Book of Abstracts

Online Pre-Congress Day

27 June 2025

Dear Colleague,

We're delighted to invite you to join the **EST Online Pre-Congress Day**, taking place on **27 June**. This virtual event offers a great opportunity to engage with cutting-edge research and connect with fellow participants ahead of the main congress.

For various reasons, many of our colleagues have not been able to join us in person in Leeds this year, so we hope this online space will provide an accessible and meaningful way for everyone to take part in the discussion.

All presenters have recorded their talks, which are now available to watch via the link sent to you by email. We encourage you to watch the presentations in advance and participate in the live Q&A sessions with the authors on the day.

You can view an up-to-date programme for the Online Pre-Congress Day on the EST website, under the "Programme" tab: https://ahc.leeds.ac.uk/languages/events/event/2764/11th-est-congress-the-changing-faces-of-translation-and-interpreting-studies

This document contains all of the abstracts for the online presentations. **The Book of Abstracts is sorted in alphabetical order by presentation title**. (Note that any title beginning with punctuation marks (e.g. "" or brackets) will be listed first, and then followed by other titles beginning with a letter.)

Due to a technical issue, the current version of this Book of Abstracts does not contain the author bios or author affiliations. As soon as we are able to rectify this issue, we will update the Book of Abstracts so that all presenters' bios and affiliations are shown.

We look forward to your participation and to a rich and engaging exchange on 27 June!

Warm regards,
Faruk Mardan

Coordinator of the EST Online Pre-Congress Day

For any queries relating to this document or the Online Pre-Congress Day in general, please contact Faruk Mardan (f.mardan@leeds.ac.uk), being sure to CC EST2025@leeds.ac.uk.

Table of contents

"One History, Many Memories": The Faces and Functions of Translation in the Auschwitz-Birkenau Museum

Dorota Gołuch, Agnieszka Podpora

Abstract

The paper analyses the multiple faces and functions of translation in the work of the Auschwitz-Birkenau Memorial and Museum; it asks how translation influences the processes of representing history and shaping memory undertaken by the institution. Our study contributes to two relatively new areas of research: research on translation in relation to the Holocaust, which tends to focus on Holocaust writing and testimonies, as well as work on translation in museums, which has not as yet addressed the specificities of a Holocaust memorial-museum.

The Auschwitz-Birkenau Memorial and Museum was founded at the site of the former Nazi concentration and extermination camp in 1947 and has since served a variety of commemorative and educational functions in changing national and international contexts. Drawing on interviews with Museum employees and guides-educators, as well as exhibition analyses and archival work, our paper argues that a robust, if rarely formalised, translation policy has been integral to the Museum's high-profile work at local and global levels. The paper demonstrates that translation is currently present in the Museum in different guises, notably through trilingual displays of key museum texts and through provision of live guided tours, in which guides-educators translate the Museum's core narrative to deliver it in over twenty languages. Furthermore, our study asks about the sorts of translation strategies preferred by the institution; initial findings point towards a two-pronged institutional approach, where relatively close rendition is expected in textual translation, and yet a degree of adaptation is allowed in the oral tours. This approach, we suggest, correlates with the Museum's dual mission to act as a custodian of the place and its past, while also educating diverse groups of contemporary and future visitors. Translation thus becomes essential for presenting Auschwitz as a place of, as an interviewee put it, 'one history, many memories'.

Keywords

"The next day my whole body hurt". Reflections on interpreting during physical exercise sessions

Hanne Skaaden, Tatjana R. Felberg, Gry Sagli

Abstract

"The next day my whole body hurt". Reflections on interpreting during physical exercise sessions

Physical exercise is a core component in cardiac rehabilitation (Ambrosetti et al. 2021). The Cardiac Rehabilitation Class (CRC) under scrutiny provides, via interpreting, patient education to a multilingual group of patients in a Norwegian hospital. Interpreting during physical exercise sessions in healthcare is an uncommon setting for most interpreters. This presentation examines a group of interpreters' reflections over interpreting during physical exercise and contrasts their experiences to the health care professionals' primary goals.

Collaboration between the interpreter and the professionals in charge, is crucial for communication to succeed in multilingual healthcare encounters (Krystallidou et al. 2021, Pokorn 2017). Yet, studies on interpreting in healthcare settings show that the understanding of the interpreter's task varies greatly (e.g. Angelelli 2004, Ng & Crezee 2020).

This presentation is based on data from a qualitative study including participant observation in CRC in supplement with individual and focus group interviews with healthcare professionals, patients, and interpreters. The study was conducted during 2022-23 by an interdisciplinary team of researchers from medical anthropology, physiotherapy, and interpreting studies. The current analysis focuses on interpreting during physical exercise sessions in terms of pulse raising/impacting activities, e.g., aerobics and Nordic walking.

From the healthcare professionals' perspective, it is imperative that all parties present, interpreters and researchers alike, take part in the exercises to make the patients comfortable with exercising. The researchers' observations showed that the interpreters solved their task in different ways, including exercising to the extent that the "...whole body hurt". During the follow-up interviews, the interpreters describe several dilemmas that they experienced during the cognitively and physically challenging task. In sum, the analysis identifies the need for adjustments in the interprofessional collaboration between the interpreters and the professionals in charge of the encounter.

"They are all (not) the same!": different expressions of agency within a news translation infrastructure

Márcia Dias Sousa

Abstract

I heard the other day some people saying: 'newspapers? They're all the same. They grab the information from a news agency and paste it on their pages!'. It is not that simple, though. Processes of (de)selection take place according to specific worldviews, which means that, from one given text, a particular topic or argument might be taken by some newsrooms as the core message to convey to the public, while others might think otherwise. We can never guess which will be chosen for the headlines and leads, for time and space play a strong influence in journalistic practices. Yet, an acknowledgement of how the world and their agents are usually perceived, based on shared ideologies (in Althusser's terms) within the newsrooms, can help us understanding how the (de)selective processes take place and journalists' agency when reshaping the source contexts to the target audiences. For this presentation, I propose to analyse a news translation infrastructure based on a case study and a specific target-intermediary systems relationship: the Portuguese press and the conveyance of the Catholic Pope's speeches before the United Nations General Assembly (UNGA) in five occasions between 1965 and 2015, based on news agencies reports. Through a visual representation, I will compare three newspapers' editorial choices and complement content analysis with testimonials of the respective editors-in-chief about what is most newsworthy in those speeches. As methodology, I will use CTiN: the circuit of translation in the news and semi-structured interviews. Ultimately, my aim is to demonstrate how journalistic agency (which we cannot see) can be expressed very differently in news translated discourses (which we do), resulting in different insights and representations of a given reality, and to illustrate that news contents, even when based on shared news agencies reports, do not result in similar texts, thus are not the same.

(Interpreting) context matters: The story of Suhaib Abu Amer Razem, the unwilling interpreter

Tanya Voinova

Abstract

The interpreter's background affects their complex, dynamic and multifaceted positionality and role, particularly in the context of war and conflict involving hierarchy and notable ideological and ethnic affiliations (e.g. Inghilleri & Harding, 2010; Ruiz Rosendo & Barea Muñoz, 2017; Ruiz Rosendo, 2020). In the proposed presentation, I will focus on the tragic story of Suhaib Abu Amer Razem (Odenheimer, 2024), the only Palestinian kidnapped by Hamas during the attack on Israel on October 7th 2023. While working in a festival near the border with Gaza as a minibus driver, Suhaib Razem, a young Palestinian civilian from East Jerusalem, was captured by Hamas' terrorists and taken with them by force in order to interpret between the Arabic-speaking Palestinian captors and fourteen Hebrew-speaking Israeli civilian hostages. After the negotiation attempts failed, he, like most of the other hostages, was killed (the details of their death remain under investigation).

Based on a qualitative analysis of (1) in-depth interviews with Suhaib's family and Jewish survivors conducted in June 2023, (2) media interviews with them, and (3) relevant social media publications and press coverage, I will (re)construct Suhaib's story and examine his complex and ambivalent positionality and role strongly embedded in their intertwined contexts: the immediate context of such an extreme and life-threatening interpreted situation and the larger context of the Israeli-Palestinian conflict. I will argue that Suhaib's unique positionality as both an insider and outsider, local and foreign, "friend" and "enemy", positioned him in an in-between "third space" – a virtual site where clashing sets of values interact, binary oppositions collapse and complex interactions and (re)negotiations form hybridity (Bhabha, 1994). Moreover, I will suggest that Suhaib played an essential and visible role in mitigating vulnerability within the asymmetric situation when facilitating access to communication, thus embodying the very idea of translation as building bridges.

(Re)creating political interpretations in poetry translation: 150 years of English retranslations and reinterpretations of "Moladh Beinn Dòbhrain" ("Praise of Ben Dorain")

Oliver Currie

Abstract

Duncan Bàn MacIntyre's long poem and classic of Scottish Gaelic literature "Moladh Beinn Dòbhrain" ("Praise of Ben Dorain") composed in the mid-18th century has been translated into English no fewer than ten times in the past 150 years. Yet, the poem's interpretation is somewhat of an enigma: is it simply a virtuoso nature poem, a eulogy of a mountain (Beinn Dòbhrain) and the deer that inhabit it, as maintained, for example, by the poet, critic and translator Iain Crichton Smith, or is it a political poem, obliquely asserting the right of the local people, symbolised by the deer, to live on their ancestral lands, from which they were soon to be evicted and replaced by sheep in the Highland Clearances, as fellow poets, critics and translators William Gillies and Ronald Black have maintained? The challenge in (re)reating political interpretations in translation is that the potential for political interpretation lies not (explicitly) in the text of the poem, but in its intertextuality and reference to the wider Gaelic cultural and poetic tradition. This paper explores how "Moladh Beinn Dòbhrain", composed over 250 years ago, has been linked to contemporary political issues – Scottish independence, land reform and tenants' rights, environmental degradation and restoration – and how translators have used very different and creative strategies to convey political or other interpretations of the poem, which blur the boundaries of translation, creative writing and literary criticism. These strategies include creative translation combined with creative criticism (e.g. Garry MacKenzie), composing original poems inspired by "Moladh Beinn Dòbhrain" (e.g. Hugh McDiarmid and Iain Crichton Smith) or writing critical articles (e.g. Iain Crichton Smith, Alan Riach and Garry MacKenzie) which also function as paratexts to the translations (Batchelor 2018: 142).

Reference

Batchelor, Kathryn. 2018. Translation and Paratexts. Routledge.

A case study on error detection and human quality assurance in Post-Editing of MT and NMT.

Elsa Perez

Abstract

Despite the advances in Neural Machine Translation and Machine Translation, human intervention is necessary to ensure the quality of the end product. This is a case study with college translation students who use an error detection instrument (Vardaro et

al., 2019; Kaplan et al., 2021) to rate the output of a CAT tool (MateCat) and a NMT (DeepL) with three different texts in Spanish and English. Later, they post-edited these texts. The study's findings indicated that there was no definitive answer as to whether MateCat or DeepL was superior, as both tools exhibited unique strengths and weaknesses. Regardless of the translation tool employed, human input remains crucial. This is evident from the significant number of errors observed in both types of machine translation. The short text excerpts used to assess the accuracy of these tools revealed a high incidence of errors across various categories, underscoring the importance of human involvement in ensuring translation accuracy.

Keywords

Machine Translation Post-Editing, Error Detection, Neural Machine Translation

A Study on the Translation and Dissemination of the Chinese Literary Classic Journey to the West into Baba Malay within the Baba-Nyonya Culture of Malaysia

XIONG Li

Abstract

As the center of the Malacca Sultanate established in the early 15th century, Malacca served as a crucial intersection of the Chinese, European, Arab, and Indian civilizations. Chinese immigrants settled in this region, marrying with locals, and forming the Baba and Nyonya communities. These groups developed a unique language—Baba Malay (Bahasa Melayu Baba), which blends Chinese dialects with Malay. They retained strong Chinese influences while incorporating elements of Arab culture and Malay customs, such as dress and cuisine, and were further influenced by Western culture during the colonial period, resulting in the distinctive Baba-Nyonya culture. While scholars have extensively studied Malaysian Chinese literature and indigenous Malay literature, research on Baba-Nyonya literature, which rapidly declined and even disappeared after World War II, remains limited. This paper examines Mr. Chan Kim Boon's Chinese-to-Baba Malay translation of the classic Journey to the West, housed in the National Library of Malaysia. It analyzes the underlying motivations, along with the historical, social, and cultural factors influencing his selection of translation materials, paratexts, and translation strategies. The study aims to explore the process of translating and disseminating the Chinese literary classic Journey to the West within Baba-Nyonya culture.

