Besides that...

- Never wash the car with a hose, use only a bucket.
- Gather rain water to water the plants, to clean the house or the toilet.
- Never throw oil, brake fluid or antifreeze to the drainage. They are highly water-pollutant substances. Get information of companies and places that receive the worn-out oil.
- Sweep the yard or the sidewalk dry with a broom and a collector.
- If there is a volcanic ash rain, do not wet them. Gather them in bags before they cover the strainers; you can take advantage of them to nourish the plants.

In Mexico, many communities already suffer water shortage. With these actions you can help preserve it and take care of the family expenses.

Forests and jungles. Our water factories!

Forests and jungles are factories of clean and fresh water because they catch rain water and infiltrate it to the subsoil, wherefrom we extract the water for our consumption. For that reason, one of the most worrying problems in Mexico is the loss of forests and jungles. If we do not take care of them, Mexico might turn into an arid territory, with extreme climates and without water.

Imagine having a day without a single drop of water!

“Initially I believed that I was fighting to save the rubber trees. After that I thought that I was fighting to save the Amazonian jungle. Now I realize that I am fighting for the humanity.”

Chico Mendes (Brazil)

Environmental services that forests and jungles offer to us.

- They help recharging the aquiferous mantles (groundwater), wherefrom we obtain most of the water we use in our daily life.
- They are home of animals, plants, insects and many important microscopic organisms for the balance of life.
- Trees and plants capture carbon dioxide from the air and liberate oxygen into the environment.
- They give us beautiful landscapes, leisure places, and spaces to carry out educational, recreative and tourist activities.
- They diminish natural phenomena effects like hurricanes, cyclones or storms that can cause floods, avalanches or other disasters.
- They provide fruits, wood and diverse raw materials to make medicines, paper, carton and sweets, among other things.

Nevertheless ... we are killing with them. Don't let this happen!

Everyone can do something for our forests and jungles!

- When you visit a forest or a jungle respect plants and animals.
- Do volunteer work to reforest and keep them clean.

- Do not leave rubbish and gather the one you find, even if it is not yours. Many wild animals die for having consumed bags, bottles, stubs or other objects thrown by the visitors.
- If you light a bonfire, be sure of extinguishing it perfectly before going away.
- If you see a fire report it to the telephone numbers: 01 800 00 77 100 / 01 800 71 23 213 / 01 800 4623 6346 or 40 / Mexico City 5554 0612 / 5658 3215 / fax 5554 8341
- Learn more about this topic and take part in the adoption and plantation of "New forests". Visit the web-page www.conafor.gob.mx and [http:// cruzadabosquesagua.semarnat.gob.mx/](http://cruzadabosquesagua.semarnat.gob.mx/)

We all need the environmental goods (paper, carton, pencils, and furniture) and services (oxygen, water, biodiversity, landscape, among others) that forests and jungles provide us.

That is why we should take good advantage of them, without destroying them.

Use energy without damaging the environment!

In our daily life we consume more and more energy, which is depleting resources and causing serious damage to the environment; therefore, we must reduce to the minimum our energy consumption.

“There is a motor force more powerful than the steam, the electricity and the atomic energy: the will”
Albert Einstein
(Germany)

Simple actions to take care of the environment, to save money and energy

Electricity

- Take a maximum advantage of the natural light, turn on the light only when it's necessary.
- Change the common light bulbs for economizing fluorescent lamps. They cost a bit more, but they consume less energy and last longer. Eventually you save more money.
- Periodically clean light bulbs and lamps; the dust blocks the light.
- Paint roofs and walls with light colors. You will have better lighting.
- If it is possible avoid using batteries. They are much more expensive than electricity.
- If you need to use batteries, try to use the rechargeable ones.
- Be sure that the refrigerator's door closes hermetically so it doesn't waste any energy.
- When you introduce or extract food from the refrigerator, make it rapidly; do not leave the door open more time than necessary.
- Never introduce warm food, because the refrigerator will use more energy.
- According to the place where you live, fit the thermostat of the refrigerator to the minimum needed. Read the instructions.
- Place the refrigerator far from the stove, from the water heater or from a window where it receives the sun light directly.

- The thinner the hoar-frost in the freezer is, the more efficient the refrigerator becomes. It is important to defrost and clean it to prevent the hoar-frost from being thicker than 5 millimeters.
- If you are going to buy a refrigerator, try to get one whose size fits your needs.
- Find out about the yield of your refrigerator in the yellow etiquette of FIDE (For its Spanish initials: Fideicomiso para el ahorro de la energía eléctrica).¹
- Do not overuse domestic appliances.
- Follow the recommendations, maintenance and safety rules suggested by the manufacturer.
- Try to replace old devices for new ones, since they consume less energy.
- Turn on the TV only when you really want to watch a program.
- Iron as many clothes as possible in every session; this way you will take advantage of the accumulated heat.
- First iron the clothes that need less heat and do it during the day. Taking advantage of the natural light you avoid turning on an extra light bulb.
- Change the dirty filters and clean the dust and garbage deposits of the vacuum cleaner. This makes the device work more efficiently and saves energy.

Air conditioning

- Verify that your device works correctly (engine, wires and thermostat).
- Keep the room closed to preserve the temperature.
- Turn off the air conditioning when you go out of the room if you are going to be out for a long time.

¹ FIDE: It is an association that informs about and promotes the saving of electricity among the population.

- Regulate the temperature in such a way that it is comfortable and so that you can stay without a sweater and without blankets.
- Turn off the device when the room is already cold and turn on the fan in its place. This one consumes much less energy.
- Clean the air filter every 15 days. Dirty filters and dust saturated deposits cause the engine to work overloaded and reduces its usefulness.
- Give maintenance every year to the whole equipment. It is proved that the air conditioners that have two years or more without maintenance, consume more energy.
- Do not buy second hand equipments. They are obsolete technology and consume much more energy.
- If you are going to buy an air conditioning, verify that it has the cooling capacity you need. Check the yellow label to know the energetic efficiency of the device.