Accessing sport in Ireland: A case study of audio description in Bohemians FC

Joss Moorkens, Lucía Pintado Gutiérrez

Abstract

As organisers of popular public events, football clubs are increasingly expected to foreground accessibility depending on national and international requirements, partly due to EU legislation requiring its member states to provide a certain amount of accessible content (Audiovisual Media Services Directive of 2018 and the European Accessibility Act (or EAA) of 2019 (EU Directive 2019/182). This has led many European clubs to provide audio-described commentary (ADC) in their stadiums so that spectators who are blind and partially sighted can enjoy the matchday experience. ADC differs from regular football commentary by describing action rather than just commenting on it. While large events like the UEFA European Football Championships and FIFA World Cups have made ADC available since 2008 and 2010 respectively (Michalewicz 2014, Atherton & Macbeth 2019), for smaller clubs ADC provision is often ad-hoc and delivered by volunteers (Bywood et al. 2023).

Although ADC is not an extended practice in Ireland, the Dublin-based football club Bohemians FC have provided in-stadium ADC since 2019, appointed a full-time Disability and Social Inclusion Access Officer in 2020, and won a Total Access award from CAFE (Centre for Access to Football in Europe).

This proposal looks at the AD process and reception of the ADC product at Bohemians. Using semi-structured interviews with club accessibility and inclusion staff and volunteer AD commentators, our research documents the beginning of ADC provision at Bohemians as part of the club' societal mission, the training (or lack thereof), guidelines that they follow, and technologies used for ADC. Surveys and interviews were used to gather information about blind and partially-sighted spectators reception of Bohemians' ADC, an area that Bywood et al. (2023) note is under-researched, looking in particular at spectators' opinions about what should and should not be described in order to maximise their enjoyment of the matchday experience.

Affective interpreting-learning strategies from language-learning strategies for process-oriented interpreter training

Kanja van der Merwe

Abstract

Although affective factors play an important role in interpreting, this area is often under-researched (Xu & Liu, 2023). My PhD dissertation is a qualitative descriptive investigation into interpreting learning strategies as a phenomenon by utilising Oxford's (1990) language learning strategies for process-oriented interpreter training. Unlike a typically problem-oriented interpreting strategy used during the interpreting process, an interpreting learning strategy is not [necessarily] directly linked to the interpreting process, but aids interpreting students in improving their foundational interpreting ability (Lee, 2015). The main research question addressed is "To what extent can language learning strategies be utilised for process-oriented interpreter training?" Oxford's (1990) language learning strategy model consists of 35 direct (memory, cognitive and compensation) and 27 indirect (metacognitive, affective and social) strategies. Direct strategies are used to master the target language and indirect strategies are used to manage the learning process. Oxford's (1990) indirect affective learning strategies are used to regulate emotions. Based on the interaction between interpreting and language learning research, affective interpreting learning strategies are created. These strategies can be used before, during and after the interpreting task (and life-long) to focus on internal affective factors in interpreting – mainly anxiety, motivation and self-confidence – in order to maintain a low affective filter, improve attitudinal competence and develop emotional intelligence. Three strategy categories with 10 individual affective interpreting learning strategies are suggested for process-oriented interpreter training, namely "lower your anxiety levels" (use breathing and relaxation techniques, use music, and use humor), "motivate yourself" (use positive self-talk, take wise risks, and reward yourself), and "take your emotional temperature" (listen to your body, use a checklist, write in an interpreting diary, and discuss your feelings with your support system). Furthermore, it was demonstrated that these affective strategies can be implemented in strategy chains and clusters with various strategy functions for Cohen's (1996) strategies-based instruction.

An integration of machine learning (ML) and corpus tools in the analyses of legal translations-a case study of the Civil Code of P.R.C.

Bing Hu, Gao Xiaowei

Abstract

Legal translation has long been among the few text genres that machine translation cannot deal with satisfactorily. Analyses of translation quality and styles of legal texts have been relying mostly on corpus tools or meticulous manual comparisons that are both laborious and sometimes unreliable. Classification and clustering tools and methods of Machine Learning, such as SVM (Support Vector Machine), decision tree, logistic regression, naive Bayes, random forest, and neural networks have been applied to the analysis of translation styles and meaning interpretation in literary works. Such tools and methods have seldom been applied to the comparison of legal text translations which have a higher demand for precision and interpretation. This work integrated those methods with corpus linguistic methods to analyze the stylistic differences of two translations of the Civil Code of China, and successfully detected and ranked the distinctive features affecting the style and quality of legal translation with high precision rate equaling qualitative analysis. The integrated framework in this study harnessed ML methods and corpus linguistic methods and proved to be a reliable method to discriminate translation styles, measure translation quality and equivalence, and improve translation quality of legal documents. Cross validation method showed the stability and robustness of such a framework. This case study is repeatable and highly interpretive for legal translation process and products, and therefore provides a new perspective on a more scientific and objective approach towards comparative legal translations.

Keywords

At the Avant-Garde of Soviet Translation Thought: The Emergence and Erasure of the Multisectoral Discipline of "Translation Studies" in Ukrainian Academia at the Turn of the 1920s and 1930s

Lada Kolomiyets

Abstract

The phenomenon of the brief Ukrainian national revival of the 1920s, brutally interrupted in Soviet Ukraine by the Communist Party (of the Bolsheviks) in the early 1930s, embodied on the one hand the postcolonial desire to "rewrite history" (as this term is conceptualized in T. Niranjana, 1992), and on the other hand a new colonial dependency – the need to demonstrate loyalty to the externally imposed Bolshevik regime. Under these conditions, in the early 1930s, Mykhailo Kalynovych and Mykola Zerov – literary scholars, translators, and university professors – can be credited as Soviet (and European) pioneers in mapping out the multifaceted field of translation studies as a branched research and teaching discipline or complex of disciplines, including, among others, national translation traditions and the history of Ukrainian translation. The technical terminology of their critical essays and lectures remains, for the most part, important and relevant to contemporary research. This is especially true of the term perekladoznavstvo (translation studies), understood as "the science of translation" and used as the name of the academic discipline that deals with the study of translation in general. There were other Ukrainian scholars at the forefront of Soviet translation thought at the time, most notably Oleksander Finkel, Volodymyr Derzhavyn, Hryhoriy Maifet, Oswald Burgardt, Ivan Kulyk, and others, whose work was widely recognized in the USSR in the early 1930s, especially in Soviet Russian academia, and who sought to build Soviet (and Ukrainian) translation studies in the midst of Stalin's growing campaign of terror. But even a truncated field of translation studies and a (national) history of translation viewed from a colonial perspective, i.e., dependent on Russian dominance and detached from the general European translation tradition(s), was no longer tolerated. Beginning in the mid-1930s, Soviet censorship demanded the removal of many key names from translation discourses.

Keywords

translation studies, literary translation, early Soviet Ukraine

Audiovisual translation templates in peripheral contexts

Georgios Floros, Rafaella Athanasiadi

Abstract

This paper presents ongoing research on the question of template typology and the way templates are created and used, especially in peripheral contexts, i.e., in contexts of lesser spoken languages, where the AVT market is usually less regulated and AVT teaching is less systematically developed. It examines the Greek-speaking context as a typical peripheral context, with the aim to comprehend its academic landscape and discuss important theoretical and pedagogical implications. While templates have been used for a long time, the distinction between two main types of templates— general AVT templates and pivot templates—has received little attention so far. Capitalizing on Pięta et al. (2023), who advocate a clear distinction between the creation of (general) templates and pivot templates, especially in English, their methodology is partly replicated to investigate the Greek-speaking context. Two methods are deployed with the aim to reveal any awareness of the distinctive specificities of the two types and the way(s) in which future templators are trained—if at all. More specifically, a) a questionnaire to AVT trainers is used, and b) the way the very first Greek cultural product made its debut on Netflix through subtitling is examined as a case study. The first results indicate that a) there is little awareness of the existence of two distinct types of templates, and b) training in subtitling only fragmentarily considers training in general template creation, without accounting for pivot template creation. Based on these findings, some important theoretical aspects and considerations are singled out towards the systematic description of a template typology, which will hopefully prove fruitful also for pedagogical purposes.

References

Pięta, H., Valdez, S., Torres-Simón, E., & Menezes, R. (2023). Pivot templators' challenges and training: Insights from a survey study with subtitlers and subtitler trainers. Íkala, Revista de Lenguaje y Cultura, 28(2), 1-21.

Automatic Annotation of Spanish Informed Consent Documents for Gender-Inclusive Language Using ChatGPT

Roser Sánchez-Castany, Robert Martínez-Carrasco

Abstract

This study explores the automatic annotation of a corpus of Spanish informed consent documents (ICD) for gender-inclusive language markers using ChatGPT. As ICD play a key role in the healthcare sector, ensuring gender inclusivity is paramount in order both to affirm the identities of all patients and safeguard their rights (patient autonomy and right to information). Leveraging AI for this task can streamline the process and ensure consistency in identifying and revising gendered language. In the Spanish context, physicians tend to trust medical associations to provide them with ICD that they will later on use in their clinical practice. Building on these grounds, a corpus of 134 Spanish ICD was compiled from 35 Spanish medical associations. Ad-hoc prompts were developed in order for ChatGPT to automatically annotate instances of gendered language (gender-exclusive terms and their gender-inclusive alternatives). The annotations were then reviewed by human experts to assess the accuracy and efficacy of the AI's annotations. The automatic annotation process revealed a high prevalence of gender-exclusive language in the ICD corpus. While ChatGPT accurately identified most instances of gendered language, it occasionally struggled with context-specific nuances. The findings highlight the potential of AI tools like ChatGPT to improve IDC in terms of adequacy, clarity, and personalisation. These may result, among others, in more inclusive language practices, as the frequent use of masculine generics can alienate or marginalise non-male patients, as well as physicians and other healthcare professionals. While this study delves into the importance of revising IDC to reflect more inclusive language practices, human oversight remains of great importance to address contextual subtleties and ensure complete accuracy. Future research could focus on enhancing the AI's contextual understanding of ICD and extending its application to translating ICD and other clinical documents in order to ensure successful interlinguistic health communication.

Keywords

Informed Consent Documents, Gender-Inclusive Language, AI-powered annotation

Between the Sound and the Fury of the Audience: An Ethnography-Based Study of the Poor Ratings of Li Jihong's Translation of The Sound and the Fury

Fuyu Yang

Abstract

This study explores the relationship between audiences' comments on and reception of literary translations by investigating "the One Star Movement", a spontaneous rating activity via Douban Reading, an important Chinese internet social platform, against Li Jihong, a young literary translator and his translations since 2013 through the poor ratings of and negative online comments on his translation of The Sound and the Fury published in 2018. Reexamining Andrew Chesterman's notion of expectancy norms, this article employs the online ethnography of analyzing the audience's online comments and an in-depth interview with Li Jihong the translator in an attempt to show the discrepancies between the texual facts of Li Jihong's translation of The Sound and the Fury and its narrative in the online comments, thus question the validity of the audience's responses as the evidence of the effects of translations. Several findings could be drawn from the reflection on this case. First, the identity of the audience in this movement is not simply text-bound, but a social construction driven more by the consensus of emotion than knowledge. Second, the One Star Movement reflects only biasedly the audience's reception of Li's translation, and its causality with Li's textual performance is tenuous. Third, in the One Star Movement, the expectancy norms imposes equal constraints on the audience and Li Jihong the translator. By probing the story of collective online violence, this article rethinks the taken-for-granted notion of "the audience" and "comments" in translation studies, offers new insight into the theoretical construction of expectancy norms, and calls for more diversified modes of literary translation to make more space for individual expectations and reception of translated literature.

Beyond philology and culture studies: analyzing Japanese language translator and interpreter training in Poland

Agata Balińska

Abstract

The number of university programs devoted to translation and interpreting has been steadily growing; however, some languages are still primarily taught within the framework of philology or cultural studies. This is particularly true for Japanese language in Poland, where, out of nine BA and seven MA programs available at public universities in the country, only five focus on translator training, and, currently, there are no programs aimed at solely training interpreters, even though there is a market need for trained professionals in this area.

This research utilizes qualitative and quantitative data, gathered through surveys and interviews conducted with five groups of participants: (1) students of higher years at programs with Japanese language; (2) graduates of such programs; (3) translators and (4) interpreters working with Japanese language; and (5) lecturers employed at universities and working with Japanese language. The study investigates various aspects, including participants' perceptions of university instruction related to Japanese language, culture, translation, and interpreting, as well as their motivations for pursuing Japanese-focused studies, working as translators or interpreters, or opting out of these professions. Given the absence of prior research on this topic in Poland, the study also explores the types of translation and interpreting work provided by participants.

The survey, conducted between January and March 2024, received responses from 150 participants. The interviews are scheduled to be completed by the end of September 2024. 70 participants have expressed interest in taking part in the interviews, and the study aims to interview at least 20 of them. Both studies were approved by the Rector's Committee for the Ethics of Research Involving Human Participants at the University of Warsaw (opinions no. 262/2023 and 295/2024).

Changing a translation method and erasing translation theory in Ukraine in the 1930s

Oleksandr Kalnychenko

Abstract

The study will reveal the mechanism of state interference in translation matters during the Stalinism period. In the late 1920s - early 1930s, a significant number of Ukrainian scholars and literati shifted their interests to the field of translation. Collectively, they elaborated philologically accurate translation method (oriented towards the text to be translated). This approach (homologous translation) was theorized by Volodymyr Derzhavyn, Hryhorii Maifet and Mykola Zerov. Parallel to this, an alternative approach to the method of translation was emerging in the predominantly Communist Party environment. It was focused not on the source text, but on the mass Soviet reader, and allowed for changes, omissions, and additions. Such an approach (analogous translation) was theoretically championed by Ivan Kulyk and Oleksandr Finkel.

The emergence of philologically accurate translation was abruptly terminated in the mid-1930s in the wake of changes in national policy in the USSR and the abandonment of indigenization. The regime openly interfered not only in the selection of works to be translated but also in the method of translation itself. Suspicion and hostility towards Ukrainian translation culminates in mid-1930s pogrom publications in which translators are accused of "nationalistic sabotage". The campaign triggered plentiful relay translations as well as retranslations and revisions of previously published translations to make them as close as possible to the Russian language lexical and grammatical patterns. The vocabularies of translations were called to be purged of "archaisms," or words harkening back to national history, and "alien" elements such as the vocabulary of Polish and German origin, which was dubbed "fascist," and the prohibited words and other elements were called to be replaced by "internationalist" ones (Russian-derived modern vocabulary and grammar constructions borrowed from Russian).

To illustrate the ideologizing of norms we are going to compare the translations published in 1929-30 with the retranslations of 1935-1955.

ChatGPT and Religious Texts Translation in Yoruba and Igbo: Interpretations and Inconsistencies.

Abiodun OSHIN

Abstract

Machine translation has made significant strides in recent years, with models like ChatGPT capable of translating text across multiple languages. However, when it comes to translating religious texts, which often carry deep cultural and spiritual significance, the challenges become particularly pronounced. This study explores the use of ChatGPT in translating religious texts from English to Yoruba and Igbo, two of the major languages in Nigeria. We analysed the interpretations and inconsistencies that arise in these translations, shedding light on the complexities and sensitivities involved in this endeavor. Both quantitative and qualitative methods were used to assess the translations for linguistic accuracy, fluency, and fidelity to the original religious texts. Among other findings, it was revealed that ChatGPT gave a different translation from the intended meaning and which could mislead the intended audience. Also, misinterpretations, especially in contexts requiring cultural and religious sensitivities were also discovered. On the basis of these findings, it was recommended that there should be development and improvement in machine translation models especially the ChatGPT.

Keywords

ChatGPT , translation, religious words

Cognitive Modeling in Translation: Exploring Active Inference

Takanori Mizowaki, Masaru Yamada, Michael Carl, Yuxiang Wei

Abstract

To gain a deeper understanding of the translation process, it is essential to construct a detailed cognitive model of translators. However, the cognitive models discussed in previous studies have been limited to partially explaining individual processes, leaving their interrelationships unclear and restricting a comprehensive understanding. Recently, theories that offer a unified explanation of the translation process have garnered attention. Among these, the "Free Energy Principle," which explains various human functions, has been the focus of several studies. Nevertheless, empirical research findings remain insufficient. Therefore, this study attempts to incorporate Active Inference, a framework within the Free Energy Principle that focuses specifically on action selection and the minimization of prediction error, to explain the translation process. Specifically, we implemented an Active Inference model using data on keyboard typing and eye-tracking collected from previous studies and conducted simulations. We then compared the simulation results with actual translation process data to evaluate the model's accuracy. This research is expected to provide insights into the detailed characteristics of translators and languages. In translation education, the model can serve as a foundation for identifying cognitive issues at various stages of translation and providing appropriate guidance. Furthermore, detecting cognitive problems and stress in translators can lead to proposing improvements and contribute to the development of translation support tools.

Keywords

Cognitive Modeling, Active Inference, Translation Process

Communication and migration within the female healthcare field: the Intercomsalud project

Carmen Merino, Candelas Bayón Cenitagoya, Laura Monguilod

Abstract

Research has shown immigrants are forced to face several obstacles when they seek medical attention. In addition, the medical staff encounter several difficulties when having to communicate with them (Valero-Garcés, 2020, Barómetro de Migraciones de Madrid, 2016). These asymmetries are cultural and linguistic in nature. They have a negative impact that affects the patient's care, seen that they suffer inequality, inefficiency and exclusion.

Deeming interdisciplinarity essential to achieve a two-pronged solution, the Intercomsalud project has two main aims. Firstly, it pretends to analyse the role intercultural competence plays regarding interactions between healthcare staff and migrant patients, focusing on the medical services of gynaecology and obstetrics. This will be achieved by creating two analysis tools for each of the participants, which will be based on the Intercultural Sensitivity Scale of Chen and Starosta (2000). Secondly, it aims to implement training actions to improve the provision of health care to the female migrant population.

The Project is divided in several phases and it aims to solve questions regarding healthcare staff and patients' perceptions when it comes to sociocultural aspects that are linked to healthcare or communication problems caused by a lack of intercultural competence (stereotypes, prejudice, ethnocentrism). Therefore, in this communication we will present the project, focusing on concepts such as intercultural competence and ethical public service provision. The project's phases will be described and the results that are available at that moment will be presented.

In our current globalised society, stablishing differences between people has an impact on their material reality. Moreover, our interdependent status pushes us to overcome disciplinary compartmentalisation. In short, we believe that a project like Intercomsalud can invite us to rethink intercultural issues and change our environment.

Confucianism and Virtue Ethics in Dialogue: A socio-cultural (Re)examination of virtuous interpreters in conflict

Shiyao Guo

Abstract

Beginning with Antoine Berman's (1992) investigation into the interplay between translation and ethics, there has been a growing emphasis on and discussion of ethical issues in Translation and Interpreting Studies (TIS). In the modern era, the scope of these discussions has expanded to include an ever-widening array of topics, including social justice, interpreters in conflicts, interpreter training, non-professional translators/interpreters, and so on. Despite the growing complexity, Monzó-Nebot and Wallace (2020:7) observe that 'the philosophical inspiration behind these scholarly reflections' on ethics 'is rarely made explicit', and this holds particularly noticeable in the study of virtue ethics, where scholars rarely clarify the philosophical traditions underpinning their research. Discussions about ethics in the field of TIS frequently adopt a 'standard typology' (Slote and Besser-Jones 2015), predominantly shaped by Western philosophical thinking, while neglecting other philosophical traditions, including Confucianism, among others.

This presentation advocates for moving beyond Western-centric frameworks. By analysing the case of student interpreters recruited and trained by the government for Allied forces during WWII, it demonstrates how Confucianism can offer valuable insights into ethical-political relationships, moral education, and decision-making in interpretation. Concepts such as li (rituals) and the role of the junzi (moral exemplar) provide alternative approaches to understanding ethical behaviour, highlighting the significance of collective values.

The presentation advocates for a more inclusive approach that recognises the contributions of diverse philosophical traditions. While Confucianism is not presented as a panacea for all ethical dilemmas in TIS, it offers significant potential for broadening the terminological scope and addressing critiques of Western-centric ethical frameworks. Ultimately, this presentation aims to foster dialogue between different ethical traditions, highlighting the often-overlooked potentials and proposing new directions for research in translator and interpreter ethics.

Keywords

Ethics, Confucianism, Interpreters in conflicts

Contemporary Mainland Chinese Literature in English Translation: A Case Study of Penguin Random House

Yueran Wang

Abstract

Since the beginning of the 21st century, Chinese literature from mainland China has gained increasing attention in the Anglophone world, leading to a significant rise in related English translations. This growing body of translated works offers rich samples for examining how Chinese literature is selected, presented, and promoted to English-speaking readers. Drawing on Edward. W. Said's concept of Orientalism and Daniel F. Vukovich's Sinological form of Orientalism, this paper investigates how the images of modern Chinese literature and China are constructed in English translations through a case study of Penguin Random House. The study compiles a comprehensive list of the English translations published by Penguin Random House's imprints and analyses the selection patterns of modern Chinese literature from mainland China for translation. The corpus includes the print publications made by the imprints up until 2021 and the publisher-produced paratexts are also used for reference when it comes to the preferences or intentions guiding these selections.

Based on the analysis of the corpus, this paper summarizes and analyses what books have been selected, what types of literature and what kinds of themes and subject matters have been repeatedly chosen. The study reveals that although the selected literature encompasses a variety of subject matters and includes cultures from both Han communities and other ethnic minorities, there is a pronounced preference for realist writings that revolve around sociopolitical issues and memories of historical traumas in modern China. While only covering literature written between the 1980s and the 2010s, the selections picture a portrait of modern Chinese literature that is dominated by realist reflections on social concerns and history written by Han writers.

Keywords

Cultural image, Paratext, Translated modern Chinese Literature

Current trends in the use of artificial intelligence for producing and translating legal texts in Canada

Marc Pomerleau, Marie-Hélène Girard

Abstract

The production of legal texts involves a diverse range of contributors, including language specialists (writers, editors, translators, etc.), legal experts (judges, lawyers, solicitors, etc.), and non-specialists (the general public). With the democratization of artificial intelligence (AI), these contributors increasingly have the opportunity to use the machine instead of producing legal texts themselves, either partially or entirely. However, little is known about the use of AI in the justice sector overall. To address this knowledge gap, we conducted a study on the role of AI in the production of legal texts in Canada, with a focus on translation between the country's official languages, English and French. This paper presents the results of a survey conducted among Canadian jurilinguists, examining who utilizes AI, which tools are employed, the specific tasks for which these tools are used (writing, translating, editing, etc.), and the contexts in which they are applied. Additionally, we discuss the concerns, satisfaction levels, and best practices associated with the use of AI in this domain.

Dovetailing Models of Interpreting: Integrating Cognitive Processing and Socio-Cultural Approaches

Robert Lee

Abstract

The field of interpreting has traditionally been split between cognitive processing models, which focus on the mental mechanisms interpreters utilize to move from source language message to a target language rendition, and socio-cultural models, which emphasize the influence of social and cultural contexts during interpreting. This paper aims to synthesize these two paradigms to propose a more holistic framework that captures the complex interplay between cognitive processes and socio-cultural factors in interpreting.

In Skopos theory (Nord, 1997; Vermeer, 2000) all utterances (direct ones as well as those mediated by translators and interpreters) are described as "offers of information". In an interpreted turn, the interpreter is both the receiver of the offer in the source language as well as the producer of an ideally equivalent offer in the target language. Between the reception of the offer and the production of the rendition, the interpreter must decode the offer into parts (syntactic, semantic, communicative clues, intent) and in tandem with other domains of decision making (ethical, interpersonal, etc.) crafts a rendition that takes all this into account. If some information is lacking or underspecified (e.g. meaning) then the resulting rendition is less than optimal.