Do You know how much the following electrical devices consume per hour comparing them with a 100 watts light bulb?

Color Television
 Washing machine
 Blender
 Refrigerator
 Vacuum cleaner
 Iron
 Toaster
 Air conditioner
 Electric oven
 Microwave
 CD player
 VCR
 Water pump
 Computer
 Coffee machine

Gas

- Choose an electrical stove or one without pilot; you save gas and reduce the emission of pollutants generated by its combustion.
- Change your water heater for a tankless gas water heater; it turns on only when you need warm water and that saves gas.
- Cover the pots while you are cooking; this way you take advantage of the heat and consume less gas.
- Avoid the draughts when you cook; they increase the food boiling time and gas consumption.
- From time to time check the gas facilities to avoid leaks.
- Give maintenance to the stationary tank, to the stove and to the heater.
- To warm rooms use gas heaters instead of electrical heaters.

Transport and energy

Motorized transport is the activity that contaminates the atmosphere the most and causes serious damage to our health. One of the most serious consequences of this pollution has to do with global warming and climatic change, which are considered as some of the most serious threats to life on the planet.

Take part in the solution of this problem:

- Use the car only when you have to.
- Pool the car as much as you can.
- If you live in a big city use the subway, the fast express train or the trolley bus. It is the cheapest and the most environmentally friendly transport.
- Find out alternate routes so that you can travel more quickly.
- Walk for short distances; you do exercise and do not contaminate.
- Use the bicycle on short distances and safe paths.

- Tune the car engine, at least every six months at least.
- Do not stop or speed up with abruptness; this increases the pollutant gases production and gasoline consumption.
- Do not park in double row; you help to create traffic jam and generate more pollution.
- Do not leave the petrol tank without lid, you lose fuel for evaporation and contaminate the environment.

For more information about this topic consult the National Commission for the Saving of Energy webpage: www.conae.gob.mx

Buy responsibly

The products or services that we consume have their origin in natural resources. To be conscious of what we buy will allow us to take decisions and to consume responsibly. Remember that giving our children a planet where they can have a worthy life depends on what we do today.

“The system says that being is having. And the trap is that those who have more, want more. Summarizing, people end up by belonging to the things and working at their orders”.

Eduardo Galeano (Uruguay)

When you buy:

- Acquire only what you need; remember that you are not what you have, but what you are.
- Acquire articles for their content, not just for how they look. Check the label information and compare prices.
- Buy products with packings made of recyclable materials; by doing this you contribute to reduce the consumption of natural resources.
- Buy products packed in a simple way and with less plastic.
- Reduce the use of disposable products to the minimum.
- If you have the option, choose returnable bottles.
- Buy products with plastic packings showing the recyclable or recycled logo.

Recycling is the utilization of the solid residues as raw material to make new products.

- Re-use the supermarket bags for your next purchases, to separate the residues and to gather your pet's excrements, among other options.
- Buy cleaning products with labels saying that they are biodegradable.

- If you deposit the hygienic paper in the toilet, buy it white, because color contaminates the water.
- Purchase local products preferably.
- Never buy products derived from species in danger of extinction, as corals, tortoise-shell, tortoise's eggs, birds' feathers or animal's skins. There are articles like shoes, bags or belts elaborated with species from legal breeding-places; check its certification label.
- Do not buy exotic animals as pet. They need to be free in their own environment.
- If you buy a natural Christmas tree, check that it has been cultivated in forest plantations and that fulfills the norm established by the Secretariat of the Environment and Natural Resources. Check the label that indicates the origin of the tree.
- Prefer trees with roots so that you can plant them later in a garden or flowerpot.

Organic products consumption

To consume organic products is healthy, environmentally friendly and contributes to the preservation of the different agricultural and forest Mexican species diversity.

Generally it is associated with fair trade forms, where medium and small producers (family vegetable gardens and farms, cooperative production farms) receive a fair proportion of the final price, which helps agricultural economy, improving the living conditions of the producers and their families.

What is organic food?

There are two types of organic food: those of vegetable origin and those of animal origin.

Organic food of vegetable origin (vegetables, grains, fruits, coffee and others) are cultivated using natural fertilizers and plague control substances, without chemicals such as synthetic fertilizers, herbicides and insecticides.

Organic food of animal origin (meat, eggs, cheese, milk, honey, among others) comes from animals fed on forages and seeds without hormones, anabolic substances, antibiotics, chemical or synthetic additives.

- Check their labels and prefer certified organic products.

Consult the web page of the Federal Consumers Bureau (www.profeco.gob.mx), in the section on healthy nourishment.

Let's do our task. Let's separate residues!

The massive generation of solid residues and their inadequate handling cause health problems, a disagreeable image in fields and cities; and soil, water and air pollution.

This is mainly due to population increase and to production and consumption forms linked to a culture of the waste management.

Let's take part in the solution of the problem; put in practice the 3 R: reduce, re-use and recycle.

“Each of us, rich or poor, carries with him the entire planet ”.

Edgar Morin (France)

Everybody has to separate residues.

Separate..... organic residuesinorganic residues

Garbage is created by mixing the solid residues (organic and inorganic). We all can help reducing the garbage if we practice the 3R: reduce, re-use and recycle.