Drawing upon the work of Cokely and Gile (Cokely, 1992; Gile, 1992) in cognitive processing as well as Llewellyn-Jones and Lee's Role-Space model (Llewellyn-Jones and Lee, 2014) and Dean and Pollard's Demand-Control Schema (Dean and Pollard, 2001) in decision making, this paper will describe how these modules (linguistic, interpersonal, ethical) are handled by interpreters. Discussion of the impact of underspecified information (e.g. not understanding a message, not recognizing participant relations, misunderstandings of the source message intent) can result in less than optimal interpreting. Implications for training interpreting will also be addressed.

Easy to Understand Language in the Brazilian Context

Lucinéa Marcelino Villela

Abstract

Although Easy Access for Social Inclusion Training (EASIT) provides relevant content about accessibility and inclusion, non-English speakers and users from non-European countries may be excluded without cultural and linguistic adaptations. With this in mind, some project adaptations have been proposed in Brazil. The presentation will focus on two case studies of easy-to-understand language in audio descriptions that are applied in contexts of higher education and specialization courses. In the first case, Brazilian undergraduate students created an AD script in English after being exposed to EASIT video lectures and training materials, and in the second situation, teachers from Primary and Secondary Schools had the opportunity to familiarize themselves with E2U's main definitions and their use through Portuguese version of the selected video lectures. Their thoughts and perceptions about audio description and easy-to-understand language will be discussed during the session.

Keywords

Easy to understand language, audio description, audiovisual translation

Embracing the Tune: How Translation Students Harness AI Tools for Additional Language Learning

Melita Koletnik, Enrique Cerezo Herrero, Astrid Schmidhofer, Jim Ureel

Abstract

The paper explores the adoption of generative AI tools for additional language (AL) learning among translation students. It aims to enhance our understanding of AI's evolving role in translation and interpreting-oriented language learning and teaching (TILLT) and its implications for pedagogical approaches in translation and interpreting studies.

Our study draws on data collected through a questionnaire distributed among students in four countries – Austria, Belgium, Slovenia and Spain – in 2024. The questionnaire examined students' familiarity with, experiences with, attitudes towards and opinions about generative AI tools. It also explored their preferred applications of these tools, such as completing language and/or translation assignments, revising language output, and researching subject-specific knowledge. Additionally, the questionnaire gauged levels of satisfaction with and interaction patterns regarding these tools, as well as students' perceptions of whether using such tools aids their progress in AL learning for translation and interpreting purposes.

The results were analysed across various variables including gender, age, year of study, language learned and country of study. Drawing from them, recommendations were developed for effectively integrating these tools into language classes in translation and interpreting programmes, as well as proposals for guided self-learning, thus encouraging students to embrace the tune of technological advancement in language education and carve out personalised learning trajectories.

Enhancing Tourist Satisfaction through AI: A Translation Studies Perspective on AI and Language Barriers in Tourism

Lama Alharthi

Abstract

Tourist satisfaction is a central concept in tourism marketing and sociology, closely linked to loyalty and engagement and often shaped by the quality of services provided (Schofield, 2000; Carlos et al., 2017). In international tourism, language barriers frequently present challenges as tourists encounter foreign languages or interact with non-native English speakers. These language constraints can prevent tourists from fully engaging with their surroundings and receiving optimal service, potentially leading to dissatisfaction and a reduced likelihood of returning to the destination (Ying et al., 2018). Generative AI, with its ability to learn from interactions and provide personalized services, offers a potential solution to these language barriers (Wang, 2023).

This presentation considers this potential from both a Translation Studies and a Tourism Studies perspective. Based on a thorough review of relevant literature, it explores how linguistic encounters affect tourist experiences and how AI can be strategically utilized to improve communication, satisfaction, and overall service quality in tourism.

This review is twofold. First, it examines the linguistic challenges tourists face in various travel situations, specifically identifying where translation services are most needed. By focusing on studies from tourism literature with a translation viewpoint, this review identifies specific scenarios where tourists struggle with language, impacting their overall experience. The goal is to establish a typology of tourist information that identifies the types of communication that enhance clarity and meet tourists' diverse expectations.

Second, the review investigates tourists' intentions to use AI during their trips, focusing on how anthropomorphic cues in AI applications influence user engagement and satisfaction. Existing literature suggests that AI can improve accessibility, language comprehension, emotion recognition, and personalized service delivery (Wang, 2023). To date, no reviews have specifically applied a Translation Studies perspective to these aspects in tourism, which constitutes an important gap that this review aims to fill.

Exploring Balanced Harmony in Translational Ecology: The Symbiotic Relationship Between Translators and Texts

Hongyang Ji

Abstract

The shift in scholarly focus from "translation studies" to "translator studies" reflects an increasing interest in understanding the modes of translator agency. Positioning translators in the centre of the translation system deconstructs one of the dominant paradigms of text-oriented translation theory, such as Descriptive Translation Studies. Translator-centredness fosters a new discourse that emphasizes the creativity and interpretive process involved in translation. However, whether focusing on texts or translators, these studies disrupt the balance within the translational ecology by prioritizing one element over the other, both essential to a holistic understating of translational ecology. Therefore, in this presentation, I will apply the concept of balanced harmony from Chinese eco-philosophy to explore the meaning of balanced translational ecology. I will also propose a new perspective to investigate the relationship between translators and texts based on Chinese Daoist eco-philosophy.

More precisely, I will implement the eco-translational principles rooted in Daoist thought to re-evaluate the concept of (un)translatability and explore what the harmonious relationship between translators, the original, and translation is. There are three main principles of harmony describing, explaining, and further guiding translation activities: first, harmony as the balanced state within a complex system where texts and translators coexist; second, the idea that translators should follow the ultimate Dao by practising wuwei, or "effortless action"; and third, that translational harmony necessitates and preserves the diversity of languages and cultures. Furthermore, drawing on Walter Benjamin's notion that literature is imbued with "life", and that translation serves as the afterlife of the original, I will argue that the translator and the original text exist in a symbiotic relationship and that translation is the balanced status of this relationship. Balanced harmony is essential to maintaining this relationship, ensuring that the translation process sustains the life of the original text in a new context.

Keywords

translators and texts, eco-translation, Chinese eco-philosophy

Fantasy and the Romanian Translation: A Shift in Style and Sensibilities

Anda Dimitriu

Abstract

With legions of fans and an increasing number of readers around the world, fantasy novels have been the subject of translations in countless languages, especially after the turn of the twenty-first century. Speculative writing is at this moment in time an undeniable force in the publishing world, with lengthy series promoted by powerful publishing houses or independently printed and advertised on social media. And this global momentum also holds sway in Romania, where fantasy novels are translated in ever growing numbers and faster than ever before. From children's whimsical stories to high fantasy books by Sarah J. Mass or Danielle L. Jensen, to dark fantasy writings by Holly Black or Leigh Bardugo, the Romanian reader appreciates magical stories about fantastical beings which have little in common with the local folklore or collective imagination. But the language of elves, dwarves and the immortal Fae is a relatively new one and classic fantasy writers like J. R. R. Tolkien, Ursula K. Le Guin or C.S. Lewis were mostly translated into Romanian only after the fall of the communist regime, a few decades after their original publication. In this context, the present paper aims to investigate how the Romanian translations of fantasy novels have shifted to accommodate present day tastes and sensibilities, all in the relatively short span of a few decades. In short, with the help of a couple of emblematic fantasy novel translations, this work will strive to analyse the changes in approach, style and sensibilities which have occurred in this field.

From the 1990s onto the 21st Century – the Imaginative Journey of a Translator of English Literature in the Post-Soviet Poland

Mira Czarnecka

Abstract

In the paper I would like to draw on my own experience of a literary translator, with the total number of published translations of novels and short stories equal 29, who started her career in in Poland, in the mid-1990s and who continues until now.

I will start by pointing out how the English Philology curriculum prepared me for the job, what opportunities existed there, after the Fall of the Iron Curtain, on the publishing market, whose modus operandi was switching from solely state-owned to mixed ownership, including private publishers. I will go on to say how the cooperation with my main publisher, Zysk i S-ka Wydawnictwo, fared over the years, what changes there occurred regarding the formal aspects of cooperation, as well as the type of literature whose translation was commissioned from me. Then I will explain how the translation dilemmas spurred me on to embark on a scholarly research into a non-standard speech translation, and how this further led me to investigation into post-colonial translation theory and feminist literary criticism, bringing me finally to this Congress. And last but not least, I will elucidate how this journey proved to be identity forming for myself, a heir to the historical and socio-political events triggered by WWII.

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Keywords

translation from a major into a minor language, postcolonial studies, feminist criticism

Generative AI ethical agency and the teaching of translation ethics

Omri Asscher

Abstract

Any consideration of translation literacy and skills in our time should involve some reference to translation ethics. Recent years have seen increasing discussions of how to incorporate ethics in the translation curriculum (Lambert 2023, Tipton 2024). Might this aspect of translator training require reconsideration with the advent of generative AI tools? The ability to reason about and implement translation ethics has long been seen to distinguish human translators from machine translation – but is this still the case? Similar to how evaluating the linguistic quality of MT production can contribute to our assessment of the necessity of human post-editing, one would need to first evaluate the current capacity for ethical reasoning on the part of generative AI tools in order to determine how, given ethically charged scenarios, the human translator and generative AI may inform and augment each other's decision-making. Such an assessment could then advance our understanding of how to integrate generative AI in the treatment of translation ethics in the classroom. Against this backdrop, this talk proposes a framework for assessing how competing ethical frameworks of translation, and the situation-specificities of given translation scenarios, can pertain to the decision-making of generative AI tools as semi-autonomous translating agents. After presenting preliminary results from the implementation of this framework in practice, the talk suggests the merits of using generative AI tools' ethical reasoning abilities as a benchmark in the translation classroom. Developing activities and goals where generative AI is used to explore translation ethics in the classroom could: 1) help students to better appreciate the multiplicity of competing ethical frameworks of translation, and how their decision-making is situation-contingent; 2) contribute to a better understanding of the difference between regional ethical frameworks of translation, which stem organically from the inherent features of translation, and frameworks that endorse more universal goals that relate to translation but are not unique to it (Pym 2013); 3) encourage a greater sense of ethical agency in translation situations ("if the machine can do it, perhaps so can I?"); 4) provoke a discussion on the difference in moral responsibility between human and machine translators.

How a Chinese social media platform recontextualises Russian strategic narratives: A case study in news translation

Rui Wang

Abstract

The free circulation of online videos across platforms, languages and cultures due to their low-cost and easy-to-produce characteristics allows participatory media agents (Jenkins 2004) to reuse and repurpose ready videos for their own political and commercial aims. This paper explores this understudied phenomenon through a case study of news videos which were originally produced by a Russian international broadcaster RT (formerly Russia Today) for YouTube but were later recontextualised by a Chinese state-aligned media agent, The Observer, for Bilibili, which is a leading video-sharing platform in China. Using a contrastive analysis, this paper examines the translation strategies that the video uploader adopted in their appropriation of the RT source videos for Bilibili users. This paper also examines how the uploader's edits, like the selection of videos, contribute to changes to the Russian strategic narratives (Miskimmon et al. 2013, 2017) in the target context. The data analysis demonstrates that by adopting suitable editing techniques the Chinese media agent has significantly changed the Russian strategic narratives to serve its own political and market agendas. As part of its translation process for the target media context, the uploader has taken various factors into account, such as the Bilibili audiences' consumption habits, their entertainment needs, their pre-existing stereotypes of Putin, Russia and China, and its own propaganda missions.

Keywords

news translation, video platforms, strategic narratives

How does AI handle humour in interlingual subtitles?

Lucie Couset, Sonja Janssens

Abstract

As the use of artificial intelligence spreads to more and more domains, the thorough investigation of its capabilities has never been more crucial. In particular, the translation of subtitles through large-language models needs to be explored in order to better capture its performance for the most challenging aspects of language. This research focuses on the transfer of humour, which is considered as one of the most arduous tasks for the translator of any type of text (Martínez Sierra and Zabalbeascoa 2017). It thus proposes to truly put AI to the test by investigating its potential and pitfalls in translating television comedy subtitles from English to French.