- Reduce solid residues (for more information consults the paragraph Buy responsibly on page 23). Prefer washing to throwing away: for your parties and picnic days prefer washable utensils; for your drinks at work use a ceramic cup or a glass.
- Re-use to the maximum all the articles or products before getting rid of them. For example, use both sides of paper sheets ; transform the tins into pencil or jewel holders, or flower pots; use the supermarket bags for residues or for your future shopping; use the glass flasks to keep other things; make toys with secondhand boxes. Let your imagination fly.
- Organize garage sales with the articles that you do not use anymore, but that other persons can use. Donation is a good practice.
- Recycling is easier if you separate your residues (organic and inorganic).

Types of Residues:

Organic: we can identify them as those of animal and vegetable origin. For example: fruit and vegetables rinds, egg shells, leftovers, used napkins, coffee residues, tea, graze, leaves, branches and flowers, among others.

Inorganic: Bags, packages and plastic packages, glass, paper, carton and metals; electrical devices; pens; ceramic products, textiles and kitchen utensils....

Almost all the inorganic residues can be recycled when are free of organic matter.

The following solid residues must be separated independently:

Sanitary: hygienic paper, facial handkerchiefs, cotton, diapers, sanitary towels, condoms. It is important to place these residues in a plastic bag tied together with the inorganic wastes.

Special: batteries, light bulbs, electronics (radios, telephones, keyboards, televisions ...) and glue packages, engine oils, aerosols, cosmetics, dyes and hair sprays, paints among others. Place them separately in a tied plastic bag, together with the inorganic residues.

Each of us has an average production of almost a kilogram of garbage per day. Since we are more than 100 million inhabitants, every day about 100 thousand tons are generated. With this garbage, the Azteca Stadium could be filled 6 times in a month!

Let's facilitate recycling: we suggest you to separate the inorganic residues in independent form, according to its type.

- Join and squash aluminum tins to reduce their volume.
- Separate glass bottles and flasks and do not break them. Broken glasses must be managed separately and very carefully to avoid accidents.

Glass is recycled as many times as necessary and it doesn't lose its properties. In Mexico near 100 thousand tons are recycled a year.

Take part in increasing this volume!

- Tie newspapers, magazines, paper sheets and carton to facilitate their managing. Preserve them clean and dry so that they could be recycled.

Do you know that 80 % of the paper produced in Mexico is made from recycled paper? This avoids deforestation and generation of garbage.

- Take the lid away from and squash them polythene packages .
- Rinse the secondhand carton packings (juices, milk, mashes, sauces and soups).
- Join and squash all the plastic packings and bottles. This facilitates their classification and recycling.

The different kinds of plastic cannot be mixed to be recycled. One of the plastic that must not turn into garbage is the PET, since it is 100 % recyclable. It is used for soft drink cans, water, and oil, among others. Identify it with the symbol of recycling in the low part with the number 1.

- When you change tires and batteries deliver them to the distributors in charge of them.

Collection of materials:

There exist schools, supermarkets or collection centers that receive the residues like carton, paper and newspaper, aluminum tins, PET, and glass containers. Look for the nearest to your home.

And, what do we do with organic residues?

When the organic matter is managed separately, and is not mixed with the inorganic one, compost can be produced, which serves as natural fertilizer for vegetables and trees, or to enrich the soil.

Compost Production

Land...organic waste... Sawdust and dried leaves.

For more information about elaborating compost consult the page www.semarnat.gob.mx in the section of the National Crusade for a Clean Mexico

At Christmas time deliver your Christmas tree to the garbage truck so compost can be elaborated, which will be used to fertilize parks and ridges. Also you can deliver it in the squares or esplanades at the end of January. Find out with your local authorities.

When you take your dog for a walk, gather its excrements in a bag; tie and deposit it in the place destined for the sanitary residues.

Remember; never throw your garbage in the street hoping that someone gathers it for you. Keep it in a bag until you arrive to your home, school or

work and deposit it adequately. By doing this you will prevent that sewers get clogged, which is the main reason of floods in the cities.

A cleaned Mexico is a task of all!

Travel without leaving a trace

Besides entertainment and recreation, the practice of sustainable tourism implies a compromise: to keep and respect the natural and cultural patrimony of the places we visit.

“We can only love that what we know and can only protect what we love.”
Tobias Lasser (Germany).

When you travel:

- Do not throw garbage in the streets, highways, rivers, beaches and other places. Remember that a clean Mexico is a task for everyone.
- Enjoy natural or cultural marvels. Avoid marking or damaging them so that others could appreciate them.
- Only take photographs as souvenirs; do not take plants or animals.
- Never buy or use products derived from species in danger of extinction, as animal hides, tortoise eggs or birds feathers.
- Follow designated tracks and paths.

Museum

- If you find a wild animal during your tour, do not bother it; it should move away immediately.
- Choose destinies and trip routes that generate the biggest benefit to small populations
- Choose tourist areas, where tourist operators are responsible for the use of water, energy, biodiversity, beaches, and forests and where they manage solid residues adequately.
- Buy and use the products and services offered by the rural or indigenous communities. In this way you help to preserve the natural areas and help to improve the quality of life of its inhabitants.
- Some natural protected areas are ideal places to practice ecotourism.

Tourist activities demand more sensitive tourists, compromised with the environment; tourists interested in enjoying the natural and cultural biodiversity of Mexico.

See: www.sectur.gob.mx, www.conanp.gob.mx and www.fonaes.gob.mx for more information.

ANALYSIS

As was said before, an analysis of the translated document is going to be done. To do this analysis the translation strategies will be mentioned one by one followed by their definitions or explanations. To make this analysis clearer the translator has decided to make a chart dividing it in two parts, the first will be the Spanish version taken from the original text, and the second, the English translation. After the English version the page number and line will be given to make it easy for the readers of this monographic work to find the examples in the translation. Finally, after each example, the translator will explain how the translation technique was applied.

BORROWING

The author wrote the original text using the more common words to make it easy to read and to understand. Through the original text the author uses a well-established borrowing, which can't be written differently since it is a proper name.

SPANISH VERSION	ENGLISH VERSION
¿Sabes cuánto gastan por hora los siguientes aparatos eléctricos comparándolos con un foco de 100 watts ?	Do you know how much the following electrical devices spend per hour comparing them with a 100 watts Light bulb? Pag. 24 line 16

LITERAL TRANSLATION

As mentioned before, literal translation technique is divided into word for word translation and a more flexible one, since it allows minimal adjustments of word order according to the target language.

In the next examples of word for word translation, we can see that the sentence in the target text has the same structure of the sentence in the original text, and the words were translated using their first definition since the words exist in both languages.

SPANISH VERSION	ENGLISH VERSION
Más de 100 consejos para cuidar el ambiente desde mi hogar.	More than 100 suggestions to take care of the environment from my home. Pag. 16 line 2
Sin agua no hay vida!	Without water there is no life! Pag. 16 line 21
“En la naturaleza no hay recompensas ni castigos, solo consecuencias”.	“In nature there are neither rewards nor punishments, there are consequences”. Pag. 17 line 4
Del 100% de agua, 97.5% es salada, 2.5 % es dulce, solo 0.3% es consumible.	Of 100% of water 97.5 % is salty, 2.5% is sweet, only 0.3 % is consumable. Pag.17 line10

Since the second kind of literal translation admits some changes in the structure, we can see in the following examples that in the target language the adjective is before the noun according to the English rules of grammar.

SPANISH VERSION	ENGLISH VERSION
...es un recurso limitado	It is a limited resource . Pag. 17 line 1
Casi toda el agua dulce se encuentra congelada en los polos...	Almost all sweet water is frozen in the poles... Pag. 17 line 8

CALQUE

We know now that calque is a kind of borrowing where a language borrows an expression from another. Orthographic calque is used for historical figures and for those that don't have a traditional, accepted translation, like in the first example. In the second example only one word of phrase is translated and the other one is written as in the original text because it is a proper name.

SPANISH VERSION	ENGLISH VERSION
Albert Einstein	Albert Einstein. Pag.22 line 5
Estadio Azteca	Azteca Stadium. Pag. 31 line 19

MODULATION

This technique involves changing the point of view or perspective of the message. The following example is a clear example of how the perspective of a sentence can change a bit just by changing a word. In this case instead of translating literally the word “una”, the translator preferred to give more sense to the sentence in English.

SPANISH VERSION	ENGLISH VERSION
Al fugarse una gota por Segundo, al final del día se llena una cubeta de por lo menos 30 litros...	For every drop that leaks per second, there is at least a 30 liter bucket filled at the end of the day. Pag. 17 line 25

English is more concrete in describing reality and that is clear in the next example which is a synecdoctical modulation where a part represents the whole or vice versa.

SPANISH VERSION	ENGLISH VERSION
Proporcionan frutos, madera y diversas materias primas	They provide fruits, wood, and diverse raw materials . Pag. 20 line 23

TRANSPOSITION

As stated before transposition “involves replacing one word class with another without changing the meaning of the message” (Venuti: 1999, p.88). This means the modification of the grammatical category of a part of the sentence without semantic variations.

In the first example a noun is turned into a verb. The translator changed the category of the word but this didn't affect the idea of the sentence.

SPANISH VERSION	ENGLISH VERSION
...Puedes usarla después en la limpieza de la casa....	...You can use it later for cleaning the house...” Pag.17 line 22

The following example is a prepositional phrase turned into an adjective that modifies the noun and is part of it at the same time.

SPANISH VERSION	ENGLISH VERSION
En época navideña entrega tu arbolito al camión de la basura	In Christmas time give your Christmas tree to the garbage truck . Pag. 32 line 22

The next example shows a verb turned into a noun. The Spanish word "pasear" does not have a literal translation in English and the translator used the more suitable words to give the same idea.

Cuando saques a pasear a tu perro.	When you take your dog for a walk . Pag. 32 line 25
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This last example of transposition is a noun turned in to an adverb that modifies the verb.

SPANISH VERSION	ENGLISH VERSION
Esto hace que el aparato trabaje con mayor eficiencia y...	This makes the device to work more efficiently and... Pag. 23 line 19

EQUIVALENCE

“The notion of equivalence is one of the most problematic and controversial area in the field of translation theory” (Vinay and Dalbernet : 1977). This technique is use when we want to replicate the same situation as in the original text, and is used for proverbs, idioms, clichés and onomatopoeia. So, this technique was not required because of the kind of vocabulary that the original author used.

ADAPTATION

This technique is used when there is no common equivalence for a given expression, or when a situation in the source culture does not exist in the target culture. And as we have read through the original text, there isn't any situation that the target readers wouldn't understand even when the target culture is different.

EXPANSION

This technique adds some elements to the sentence for greater comprehensibility. In the following examples one or more words were added to give more sense to the sentence.

SPANISH VERSION	ENGLISH VERSION
En la naturaleza no hay recompensas ni castigos, solo consecuencias.	In nature there are neither rewards nor punishments, there are consequences. Pag. 17 line 5
Hagamos la tarea ¡ separemos los residuos!	Let's do our task. Let's separate residues! Pag.16 line 25
Cambia tu calentador de agua por uno de paso ,...	Change your water heater for a tankless gas water heater . Pag. 25 line 4

REDUCTION

We use omission when a language is more concise than another because of its structure or grammar.

SPANISH VERSION	ENGLISH VERSION
Los bosques y selvas. ! Nuestras fabricas de agua!	Forests and jungles. Our water factories. Pag.16 line 22
Bióxido de carbono	Carbon dioxide. Pag.20 line 17
Energía eléctrica	Electricity. pag. 22 line 8

CONCLUSION

English is a very beautiful and expressive language. It is also very tricky and loaded with rules and exceptions. And translating is more than just looking in a dictionary and writing the first words that come out, translating conveys the original author's message and to respect his or her point of view but at the same time the translator has to adapt the translation to the target readers' needs and context.