The theoretical framework of the study draws from script-based theory of humour (Raskin 1985) and polysemiotics (Gottlieb 1998). Script theory states that humour is generated by the juxtaposition of two opposite scripts, which can be evoked by verbal or non-verbal communication (Veatch 1998). Polysemiotics provides tools to highlight the impact of non-verbal resources on translation choices. By looking at the mechanisms underlying humour creation, including the role of semiotic resources such as kinesics, music and paralinguistic cues, we will attempt to describe how artificial intelligence succeeds or fails at conveying humour in audiovisual translation.

This presentation will outline the main observations made on the basis of an annotation task whereby native English speakers identified humour instances, humour types and the opposite scripts involved in 15 clips from TV comedies. Additionally, it will report findings from a comparative analysis of the source text and machine translated subtitles, according to our framework.

Keywords

audiovisual translation, artificial intelligence, humour

Integrating surveys in a Mixed Methods dialogue interpreting study: A multistrand sequential model

Laura Picchio

Abstract

Mixed Methods research can be conceived of as the third research community[1] which challenges the epistemological dualism of the qualitative/quantitative opposition. Research designs can indeed be situated along a continuum, with both qualitative and quantitative approaches being fruitfully integrated in a single study[2].

Although Interpreting Studies scholars have become increasingly interested in this methodology[3], research in some subfields, such as reception studies in media and film interpreting, have been mainly carried out through monomethod (quantitative) survey-based approaches[4]. Yet, a mixed approach would be ideally suited to addressing the inherent complexity of interpreting processes[5] and their reception by users.

With the aim of taking up the challenge, this paper presents a study which draws upon a corpus of authentic Italian-English dialogue interpreted events at one of the most popular Italy-based international film festivals; the methodology integrates both qualitative corpus analysis and quantitative reception surveys to explore an under-investigated setting of professional practice, i.e. film festival interpreting. The research design has been denominated "multistrand sequential", with the quantitative macro-strand following the qualitative one. Both the challenges and opportunities raised by the integration of surveys are addressed; more specifically, how the latter originate from corpus analysis; how they have been carried out online; how both methods culminate in a meta-inference which interprets and connects all the findings.

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3 Han, C. 2018. "Mixed-Methods research in Interpreting Studies. A methodological overview". Interpreting 20(2), 155-187.

4 Pöchhacker, F. 2018. "Media Interpreting". In Reception Studies and Audiovisual Translation, John Benjamins, 253-276.

5 Pöchhacker, F. 2011. "Researching interpreting: Approaches to inquiry". In Advances in Interpreting Research: Inquiry in Action, John Benjamins, 5-25.

Integrating Systemic Functional Linguistics (SFL) and Visual Grammar (VG) in Multimodal Translation: An Empirical Exploration

Miseon Yoon

Abstract

Multimodal research is increasingly recognized as essential for understanding how different modes, such as language and images, interact within a given text (Gibbons, 2012). This field not only examines the relationships between various non-verbal modes but also seeks to clarify the role of translation in the interaction of multiple semiotic resources (Chiaro, 2008). Despite the growing interest in multimodal translation, much of the existing research is grounded primarily in Halliday's Systemic Functional Linguistics (SFL), which shows its centrality to the field (Tuominen et al., 2018). However, few studies comprehensively address both linguistic and visual information in source texts (ST) and target texts (TT) from a multimodal perspective, and even fewer attempt to integrate SFL with Visual Grammar (VG).

This study aims to examine the interconnection between SFL and VG within the context of multimodal translation. Specifically, it seeks to explore how these two theoretical frameworks can be integrated to offer a more holistic approach to multimodal analysis. Using a multimodal corpus, the study will empirically investigate the potential for combining SFL's focus on linguistic functions with VG's emphasis on visual semiotics. The goal is to demonstrate that a unified approach can provide deeper insights into how meaning is constructed and translated across different modes, ultimately offering new tools and methodologies for researchers and practitioners in the field of audiovisual translation.

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Investigating ChatGPT's Translation Hallucination: An Embodied-Cognitive Translatology Perspective

Hui Jiao, Xiaojun Zhang

Abstract

Although ChatGPT has demonstrated its superior ability to directly perform multilingual translations, in real applications, the so-called "translation hallucination" phenomena may occur due to factors such as model training mistakes and data noise. In the NLP field, the term "hallucination" is used to describe text generation results that are meaningless or deviate from the original content. Unlike the hallucination phenomena in other natural language generation tasks such as abstract summarisation and generative Q&A, hallucinations in machine translation may be rare and difficult to capture in clean, undisturbed data environments due to the inherent restrictive nature of the translation task (Guerreiro et al., 2023). Raunak et al. (2021) subdivided the hallucination Phenomena in machine translation into two main categories: hallucinations under perturbation and natural hallucinations. Recently, a large number of studies have explored the classification of hallucinations detection (Raunak et al., 2021; Raunak et al., 2022), and their mitigation strategies for large-scale language models (LLMs) in translation tasks, both from the perspective of the model architecture and the training data (Guerreiro et al., 2022; Guerreiro et al., 2023; Wu et al., 2024; He et al., 2024).

The aim of this paper is to differentiate from these studies by examining the hallucination phenomena of ChatGPT in translation in a new way through the perspective of Embodied-Cognitive Translatology, analysing the linguistic reasons underlying it in-depth with specific cases, and presenting possible mitigation strategies based on Embodied-Cognitive Translatology. Combining the core theories of Embodied-Cognitive Translatology, this study explores the hallucination phenomena of ChatGPT in performing translation tasks and categorises them into syntactic, semantic, pragmatic, and cultural hallucinations. On this basis, this study summarises the current research on hallucination mitigation strategies in a targeted way, including the improvement of corpus quality, the development of model architecture, and the application of prompt engineering techniques.

Istanbul and Burgazada translated twice in the Sait Faik Museum

Şule Demirkol Ertürk

Abstract

This paper examines a special section in the Sait Faik Museum (a literary museum in Burgazada, Istanbul), dedicated to Burgazada seen from the eyes of the author. Sait Faik (1906-1954) was a Turkish short story writer and poet, considered as the pioneer of modern Turkish short story. He spent most of his adult life in Istanbul, alternating between his two homes: one in Beyoğlu, the cultural centre of the city and the other in Burgazada, a small island in the archipelago called Princes' Islands, near the Asian side of Istanbul. Remembered today for his "humanism" and "lyricism", Sait Faik wrote extensively on Beyoğlu and Burgazada, sometimes contrasting the two. He concentrated on people neglected in Turkish literature until then: fishermen, idlers, and other "mavericks of Istanbul" (Halman 2004). He is also known for his inclusive depiction of the city covering the lives of non-Muslim communities, swimming against the current, in a period of rising nationalisms. This paper examines the special section of the museum named "Sait Faik's Burgazada" as a multimodal translation (where real-life objects used by the author acquire new meanings as they are made to represent a life in Burgazada) and a double "translation" of the city where the island, Beyoğlu, and other nearby neighbourhoods are represented through the lens of the museum agents, conceived here as "translators" of Sait Faik's "counter-translation" (Simon 2021) of the city. Relying on site observations and interviews with museum representatives and considering the aims of today's museums to be inclusive and to promote diversity, the paper adopts a descriptive and comparative approach to explore inclusivity in the "translation" and "counter-translation" of the city in the museum and in Sait Faik's works.

Leftist Ideology and Its Impact on Translated Plays in Iran (1941-1953)

Elmira Soleimanirad

Abstract

Drawing on Toury's concept of norms and Leo Lowenthal's theory of literary communication, this study investigates the Leftist tendencies of translators in the selection and translation of plays in Iran between 1941 and 1953. It explores both the overt and covert semantic components of leftist thought by examining the social and historical contexts that influenced translators, as well as through close analysis of the playtexts and paratexts, including introductions, prefaces, footnotes, and commentaries. The corpus, comprising 84 plays translated during the specified period, was compiled through extensive library research. Findings indicate that translators' ideological orientations significantly influenced the selection and translation process, with more than half of the translated plays exhibiting leftist tendencies or sharing traits with leftist thought. Despite the inherent complexities and limitations of historical data, this study sheds light on the intricate interaction between ideology and translation methods during this period. By integrating theoretical frameworks and employing a comprehensive methodology, it contributes to our understanding of translation practices, ideological influences, and cultural mediation. Furthermore, it highlights the role of translators as cultural mediators and the long-term impact of ideology on the landscape of translated texts.

Keywords

Leftist ideology, Translated plays, Iran

Legal Translation as Resignification: A Logics Approach to the Sociolegal Implications of Translating International Trade Law in Post-Socialist China

Menghui Zhang

Abstract

Research within Translation Studies recognizes translation as a form of political intervention, challenging the notion of neutrality. However, the complexities of the political nature of translation are often underexplored. While previous research in legal translation has investigated the interplay between translation and power - particularly how translations of international law have been historically used to gain hegemonic and diplomatic power - there is a significant gap in understanding how legal translation shapes and deepens power dynamics in the post-World War II era. This is especially critical within international economic-legal contexts, where translated terms not only mirror but also contest neoliberal legal norms and global economic orders.

This study examines the sociolegal implications of translating international trade law in post-socialist China from the 1980s onwards, focusing on the political nature of translation and its role in facilitating China's integration into the World Trade Organization (WTO). Using Laclau and Mouffe's discourse theory, I employ a logics approach to analyze the translation of international trade legal discourse, concentrating on the term 'state-trading.' This analysis illustrates the social, political, and fantasmatic logics that shape its discursive construction.

Preliminary findings indicate that translation plays a pivotal role in the resignification of 'state-trading.' The translation of 'state-trading' exemplifies legal translation as a resignification process in both intralingual and interlingual spaces. The social, political, and fantasmatic logics underpinning the original legal terms cannot be fully reproduced in the translated term, leading to a process that subtly and unconsciously challenges the existing legal-economic norms.

This research highlights the necessity of a critical perspective on translation's role in international law. By unveiling the sociolegal implications of translation, the study contributes to a deeper understanding of how the political dimensions of neoliberal legal norms and power dynamics are both exposed and contested through legal translation as a resignification process.

Majorca as a translational space: Creating identity through translation

Richard Mansell

Abstract

Majorca offers a rare combination of opportunities to develop a study of translation and space. Not only is it a site of rich historical cultural contact, but also a present location of contact and tension: between Spanish and Catalan; between distinct forms of Catalan; with the languages spoken by significant economic migrant populations and expatriate communities, and languages represented by large tourist populations. Processes of layering, replacement, addition and effacement of cultural forms are visible throughout the island, to the point that translation can be viewed as a constitutive condition of its own cultural identity.

In this paper I develop Sherry Simon's search for translation in the urban environment (2011, 2019). I identify and offer visual and textual evidence of translational markers on the Mediterranean island of Majorca and its capital Palma, and analyse these by placing the concept of translational space in dialogue with Andrew Chesterman's "bridge concepts" (2005/2017), to reveal the post-translational effects of this intensely translational environment on the cognitive, social and cultural domains. This offers new perspectives on and deepens our understanding of the role of multiculturalism in constructing cultures, which can be seen both in recent cultural output from the island, and in the mass movements protesting against the consequences of overtourism. I thereby propose "strong" forms of translation to complement the "weak" forms sketched by Simon; these strong forms resolve cultural contact to ensure empathy between cultures in our increasingly interconnected world, enabling me to propose a detailed account of how translation functions as a creative and transformative force.

Keywords

translational spaces, post-translational effects, city translation

Medical Interpretation Training for Vulnerable Populations in Western United States

Elsa Perez

Abstract

This case study explores the development and impact of a specialized medical interpreter training program tailored to meet the specific needs of vulnerable populations in Utah. These groups, particularly in healthcare settings, often encounter language barriers that limit their access to quality care. In response, this initiative was created to address these challenges through focused interpreter training.