That is the reason why this translation work has to be clear enough to make it understandable for the readers of the target culture. The translator wants to give the readers a functional document which they can remember easily. The original text was not a very difficult text to translate or to understand. Through the whole text very common vocabulary is used, are this helped to carry out a good translating work. For the same reason, difficult vocabulary was not used in the translation

However, it is known that when doing a translation some problems will appear and the translator has to overcome them. Through this work some problems appeared as well. One of these problems was to find the correct terminology of some technical words, and so the translator had to check out some magazines and books about the same topic to find the appropriate term to

use. These terms were mostly related to the names of some electrical devices and hardware tools.

The original text is not written in a complex way or with difficult vocabulary, and for this reason not all translation strategies had to be used.

Another problem came up when carrying out the analysis because not all of the translation techniques could be used, since most part of the text only required literal translation. Even when this was not the translator's purpose that was what resulted at the end of the translation. It was a bit difficult to find techniques like transposition and modulation because the text didn't require too many changes.

Also, as mentioned before, equivalence and adaptation were not used at all, because there was not any extraordinary situation in the original text which required them to be applied in the target text.

To find the examples of each strategy, the translator had to read the translation as many times as it was necessary to find the best sentences to exemplify the translation strategies.

It is important to mention that the sentences were not analyzed word by word. However, this piece of work can be the basis for future research for anyone interested in analyzing those phrases in deeper detail.

Even when it is hard to translate a document into a another language when the translator is not an English native speaker this work proved that the linguistic barriers can be overcome when all efforts are made to achieve the best possible.

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APPENDICES

MORE THAN 100 ADVICES TO TAKE CARE OF THE ENVIRONMENT FROM MY HOME

Dear friends

It is very pleasant to address to you and give you this publication, in which useful and practical information is presented in order that each and everyone of us can contribute in the care and conservation of the natural resources, indispensable for our life.

I do a special called to the women in order that they can be the engine to realize these simple actions in their homes, with the leadership and force that characterizes them.

Nowadays family is the nucleus where the values and habits are formed. For this reason, I invite you to follow these advices that will allow us to save water, to take better advantage of energy, to avoid pollution and to take care of natural resources.

Let's remember that if we accomplish these actions we will be protecting our forests and jungles, the beauty and cleanliness of our landscapes, rivers, lakes, seas, and the biodiversity of the ecosystems. We want the planet to be always supported, for us and our children.

Alberto Cárdenas Jiménez
Secretariat of the Environment and Natural Resources

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2. Forests and jungles. Our water factories!
3. Use the energy without damaging the environment!
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6. Travel without a trace.

Without water there is no life!

Water is life's sustenance; it is a limited resource. With our habits and activities we are contaminating it. Everyone must help to preserve and to use it adequately with simple actions.

“In nature there are neither rewards nor punishments, there are consequences”
Robert Green Ingersoll (USA)

Let's act today to have water tomorrow!

We believe that water is abundant in our planet; nevertheless, most of it is salty and we cannot use it directly in human activities. Almost all sweet water is frozen in the poles and only a minimum part is available for our consumption.

Of 100 % of water 97.5 % is salty, 2.5 % is sweet, only 0.3 % is consumable.

Let's save water in the bathroom!

- Regularly check the sanitary installations and equipments to detect leaks.
- Be alert if you see spots for dampness in walls and roofs. Generally they are leaks signs and can affect your house.
- Install flow controlled aerators in the shower; they are cheap, easy to install and you can get them in self-service shops, paint shops or hardware stores.

Let's remember ... drop by drop the water will stop!

Let's save water in our personal cleaning!

- Take a 5 minute bath or shower. Close the faucets while you soap yourself or shave. Open them only to rinse yourself.
- Place a bucket to gather cold water while the warm one goes out. You can use it later for cleaning the house, washing the car or to watering the plants.
- Use only a glass of water to rinse your teeth after brushing.

When a drop leaks per second, there is at least a 30 liters bucket filled at the end of the day.

Toilet

- Try to change the 16 liters tank for 6 liters of water tank.

- Do not use the toilet as dust-bin! Do not waste water to reject stubs, tissues, feminine towels, cotton or hyssops.
- Periodically monitor the suitable functioning of the tank mechanism or toilet's water box.

House cleaning

- Clean floors, walls and glass with two water buckets; one to clean and the other one to rinse. Do not abuse from cleaning products.
- Take advantage of the soapy water to wash toilets. If the rinsing water is free of cleaning products, use it to water the plants or the garden.

Kitchen

- Before washing the dishes, remove the organic residues (food) and deposit them in a can or bag; neither throw them to the drainage nor mix them with the inorganic residues (check the topic Let's do the task. Let's separate residues! on page 29).
- Soak the dishes just one time; if they have a lot of grease use hot water. Soap them with the closed tap and rapidly rinse them under a moderate spurt.
- Make sure your tap does not leak when you close it. Change the packings whenever it is necessary.
- Install a flow controlled aerator. It is a cheap device easy to assemble.
- Wash the vegetables in a recipient with water; carve them with the fingers or with a brush and disinfect them. Re-use this water for the toilet or to water plants.

Laundry

- Soak clothes in soap, it would be easier to remove spots and dirt.
- If you wash clothes in the washer, do not waste the water. Re-use the water in which you rinsed to soak the following dirty clothes shift.
- If you use the washer machine, use it only for complete charges. This helps to save water and electric power. Scrub with your hands or with a brush the dirtiest parts of the clothes, to avoid double or triple washed.
- Use a minimum quantity of soap or detergent. Besides needing less water to rinse it, the clothes last more.