Utah's healthcare environment is notably diverse, with a growing number of refugees, immigrants, and non-English-speaking residents. To address the linguistic gaps within this population, a comprehensive medical interpreter training program was developed. The program prioritized cultural competency, medical terminology, and ethical considerations, with a strong emphasis on understanding the unique needs of vulnerable populations (Smith et al., 2021). It combined classroom instruction with practical, real-world experience through supervised interpretation in healthcare settings (Jones & Brown, 2020).

To make the training accessible to those who needed it most, the program was offered at little or no cost to participants (Garcia et al., 2019). This approach encouraged individuals from the most affected communities to participate and become certified medical interpreters. The program was implemented across two groups: one for university students, primarily those in medical-related fields, and another for community members. This presentation highlights the challenges faced by both groups during training and practice, analyzing the diversity of participants in terms of linguistic backgrounds and cultural experiences. It also evaluates the impact of the curriculum on participants' language proficiency, medical knowledge, and cultural sensitivity (Clark & Martinez, 2019), as well as how effectively the program prepared them to become certified medical interpreters.

Memory, memory everywhere: A theoretical model of memory processes in different interpreting modes

Laura Babcock, Elisabet Tiselius

Abstract

Memory plays a crucial role in the cognitive processes of interpreting. Indeed, it is used in all stages of the interpreting act, from holding information in short-term memory, to accessing language and general knowledge in long-term memory, to solving the interpreting task in working memory. This reliance on memory has been theoretically acknowledged since the earliest models of interpreting (e.g., Gerver, 1976; Gile, 1988). More recently, empirical studies have shown that interpreters have better memory than non-interpreter bilinguals (Ghiselli, 2022; Mellinger & Hanson, 2019; Wen & Dong, 2019). However, simultaneous interpreting and the conference interpreters who perform it have almost universally been the focus of these investigations. Other, more common, forms of interpreting, such as dialogue interpreting and sign language interpreting, however, have received comparatively little attention. This gap is notable given that dialogue interpreting is thought to be as cognitively demanding as simultaneous interpreting, though it entails different cognitive demands (Tiselius & Englund Dimitrova, 2019). The same is true of sign language interpreting.

In this paper, we fill this gap theoretically with the proposal of a model of memory processes used in different interpreting modes. Specifically, we interrogate the memory processes involved in the multiple components of simultaneous interpreting, (long) consecutive interpreting, dialogue interpreting (short consecutive), and sign language interpreting with a focus on short-term memory, working memory, and updating. Through this model, we identify differences in how memory is used depending on interpreting mode. We conclude with hypotheses regarding memory ability in interpreters of different modes which can be tested empirically.

Monetizing User-Generated Translation in Turkey Context: Exploring the Dynamics of Fan Labor, Ethical Concerns and Community-Consumer Interactions

Selahattin Karagöz, Mattia Thibault

Abstract

This paper explores the reciprocities among translators, virtual translation communities, and consumers within Turkey's game localization context. The monetization of fan translator labor remains relatively underexplored. Building on this gap, the paper investigates the monetization of unauthorized user-based game localization activities adopting Anonymous Çeviri as case study. Anonymous Çeviri, a Turkey-based translation community, monetizes fan labor by offering Turkish video game translations with a subscription-based model. This approach diverges from traditional fan translation communities providing free translations. This model also raises ethical concerns due to the unauthorized nature of the translations and issues of reception as consumers financially support the translations. It combines elements of unsolicited fan translation, where volunteers contribute, with paid translation crowdsourcing, where demand is typically driven by institutions. Moreover, Anonymous Çeviri exemplifies a prosumption ecology, where virtual communities that form around game culture coexist with production cultures that commercialize fan labor. To explore these complex dynamics, this study adopts the moral economy as its analytical framework which emphasizes the role of customs, mutual obligations, and beliefs in reshaping economic activities. This paper will explore: a) the organization of labor within the community, b) the community's production cycle c) the commercialization processes and d) interactions with consumers. Furthermore, it will discuss: a) perceptions of unauthorized user-generated translations b) the reciprocal relationships between Anonymous Çeviri and the gaming community and c) the conditions that shape the commercialization of user-generated translations. This paper adopts a twofold research design: an exploratory participant observation in virtual settings to reveal the localization production cycle, employment procedures, patch release mechanisms and workflow processes; the netnographic investigation and thematic analysis of user comments on paratexts produced by the community to understand consumer perceptions of unauthorized user-generated translations in ethics, reception norms, and the interplay between the community and consumers. Note: This paper is produced as part of the project Recrea: Revisiting Translation Practices in Creative Industries, supported within scope of the 2219 - International Postdoctoral Research Fellowship Program for Turkish Citizens by Scientific and Technological Research Council of Türkiye.

On the Dominant Fiction Emotion of Literary Translators — with Gladys Yang's translation of "Love must not be forgotten" as an example

Jing LIU

Abstract

Despite the increasing studies on translators' emotion, very few of them focus on the literary translator's emotion by take into account the defining features of literary text, and they rarely examine the influence of translators' emotion on the translated text and its reception. This study concentrates on literary translator's emotion with the example of Gladys Yang and her translation of a Chinese short story Love must not be Forgotten. It draws on the distinction between fiction emotion (triggered by the fictional aspects of literary text such as theme, event and situation and the character) and artefact emotion (triggered by the artistic aspects like the author's technique in rhetoric and narration), proposed by the film scholar Ed Tan and developed by literary scholars. This paper explores the emotions that Gladys Yang experienced most strongly as a translator-cum-reader, and its influence on her translation and the reception of the work. It finds that she responds to the source text with more fiction emotion than artifact emotion, just the opposite to previous scholarship on common literary readers. The dominant fiction emotion, on the one hand, manifests in the translated text as the highlighted thematic idea via the translator's rewriting of character's speech and repetition of the thematic concept. On the other, it leads to the underrepresented formal feature such as metaphor, especially the offensive ones. It also finds that the translator's dominant fiction emotion, in both translation and paratext, could play a role in the reception of the work among target readers, who react with similar emotional response to the work.

Keywords

fiction emotion, artefact emotion, literary translator

Operatic Literacy in AI-Generative Tools: Translating Cantonese Opera Libretti

Kelly Kar Yue Chan

Abstract

Cantonese opera is one of the prominent regional performing art forms grown from the traditional Chinese operatic realm. Cantonese opera libretti are specifically structured to fit the purposes of the performance standards, which are embedded with poetic, rhetorical cultural elements. Thus, translating such a genre using AI-generative tools would be a challenging task worthy of discussion. AI-generative tools, such as ChatGPT, have been trained thoroughly on a diverse range of data, even on literary texts in the recent years. Among all other factors, with designated advanced language prompts, annotated corpora and veteran human intervention, there is a high possibility that AI could help create translations that maintain an overall integrity of the original libretti, while making them accessible to a broader audience. The translation of Cantonese opera libretti, in this sense, requires a meticulous balance of the poetic languages and cultural allusions from the rhetorical perspectives.

Operatic literacy is, to a large extent, able to be realised by AI-generative tools if the target audiences require only straightforward access to understanding the libretti lyrics, which is the usual case in surtitles on stage. However, to maintain the literary nuances in these genres and to delve deep into their cultural subtexts would be another story, because artistic integrity, professional style, and cultural rhetoric should be captured in the translation process if the translator is to fulfill the all-round function of bringing together the aesthetic renderings of the genre and post-translation reception. This latter method is to meet pedagogical ends, such as training opera translators and in translation classrooms at the tertiary level.

Optimising ChatGPT Prompts in CAI: Quasi-Experimental Study on English-Arabic Novice Interpreters

Aiman Al Owaisi

Abstract

Scant attention has been paid to the use of Computer-Assited Interpreting tools (CAI) over the previous years, with studies focusing on various tools and methods to aid interpreters in the process of interpreting (Gran et al., 2002; Pöchhacker, 2007; Costa et al., 2014; Annalisa, 2015; Sandrelli, 2015; Fantinuoli, 2017; Cheung and Tianyun, 2018; Prandi, 2018; Prandi, 2020; Bowker, 2022; Corpas Pastor, 2022; Chen and Kruger, 2023). However, none of these studies discuss the impact of Generative Artificial Intelligence tools on the way interpreters interpret. Therefore, this study aims at examining the way English-Arabic novice interpreters can best optimise the AI Generative tools as a CAI resource. This study will employ a quasi-experimental method with six novice English-Arabic interpreters who will be selected based on specific variables such as years of experience, level of education and language pairs. They will firstly receive a pre-test where they will complete a simultaneous interpretation of the same speech from English into Arabic. They will be then equally distributed to the experiment and control groups according to their assessment in the pre-test to ensure the heterogeneity of the sample. During the treatment session, three of them will be provided with ChatGPT prompts engineering training. After this training, a post-test will be conducted for both the experimental and control groups to assess the impact of using this AI Generative tool on their performance.

Keywords

ChatGPT, CAI, Interpreters

Point of view and narrative: Developing a common research framework in the context of Wikipedia translation

Mark Shuttleworth

Abstract

Wikipedia prides itself on the detail, reliability and largely neutral information that it offers, while translation is sometimes used as part of the encyclopaedia's participatory editing process to introduce content that can affect an article's point of view. In view of the clear overlap that exists between narrative and point of view, the paper proposes an initial framework based largely on narrative theory in order to propose theoretical perspectives on point of view as it exists both in Wikipedia and beyond. It supplements this with Bakhtin's notion of polyphony, which is of particular value for an understanding of point of view and narrative in the context of Wikipedia. A central contention of the paper is that the concept of point of view has not been theorised to nearly the same extent as narrative, but that as our understanding of the notion improves we can expect the theoretical model to develop. The paper also assembles a set of methods and tools for synchronic and diachronic analysis and presents detailed examples to exemplify how some of the components of this toolkit can facilitate different types of analysis. In this way, the paper aims to problematise the concept of point of view, to contribute to the significant impact that translation studies has had on narrative theory and to further advance research into the specifics of Wikipedia translation. Along the way, the English edition's claimed neutral status is called into question as it is also shown to display evidence of manipulation and bias.

Pregnancy and migration: obstetric violence as a linguistic issue

Sofía Antequera-Manzano, Belén Llopis-Pérez

Abstract

Migrants' access to healthcare is often hindered by factors such as linguistic and cultural differences, unfamiliarity with foreign healthcare systems, and the power differences that exist between healthcare providers and migrants themselves (Valero-Garcés & Wahl-Keiser, 2014). Access inequality increases in female patients because of the greater social difficulties they experience (Kawar, 2014), which makes intersectional research in public service translation and interpreting (PSIT) more important than ever. This study tackles the deficiencies and the level of violence experienced by women in a healthcare-specific area that affects them particularly: maternity and obstetrics.

Research shows that female migrants attend less follow-up appointments during pregnancy and are at higher risk of experiencing obstetric violence and trauma (Reppen, Henriksen, Schei et al., 2023) than national female patients. Bearing this evidence in mind, we aim to take the focus away from literature and place it into firsthand experiences. This research aims to find out the patients' perception of their treatment during pregnancy and childbirth, including their doubts, fears, and level of (dis)comfort throughout their medical care. The information will be gathered using interviews and surveys addressed to female patients of Arabic, Chinese, Philippine, East-European and Sub-Saharan origins who are receiving obstetric care in Spain at the time of the study.

Their experiences will then be used to analyse the most prevalent linguistic and cultural issues that translation and interpreting must account for when patients seek healthcare during pregnancy, and thus provide a series of basic guidelines to avoid them. Furthermore, this work also contributes to interprofessional relationships between healthcare providers and linguistic professionals, since collaborative work is key to guarantee equal, high-quality healthcare for migrant patients, thus protecting their fundamental rights

Putting Queerness into Words: On the Audio Description of Sex Education (2019-2024)

Gonzalo Iturregui Gallardo

Abstract

Recent audiovisual pieces have featured a vast range of dissident and non-normative characters, which seems to have established a trend in the industry. In the field of translation, the representation of minorities has been explored through feminist and queer translation theories and practices, which has produced important works (Baer & Kaindl, 2018; Rose, 2021). Although some scholars have focused on AVT exclusively (Martínez-Pleguezuelos, 2018; Villanueva & Chaume, 2021), the application of queer feminist perspectives to media accessibility has rarely been addressed (Villela & Iturregui-Gallardo, 2020; Iturregui-Gallardo, 2023; Iturregui-Gallardo & Hermosa-Ramírez, 2024).