Plants

- Water the plants during the night or very early, when the sun takes longer evaporating the water.
- Re-use the water that you collected from the shower and from washing the vegetables to water the plants or the garden.

Besides that...

- Never wash the car with a hose, use only a bucket.
- Gather rain water to water the plants, to clean the house or the toilet.
- Never throw oil, brake fluid or antifreeze to the drainage. They are highly pollutant substances of the water. Get information of companies and places that receive the worn-out oil.
- Sweep the yard or the hassock in dry with a broom and a collector.
- If there is a volcanic ash rain, do not wet them. Gather them in bags before they cover the strainers; you can take advantage of them to nourish the plants.

In Mexico, many populations already suffer water shortage. With these actions you can help preserving it and take care of the familiar expense.

Forests and jungles. Our water factories!

Forests and jungles are factories of clean and fresh water because they catch rain water and infiltrate it to the subsoil, wherefrom we extract the water for our consumption. For that reason, one of the most worrying problems in Mexico is the loss of forests and jungles. If we do not take care of them, Mexico might turn into an arid territory, with extreme climates and without water. Imagine living one day without a single drop of water!

“Initially I believed that I was fighting to save the rubber trees. After that I thought that I was fighting to save the Amazonian jungle. Now I realize that I am fighting for the humanity.”

Chico Mendes (Brazil)

Environmental services that forests and jungles offer to us.

- They help recharging the aquiferous mantles (groundwater), wherefrom we obtain most of the water we use in our daily life.
- They are home of animals, plants, insects and many important microscopic organisms for the balance of the life.
- Trees and plants capture carbon dioxide from the air and liberate oxygen to the environment.

- They give us beautiful landscapes, leisure places, and spaces to have educational, recreative and tourist activities.
- They diminish natural phenomena effects like hurricanes, cyclones or storms that can cause floods, avalanches or other disasters.
- They provide fruits, wood and diverse raw materials to make medicines, paper, carton and sweets among others.

Nevertheless ... we are finishing with them. Let's not allow this to happen!

Everyone can do something for our forests and jungles!

- When you visit a forest or a jungle respect plants and animals.
- Do volunteer work to reforest and keep them clean.
- Do not leave rubbish and gather the one you find, even if it is not yours. Many wild animals die for having consumed bags, bottles, stubs or other objects thrown by the visitors.
- If you light a bonfire, be sure of extinguishing it perfectly before going away.
- If you see a fire report it to the telephone numbers: 01 800 00 77 100 / 01 800 71 23 213 / 01 800 4623 6346 or 40 / Mexico City 5554 0612 / 5658 3215 / fax 5554 8341
- Learn more about this topic and take part in the adoption and plantation of "New forests". Visit the web-page www.conafor.gob.mx and [http:// cruzadabosquesagua.semarnat.gob.mx/](http://cruzadabosquesagua.semarnat.gob.mx/)

We all need the environmental goods (paper, carton, pencils, and furniture) and services (oxygen, water, biodiversity, landscape, among others) that forests and jungles provide us.

That is why we should take good advantage of them, without making them extinct.

Use energy without damaging the environment!

In our daily life we consume energy increasingly, which is finishing with the resources and causing serious damages to the environment; therefore, we must reduce to the minimum our energy consumption.

“There is a motor force more powerful than the steam, the electricity and the atomic energy: the will”
Albert Einstein (Germany)

Simple actions to take care of the environment, to save money and energy

Electricity

- Take a maximum advantage of the natural light, turn on the light only when it's necessary.
- Change the common light bulbs for economizing lamps. They cost a bit more, but they consume less energy and last longer. Eventually you save more money.
- Periodically clean light bulbs and lamps; the dust blocks the light.
- Paint roofs and walls with light colors. You will have better lighting.
- If it is possible avoid using batteries. They are much more expensive than electricity.
- If you need to use batteries, try to use the rechargeable ones.
- Be sure that the refrigerator's door closes hermetically so it doesn't use any more energy.
- When you introduce or extract food from the refrigerator, make it rapidly; do not leave the door opened more time than the necessary.
- Never introduce warm food, because the refrigerator will use more energy.
- According to the place where you live, fits the thermostat of the refrigerator to the minimum needed. Read the instructions.
- Place the refrigerator away from the stove, from the water heater or from a window where it receives the Sun directly.
- As thinner the hoar-frost in the freezer is, more efficient the refrigerator becomes. It is important to defrost and clean it to prevent the hoar-frost from having a thickness bigger than 5 millimeters.
- If you are going to buy a refrigerator, try to get one that its size is adapted to your needs.
- Find out on the yield of your refrigerator in the yellow etiquette of the FIDE.

- Do not abuse from domestic appliances.
- Follow the recommendations, maintenance and safety rules that the manufacturer advises.
- Try to replace the old devices for new ones, since they consume less energy.
- Turn on the TV only when you really want to watch a program.
- Iron as many clothes as possible in every session; this way you will take advantage of the accumulated heat.
- First iron the clothes that need less heat and do it during the day. Taking advantage of the natural light you avoid turning on an extra light bulb.
- Change the dirty filters and clean the dust and garbage deposits of the vacuum cleaner. This makes the device to work more efficiently and saves energy.

Air conditioning

- Verify that your device works correctly (engine, wired up and thermostat).
- Keep the room closed to preserve the temperature.
- Turn off the air conditioning when you go out of the room if you are going to be out for a long time.
- Regulate the temperature in such way that it is comfortable and that you can be without sweater and without ridge-tiles.
- Turn off the device when the room is already cold and turn on the fan in its place. This one consumes much less energy.
- Clean the air filter every 15 days. The dirty filters and the dust saturated deposits cause that the engine works overloaded and reduces its usefulness.
- Give maintenance every year to the whole equipment. It is proved that the air conditioners that have two years or more without maintenance, consume more energy.
- Do not buy second hand equipments. They are obsolete technology and consume much more energy.

- If you are going to buy an air conditioning, verify that it has the cooling capacity that you need. Check the yellow label to know the energetic efficiency of the device.

Do You know how much the following electrical devices spend per hour comparing them with a 100 watts light bulb?

Color Television
Washing machine
Blender
Refrigerator
Vacuum cleaner
Iron
Toaster
Air conditioner
Electric oven
Microwave
Radio
VCR
Water pump
Computer
Coffee machine

Gas

- Choose an electrical stove or one without pilot; you save gas and reduce the emission of the pollutants generated by its combustion.
- Change your water heater for a tankless gas water heater; it turns on only when you need warm water and that saves gas.
- Cover the pots while you are cooking; this way you take advantage of the heat and consume less gas.
- Avoid the draughts when you cook; they increase the food boiling time and gas consumption.
- From time to time check the gas facilities to avoid fugues.
- Give maintenance to the stationary tank, to the stove and to the heater.
- To warm rooms prefer gas heaters instead of electrical heaters.

Transport and energy

Motorized transport is the activity that more contaminates the atmosphere and causes serious damages to our health. One of the most serious consequences of this pollution has to be with global warming and climatic change considered some of the most serious threats to life in the planet.

Take part in the solution of this problem:

- Use the car only the indispensable.
- Share the car as much as you can.
- If you live in a big city use the subway, the fast express train or the trolley bus. It is the most economic and environmentally friendly transport.
- Find out alternate routes in order that you could move in shorter times.
- Walk for short distances; you do exercise and do not contaminate.
- Use the bicycle for short and sure distances.
- Tune the car engine, every six months at least.
- Do not stop or speed up with abruptness; this increases the pollutant gases production and the consumption of petrol.
- Do not park in double row; you help to create traffic jam and generate more pollution.
- Do not leave the petrol tank without stopper, you lose fuel for evaporation and contaminate the environment.

For more information about this topic consult the National Commission for the Saving of Energy webpage: www.conae.gob.mx

Buy responsibly

The products or services that we consume have their origin in natural resources. To be conscious of what we buy will allow us to take decisions and to realize a responsible consumption. Remember, to give our children a planet where they can have a worthy life depends on what we do today.

“Being is having, the system says. And the trap consists on the fact that who has more, more wants. Summarizing, the persons end up by belonging to the things and working for their orders”.

Eduardo Galeano (Uruguay)

When you buy:

- Acquire only what you need; remember that you are not what you have, but what you are.
- Acquire articles for their content, not just for how they look. Check the label information and compare prices.
- Prefer products which packing are made of recyclable materials; doing this you contribute to reduce the consumption of natural resources.
- Buy products packed of simpler form and with less plastic.
- Reduce to the minimum the use of disposable products.
- If you have option, choose returnable bottles.
- Prefer products which plastic packing has the recyclable or recycling emblem.

Recycling is the utilization of the solid residues as raw material to make new products.

- Re-use the supermarket bags for your next purchases, to separate the residues and to gather your pet's excrements, among other options.
- Buy cleaning products which label says that they are biodegradable.
- If you deposit the hygienic paper in the toilet, buy it white, because color contaminates the water.

- Purchase local products preferably.
- Never buy products derived from species in danger of extinction, as corals, tortoise-shell, tortoise's eggs, birds' feathers or animal's skins. There are articles like shoes, bags or belts elaborated with species from legal breeding-places; check its certification label.
- Do not buy exotic animals as pet. They need to live free in their own environment.
- If you buy a natural Christmas tree, check that it has been cultivated in forest plantations and that fulfills the norm established by the Environment and Natural Resources Secretariat. Check the label that indicates the origin of the tree.
- Prefer trees with root to be able to plant them later on a garden or a handle.

Organic products consumption

To consume organic products is healthy, environmentally friendly and contributes to the conservation of agricultural and forest Mexican species diversity.

Generally it is associated with fair trade forms, where medium and small producers (vegetable garden and family farms, cooperative farms of production) receive a fair proportion of the final price, which helps the field economy, improving the living conditions of the producers and their families.

What is organic food?

There are two types of organic food: those of vegetable origin and those of animal origin.

Organic food of vegetable origin (vegetables, grains, fruits, coffee and others) are cultivated using fertilizer and control of natural plagues. In which there is not any substance of chemical origin. (Synthetic fertilizers, herbicides and insecticides)

Organic food of animal origin (meat, eggs, cheese, milk, honey, among others) comes from animals fed on forages and seeds without hormones, anabolic, antibiotics, chemical or synthetic additives.

- Check their labels and prefer organic certified products.

Consult the web page of the Federal Consumers Bureau (www.profeco.gob.mx/), in the section on healthy nourishment.

Let's do our task. Let's separate residues!

The high generation of solid residues and its inadequate managing cause health problems, a disagreeable image in fields and cities; and soil, water and air pollution.

This happens principally for the population increase and for the production and consumption forms orientated to a culture of the waste.

Let's take part in the solution of the problem; put in practice the 3 R: reduce, re-use and recycle.

“Each of us, rich or poor, carries with the entire planet ”.

Edgar Morin (France)

All to separate residues.

Separate..... organic residuesinorganic residues

The garbage is created on having mixed the solid residues (organic and inorganic). We all can help to reduce the garbage if we practice the 3R: reduce, re-use and recycle.