Netflix's Sex Education (2019-2024) was launched with diversity as its signature. This high school comedy, which has acquired big success around the globe, presented a very fresh view of sexuality and identity subverting established codes in fiction and proposing a more inclusive approach than the usual in teen series. Most particularly, its final season increased the number of queer characters, including intersectional characters where disability, transness, and ethnicity collided to constructs identities. This paper explores the AD of Sex Education through an analysis based on a multimodal approach (Villanueva-Jordán, 2024) that aims to consider the different dimensions in the audiovisual text (image, sound, written text, dialogues, etc.) and what (and how this) materialises in the AD script in relation to queerness.

This analysis brings to the fore relevant questions around the agency, subjectivity, and ideology, (auto)censorship in the practice of AD, and paternalistic attitudes to people with disabilities, who are the main audience of this accessibility service. The results align with the findings in Oppegaard and Miguel (2022) and Bennett et al. (2021), who highlighted the need for attention to diversity in AD and the direct impact of AD on queer and non-normative blind and visually impaired people and their way to engage in social discourse and (self)-representation.

Readers' reception of translated poetry: an empirical investigation

Letizia Leonardi

Abstract

As the end user of translated literary texts, the readership constitutes an important aspect of the translator's decision-making process. Nevertheless, empirical research into readerly reception has long been overlooked in literary translation studies (Kruger, 2013), with works primarily focussing on scholars' own assumptions rather than on factual readers' response (ibid). This particularly applies to the specific case of poetry translation, which is not as discussed as other topics within the broader field of TS. Against this backdrop, this paper offers an empirical investigation into readerly reception of translated poetry using a selection of English-language poetic translations from Giacomo Leopardi, Italy's greatest 19th-century poet, as a case study.

Data was collected from three different categories of readers (students, academics, and professional literary translators) to determine whether and to what extent receptors' background influences the reception of translated poetic texts. The empirical investigation was conducted through verbal data, namely open-ended questionnaires inviting participants to read a number of translation samples and comment on them.

The aim was to investigate the following aspects: readerly attitudes towards the rendition of specific stylistic and semantic devices as well as towards the adoption of given translation approaches and solutions; expectations in terms of adequacy to the ST and acceptability in the TL; the influence of publishing formats (presenting poetry monolingually or bilingually) on receptors' impressions.

Results evidenced that readers' background and cognitive associations play a major role in determining response to translations, suggesting that research into readerly reception from an empirical and cognitive perspective can be leveraged to enhance literary translation practice and training at large.

References:

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Redefining Translation Boundaries: Exploring Sourceless Transwriting in Cross-Cultural Contexts

Xiaofeng Liu, Sanjun Sun, Lingyu Hui

Abstract

This study introduces the concept of "sourceless transwriting" as a novel paradigm in Translation Studies, challenging traditional notions of translation that rely on a single, fixed source text. Sourceless transwriting refers to the process of creating target language texts based on multiple, often fragmented sources, or even mental constructs of source culture concepts, without adhering to a singular original text.

Our research explores the theoretical underpinnings and practical implications of sourceless transwriting in cross-cultural communication. We examine its historical roots in Chinese translation practices, from early Buddhist scripture translations to contemporary cultural exchanges. By analyzing works such as Lin Yutang's "The Wisdom of Confucius" and Philip Kuhn's "Soulstealers," we demonstrate how sourceless transwriting blurs the boundaries between translation and writing, creating a unique form of cultural mediation.

The study employs a mixed-methods approach, combining textual analysis, historical research, and case studies to investigate the characteristics, strategies, and impacts of sourceless transwriting. We argue that this practice plays a crucial role in shaping cross-cultural understanding and international discourse about China, often influencing global perceptions more significantly than traditional translations.

Our findings suggest that sourceless transwriting offers both opportunities and challenges for cultural representation and intercultural dialogue. While it allows for greater flexibility in cultural adaptation, it also raises questions about authenticity and potential misrepresentation. We propose a framework for evaluating sourceless transwriting that considers factors such as cultural accuracy, intended audience, and ethical implications.

This research contributes to the expansion of Translation Studies by incorporating previously marginalized forms of cross-cultural writing. It also offers practical insights for translators, writers, trainers and scholars engaged in cross-cultural communication, particularly in the context of China's efforts to enhance its global cultural presence.

Redefining Translator Education: Integrating Generative AI for Enhanced Learning Outcomes

Jean Claude Miroir

Abstract

The rapid evolution of generative AI technologies is transforming various sectors, including translator education. This paper explores how generative AI tools can be integrated into translator training programmes to enhance learning outcomes, streamline the translation process, and prepare students for industry demands. Drawing from Anthony Pym and Yu Hao's framework in How to Augment Language Skills, the paper investigates the impact of these technologies on language learning and translator training.

We review the historical context, fundamental principles, and pedagogical strategies for incorporating AI-driven tools into educational settings. Practical translation examples, including Python scripts based on OPUS-MT models and Large Language Models (LLMs) available on the Hugging Face platform, illustrate how these technologies can be utilised in the classroom and integrated with Computer-Assisted Translation (CAT) tools such as Matecat. The study also addresses new post-editing techniques based on neural machine translation and evaluates translation quality using metrics such as BERTScore, highlighting the role of human intervention in improving AI-generated translations.

The paper examines methods for developing essential translation skills, effective teaching and assessment strategies, and ways to engage students in discussions about the ethical and practical aspects of AI in translation. By providing empirical evidence and case studies, the study highlights the benefits and challenges of integrating AI-driven tools like language models and machine translation systems into curricula. It proposes a framework for incorporating these technologies while fostering critical human skills essential for professional translators.

Ultimately, the research aims to offer educators and institutions actionable insights and strategies for adapting to the evolving landscape of translator education. This paper contributes to providing practical tools and recommendations to create an adaptive and resilient translator education system.

Rehumanizing translation pedagogy: Insights from a systematic literature review on service-learning in translators' training

Patrycja Lidia Stempniewicz, Silvia Bernardini

Abstract

The human dimension in translation and its pedagogy runs the risk of being increasingly eclipsed by a focus on automation and machine-based tools (Prezioso et al. 2024), influencing the pedagogical strategies within translators' training (Ramírez-Polo and Vargas-Sierra 2023). This trend is visible even from the list of panel titles at this congress, where translation education is almost exclusively linked to technological challenges.

While not disregarding the latter, we contend that the education of future translators should be firmly embedded in a pedagogy with human and social aspects at its core. In the search for such an approach, we investigate the potential of service-learning. Inspired by Dewey's (1938) participatory political philosophy and the Kolb's (1984) experiential learning cycle, service-learning promotes solidarity and social responsibility in students (Bringle and Hatcher 1995). Given the ongoing need to refine professional translation skills (EMT 2022; EFFORT 2023) and the crucial role translators play in community engagement (Taibi and Ozolins 2016), the significance of service-learning as a powerful pedagogical tool in translation seems obvious, and yet has received limited attention in the field (Tocaimaza-Hatch 2018).

To find out if this is really the case, we conducted a systematic literature review adopting the PRISMA model (Page et al. 2021). Employing the constant comparative method for qualitative data analysis (Glaser & Strauss 1967), our review synthesizes findings from 42 studies (out of an initial set of over 4,000 titles). These highlight the benefits of service-learning in translation education, particularly in enhancing translators' language, cultural, and interpersonal skills (EMT 2022). While our systematic review shows that further research is needed, particularly adopting stringent methods and focusing on the service provision competence(s), service-learning does appear as a promising didactic framework, which by factoring in professional and interpersonal challenges may help to counteract an exclusive focus on technology in translator education.

Keywords

service-learning, translation competences, systematic literature review

Researching deliberate metaphor in translation: Some methodological considerations

Sum Wong

Abstract

Following the state-of-the-art publication of Slowing Metaphor Down: Elaborating Deliberate Metaphor Theory (Steen, 2023), this paper responds to recent theoretical proposals in metaphor translation research (Author, in press) and discusses several methodological issues of identifying and studying deliberate metaphor in translation. Deliberate metaphor is 'the intentional use of metaphors as metaphors between sender and addressee' (Steen, 2017, p.1). Recent studies have shown that this new conceptualisation of metaphor has the potential to redefine metaphor proper for metaphor translation research and demands further discussions. While research previously based on Conceptual Metaphor Theory ordinarily studies conventional metaphors ubiquitous in natural language use, research adopting Deliberate Metaphor Theory needs to be more thoughtful regarding methodology. This is because corpus-analytical studies on the distribution of potentially deliberate metaphors across four registers (academic, conversation, fiction, and news) have shown that, on average, only one out of every twenty-three metaphor-related words is potentially deliberate (Reijnierse et al., 2019). The first methodological consideration thus concerns determining the optimal sample size for text-based translation research and using digital corpora to handle large data. Secondly, the boundary of utterances and the relevance of co-text in identifying deliberate metaphor will also be discussed, which boils down to questions of whether and how the Deliberate Metaphor Identification Procedure (Reijnierse et al., 2018), which is developed intralingually, can be readily applied interlingually to translation research. Lastly, this paper will explore the differences between researching metaphor in translation and researching metaphor in interpreting and the possibility of going beyond texts to study deliberate metaphor use in translation by adopting a socio-cognitive approach.

Screen recording as a support tool in the translation classroom in the age of Generative AI

Kyriaki Kourouni

Abstract

The rather unsettling setting since the advent of Generative AI calls for adjustments in translator training approaches that will smoothly integrate AI in translation classes in ways that will not hamper trainees' developing translation and translation-related skills and will also be meaningful for at least a few academic years. Taking into account an expected shift from less take-home to more in-class assignments (Gherman, 2024), the whole endeavour becomes particularly challenging for everyone involved. The paper will present results from an exploratory study involving a group of undergraduate students from the School of English, at Aristotle University of Thessaloniki, Greece, attending the course "Translation and Institutions in the EU" and translating from English into their L1, Greek, a low-resourced language. The aim of the study is to ascertain the benefits and possible limitations of introducing screen recording as an effective support tool when working with Generative AI tools in class. It will build on research involving the use of screen recording in class (Angelone 2012 and 2020, Ayvazyan 2024, Pym and Hao 2024, Wang 2019) and with professionals (Hvelplund 2017). During the 13-week semester, students will be exposed to a set of scaffolded tasks involving Generative AI and aspects of the translation process such as documentation and translation proper, with a special focus on self/peer-revision and self/peer-assessment. Screen recording will be deployed as a tool accompanying assigned tasks, with trainees guided into flagging selected moments of interest and commenting on their own products and overall experience. Data will be collected by means of task products, including selected translations and revisions thereof, screen recordings, self-reflection student papers, trainer logbook and will be complemented by the students' official evaluation of the course. It is envisaged that the results will inform a proposal that will facilitate the design of a flexible training environment whereby trainees become aware of their own capabilities and potential rather than sprinting to over-reliance on Generative AI/AI-enhanced tools and are in a position to make informed decisions about the nature of progress they wish to achieve.

Setting Translator Personas with Large Language Models: Customizing Domain-Specific Translation Models and the Future of Individual Translators

Masaru Yamada

Abstract

As the demand for timely and multilingual translations increases in today's globalized and digital world, the use of Generative AI (GenAI) combined with human post-editing has proven to be a viable solution for high-quality, domain-specific translations. This study explores the customization of large language models (LLMs) to simulate translator personas tailored to specific audiences and communities, drawing on a year-long practical application in translating website content for a particular influencer. By fine-tuning these models and integrating human evaluation, this workflow has demonstrated the potential for creating translations that are not only accurate but also culturally resonant and highly acceptable to target audiences.

The research further delves into the implications of this approach for the translation industry, particularly in terms of efficiency and the evolving role of translators. It also addresses the challenges encountered, such as maintaining consistency and managing the unique requirements of different domains. Additionally, this study highlights the importance of meta-language in translation education, emphasizing the need for translators to understand and explain their work in a structured and systematic way. By sharing the insights gained from this experience, the study aims to contribute to the ongoing discourse on the integration of AI in translation practices and the future landscape of translator training.