- Reduce solid residues (for more information consults the paragraph Buy responsibly on page 23). Prefer washing that throwing away: for your parties and picnic days prefer washable utensils; for your drinks at work use a ceramic cup or a glass.
- Re-use to the maximum all the articles or products before getting rid of them. For example, use both sides of paper sheets ; transform the tins into pencil holders, jewelers or handles; use the supermarket bags for residues or for your future shopping; use the glass flasks to keep other things; make toys with secondhand boxes. Let your imagination fly.

- Organize garage sales with the articles that you do not use anymore, but that other persons can use. Donation is a good practice.
- Recycling is easier if you separate your residues (organic and inorganic).

Types of Residues:

Organic: we can identify them as those of animal and vegetable origin. For example: fruit and vegetables rinds, egg shells, leftovers, used napkins, coffee residues, tea, graze, leaves, branches and flowers, among others.

Inorganic: Bags, packages and plastic packages, glass, paper, carton and metals; electrical devices; pens; ceramic products, textiles and kitchen utensils....
Almost all the inorganic residues can be recycled when are free of organic matter.

The following solid residues must be separated independently:

Sanitary: hygienic paper, facial handkerchiefs, cotton, diapers, sanitary towels, condoms. It is important to place these residues in a plastic bag tied together with the inorganic wastes.

Special: batteries, light bulbs, electronics (radios, telephones, keyboards, televisions ...) and glue packages, engine oils, aerosols, cosmetics, dyes and hair sprays, paints among others. Place them separately in a tied plastic bag, together with the inorganic residues.

In average, each of us produces almost a kilogram of garbage per day. Since we are more than 100 million inhabitants, every day about 100 thousand tons are generated. With this garbage, the Azteca Stadium could be filled 6 times in a month!

Let's facilitate recycling: we suggest you to separate the inorganic residues in independent form, according to its type.

- Join and squash aluminum tins to reduce their volume.
- Separate glass bottles and flasks and do not break them. Broken glasses must be managed separately and very carefully to avoid accidents.

Glass is recycled as many times as necessary and it doesn't lose properties. In Mexico near 100 thousand tons are recycled a year.

Take part increasing this volume!

- Tie newspapers, magazines, paper sheets and carton to facilitate their managing. Preserve them clean and dry in order that they could be recycled.

Do you know that 80 % of the paper produced in Mexico is made from recycled paper? This avoids deforestation and the generation of garbage.

- To PET packages, take the lid away and squash them.
- Rinse the carton secondhand packings (juices, milk, mashes, sauces and soups).
- Join and squash all the plastic packings and bottles, this facilitates their classification and recycling.

The different kinds of plastic cannot be mixed to be recycled. One of the plastic that must not turn into garbage is the PET, since it is 100 % recyclable. It is used for soft drink cans, water, and oil, among others. Identify it with the symbol of recycling in the low part with the number 1.

- When you change tires and batteries deliver them to the in charge distributors.

Collection of materials:

There exist schools, supermarkets or collection centers that receive the residues like carton, paper and newspaper, aluminum tins, PET, and glass containers. Look for the nearest to your home.

And, what do we do with organic residues?

When the organic matter is managed separately, and it is not mixed with the inorganic one, compost can be produced, which serves as natural fertilizer for vegetables and trees, or to enrich the soil.

Compost Production

Land..organic tailing.. Sawdust and dried leaves.

For more information about elaborating compost consult the page www.semarnat.gob.mx in the section of the National Crusade for a cleaned Mexico

In Christmas time deliver your Christmas tree to the garbage truck so compost can be elaborated, which will be used to fertilize parks and ridges. Also you can deliver it in the plazas or esplanades at the end of January. Find out with your local authorities.

When you take your dog for a walk, gather its excrements in a bag; tie and deposit it in the place destined for the sanitary residues.

Remember; never throw your garbage in the street hoping that someone gathers it for you. Keep it in a bag until you arrive to your home, school or work and deposit it adequately. Doing this you will prevent that sewers get wrapped, principal reason of floods in the cities.

A cleaned Mexico is a task of all!.

Travel without a Trace.

Besides entertainment and recreation, the practice of the sustainable tourism implies a compromise: to keep and respect the natural and cultural patrimony of the places that we visit.

“We only can love that what we know and only can protect that what we love.”
Tobias Lasser (Germany).

When you travel:

- Do not throw garbage in the streets, highways, rivers, beaches and other places. Remember that a cleaned Mexico is a task of all.
- Enjoy the natural or cultural marvels. Avoid marking or damaging them in order that others could estimate them.
- Only take photographs as souvenirs; do not take plants or animals.
- Never buy or use products derived from species in danger of extinction, as animal leathers, tortoise eggs or birds feathers.
- Follow the ways and notable paths.

Museum

- If you find a wild animal during your tour, do not bother it; it must move away immediately.
- Choose destinies and trip routes that generate the biggest benefit to small populations
- Choose tourist destinies which lenders of services are responsible with the use of water, energy, biodiversity, beaches, and forests and do a suitable managing of the solid residues.

- Buy and use the products and services offered by the rural or indigenous communities. This way you help to preserve the natural areas and help to improve the quality of life of its inhabitants.
- Some natural protected areas are ideal places to practice ecotourism.

Tourist activities demand more sensitive tourists and compromised with the environment; tourists interested in enjoying the natural and cultural biodiversity of Mexico.

Find out in: www.sectur.gob.mx, www.conanp.gob.mx and www.fonaes.gob.mx

“More than 100 advices to take care of the environment from my home” stopped being stamped on April 15, 2005 in Mexico City, on the workshops of Infagon Web, S. A. de C. V., located in Alcaiceria 8, Col. Zona Norte, Central de Abastos 09040, Delegacion Iztapalapa, Mexico, D.F.

200 000 copies were printed in paper without chlorine. There were used certified and environment friendly inks.

Companies compromised with the environment