Subtitling for accessibility: intralingual translation of colloquial Arabic humor

Heba Alattar

Abstract

Accessibility of Arabic audiovisual media remains limited, with subtitling for deaf and hard of hearing audiences still underdeveloped in the Arab region. Generally, the practice of Arabic subtitling rely on Modern Standard Arabic (MSA) due to its wide comprehension among Arabic speakers. One of the major challenges of using this strategy in Arabic intralingual subtitling is rendering Arabic audiovisual comedies that incorporate colloquial varieties, particularly when the features of these varieties are crucial to the formulation of humor. Several studies have examined the intralingual translation of humor in Arabic audiovisual comedies, especially Egyptian ones. However, they primarily focus on audience reception of the subtitles that use MSA rather than on the challenges of transcribing verbal humor itself. This paper explores these challenges through examples drawn from Egyptian comedy content across streaming platforms, focusing on how colloquial verbal humor is represented in intralingual subtitles using MSA. Instances of verbal humor are identified and categorized using Dynel's (2009) classification—jokes and conversational humor—contributing to broader discussions on subtitling practices, language variation, and accessibility in the Arab media context. Dynel, Marta. (2009). "Beyond a Joke: Types of Conversational Humour." Language and Linguistics Compass, vol. 1284–1299, no. 5, Wiley-Blackwell.

Textual materiality as a framework for practice-oriented translation research: three case studies

Riku Haapaniemi

Abstract

Textual materiality is the notion that all kinds of signs, including language, require a material form of some kind in order for their recipient to be able to observe and interpret them (e.g. Littau 2016). Meaning-construction in communication is therefore dependent on and affected by material media. Translation is a form of textual communication that combines the reception of a source text and the production of a target text. From the material perspective, then, translation appears as a process of sign compilation and material text distribution taking place under co-textual and contextual constraints (Haapaniemi 2024).

In this presentation, I discuss how I have utilised this conceptualisation as a theoretical and methodological framework in three case studies. The first case is on the subject of song translation (Haapaniemi & Laakkonen 2019), where the requirement of singability is treated as a co-textual constraint and the relationship between lyrics and music is discussed as that between a sign-complex and its material medium. The second case focuses on organisational translation work (Haapaniemi 2023) and details how the production of translations is divorced from their textual environment even while the process of distribution of translations via material media requires translations to co-exists with their co-texts. The third case investigates whether AI text production processes can be seen as a form of translation within the conceptual framework of materiality (Haapaniemi et al. 2024).

These case studies are examples of how textual materiality can provide useful theories and methods for translation research. The material approach answers to recent calls for the reconceptualisation of translation (e.g. Marais 2019) and allows for translation concepts to be applied to phenomena beyond the traditional scope of translation studies (e.g. Bassnett & Johnston 2019), while also retaining the capability to focus on traditional linguistic and textual phenomena within that wider conceptual framework.

The challenge of fidelity in musical translation for dubbing

Nicholas Saunders

Abstract

One of the main challenges when translating and adapting songs for dubbing is, first, to find a balance between the tensions that arise between content and form and between literalness and literary quality, and, second, to establish a set of parameters to evaluate the quality of the final result. In this presentation, we will focus on the modality of musical translation that, as Franzon (2008: 376) states in his article "Choices in Song Translation: Singability in Print, Subtitles, and Sung Performance", involves adapting the translation to the original composition. Therefore, the parameters which will be considered are those to which the original authors pay special attention, including the distribution of rhyme, in order to provide greater cohesion to the musical composition.

To ensure that the experience of the dubbed version's audience is as similar as possible to that of the original version's audience, it is necessary for the target text to respect all formal aspects. We will focus on analyzing adapted examples from the Spanish and Swedish dubbed versions of The Hunchback of Notre Dame (1996) and Hercules (1997), with the aim of demonstrating that these parameters are consistently met. We will also analyze the translation strategies employed, in order to argue that transposition, modulation and discursive creation are the means to approach the spirit and style of the original author.

The Cognitive Impact of Visual Gesture Input on Simultaneous Interpreting Process: An Empirical Examination on Portuguese-Chinese Trainee Interpreters

Yunxiao Jiang, Lili Han

Abstract

This research explores the cognitive effects of visual gesture input on trainee interpreters during simultaneous interpreting (SI) tasks. Our study investigates how semantic gestures from speakers influence the cognitive load experienced by interpreters, as evidenced by disfluency phenomena including silent and filled pauses. The research employs a mixed-methods approach, combining a controlled experimental setup with qualitative interviews for triangulation.

In the experiment, 18 trainee interpreters undertake twelve SI sessions under varying conditions where the source speech is presented through video in both Portuguese and Chinese. These conditions are manipulated based on the presence of speaker gestures, the audio-visual congruence, and additional introduced white noise. Each session's output is meticulously analyzed for disfluencies, which serve as indirect indicators of cognitive load.

Further, to gain deeper insights into the interpreters' subjective experiences of mental exertion, retrospective interviews are conducted. This allows us to discuss the role of visual gesture input on cognitive processes within SI as perceived by the trainee interpreters and consider the implications for incorporating gesture visual input into cognitive models of interpretation. The correlation between interpreters' working memory capacity and their performance in the experiment will also be examined to understand how individual differences affect the processing of gestural inputs.

This study contributes to our understanding of the cognitive dimensions of interpreting process and also calls for attention on how training programs can integrate visual inputs effectively to enhance the ease of interpreter-mediated communication in futures studies.

The disruption of Greek-German literary translation in the years of the military dictatorship and its consequences

Agis Sideras

Abstract

The military dictatorship in Greece (1967-1974) marks a political period that had far-reaching effects on the forms of cultural life and hence also on the practice of the translation of literary works. A great number of exceptional representants of contemporary Greek Literature was confronted with severe restrictions and censorship, a fact that is reflected in the practice of translation of Greek literary works into German in that period. My paper will examine the consequences of the restrictions regarding the different ways in which literary translation into German took or could not take place in those years.

In a second part, my paper will make clear that this long lasting disruption resulted in a hiatus of reception that still determines the way in which modern Greek literature is perceived on the German book market and by a majority of German readers. This is of particular importance in regard to the massive underrepresentation of several exceptional authors of the postwar generation (for example Dimitris Hatzis, Nikos Kachtitsis, Alexandros Kotzias) that results in a fundamentally wrong picture of modern Greek literature in Germany today.

The editor's role in academic text editing at higher education institutions in South Africa

Maret Blom de Wet

Abstract

In South Africa the role of an academic text editor exists as students' have inadequate academic writing skills and are writing their academic texts (theses, dissertations and academic articles) in English – their second or even third language (Van Aswegen, 2007; Kruger & Bevan-Dye, 2010; 2013). There are however problems concerning this role and it poses a possible ethical dilemma, were the editor changes too much and the academic text doesn't reflect the student's actual cognitive ability (see Kruger & Bevan-Dye, 2010; 2013 & Lourens, 2014 & 2016). To provide more comprehensive descriptions of editor's behaviour within a social context, the focus of this study is on the how and why of text editors' work (see Kruger, 2007), and an agent model (see Chesterman, 2009) is used to focus on the agents, such as the academic editor, supervisor and student involved in academic editing at higher education institutions in South Africa. This includes these agents' ethics and attitudes, and their interaction with their social and technical (human and non-human) environments.

A qualitative actor-network approach is followed, consisting of two phases. In phase one, an exploratory design is used to get a general overview of the landscape of academic editors in higher education institutions in South Africa. In phase two, a descriptive case study design is followed to determine the role of the academic editor in a finalised academic text. Purposive sampling was used to choose four academic editors as cases, and semi-structured interviews, archival material and online observation via MS Teams, will be used to give an outline of each editor's habitus and the social network underlying academic editing processes. According to Dam and Zethsen (2009:11), a study focusing on the translator (and academic editor – own insertion) as a member of a social and professional group, can strengthen the profession's social status, image and identity.

The effect of automatic intralingual live subtitling on international students' performance, perception, visual attention and cognitive load in EMI lectures in Flanders

Yanou Van Gauwbergen

Abstract

One of the main challenges in higher education in the 21st century is providing educational access to an increasingly multilingual and multicultural student population. Many universities are therefore considering using English as language of instruction (EMI). As a response to the language transition where English L2 students must go through, live subtitling can easily be used. The aim of this paper presentation is to report on results of a project that investigates (1) how international university students in Flanders perceive EMI lectures with intralingual live subtitles, i.e. lectures for which the words of the lecturer are subtitled in real time in the same language as the speaker, that is, English; (2) whether these subtitles influence their performance, and (3) what impact these subtitles have on their visual attention and cognitive load. In the study, the impact of live subtitling on perception, performance and cognitive load has been investigated for two one-hour simulated Research Methodology lectures taught in English to international university students in Flanders who take part in a preparatory program to learn Dutch. The live subtitling was produced in real time through automatic speech recognition, each time during two lecture fragments of approximately 15 minutes (fragment without subtitles – fragment with subtitles – fragment without subtitles – fragment with subtitles). Quantitative and qualitative data have been collected using (1) online language tests, consisting of a certified listening test and vocabulary test to determine the students' English proficiency; (2) an online questionnaire on demographics (e.g., mother tongue and self-reported proficiency in English); (3) online questionnaires after each lecture about the content and the perception of the lecture and the academic motivation of the students; (4) eye tracking glasses to measure visual attention and cognitive load. Data are currently being analyzed.

The Journey to Re-subtitling the West: Diachronic Retranslations of Anglophone TV Series in China from the 2000s to 2020s

Xuesi Yang

Abstract

If it has already been subtitled in the past, why subtitle it again? This article investigates two cases that represent the phenomenon of re-subtitling in mainland China during the first two decades of this century. From a grey area of fansubbing to copyrighted importation with censored commercial subtitles, then to new modes of online collaboration of grassroot cyber-subtitling, such as danmaku subtitling, the target audience has witnessed not one but iterations of subtitles of the same content over the past twenty years; yet this phenomenon has not received the attention it deserves. This article first provides a historical overview of the chequered development of Audiovisual Translation (AVT) in mainland China, before draws upon norm theories that are formulated within the Descriptive Translation Studies (DTS) paradigm. This product-oriented research consists of two sets of self-built parallel corpora, each of which contains a case study with various versions of interlingual subtitles over time. The purpose of these corpora is to conduct a detailed examination of the diachronic variations that are reflected in both technical aspects, such as expected reading speed and subtitle density, and operational norms, such as translation strategies on cultural references and allusions. The two cases were both initially subtitled by fans into the target language around 2002 and 2005 respectively. Friends (1994) was professionally commissioned for two major streaming platforms in 2012 and 2021 during a period of increased importation of western dramas in the local market, while Doctor Who (2005) was re-subtitled by fans in 2019. By comparing the initial and retranslated subtitles, both qualitative and quantitative data are obtained to reflect on how the target audience's perception of interpreting the West has evolved in a dynamic socio-cultural context in the past and how it may be in the technology-enabled near future.

Keywords

re-subtitling, cyber-subtitling, subtitling norms

The Multimodalities of Song Translation in Brazilian Subtitling and Dubbing

Giovanna Domingos

Abstract

Although music and translation are integral to human history and their cultural significance transcends time and space, the role of song translation in our society remains underestimated, as Peter Low (2017) noted. In Brazil, for example, this area began to receive more academic attention only in the early 2020s, with the publication of two thematic journals. These journals primarily counter the misconceptions that popular songs are untranslatable or not meant to be translated. Therefore, this study aims to analyze the strategies applied to the multimodalities of song translations for subtitling and dubbing in movies and TV shows. The study adopts Lucile Desblache's (2019) transcultural approach and aligns with the criteria established by Johan Franzon (2014) and Peter Low (2017) regarding singable and non-singable translations to observe how translators recreated songs from English to Brazilian Portuguese. This proposal highlights the importance of studies in this challenging and underexplored universe of song translation and it's multimodalities.

Keywords

Song Translation, Brazilian Subtitling, Brazilian Dubbing

The Role of Translation in Gender Representation in the English, German and Yoruba Versions of the Bible

Omotayo Olalere

Abstract

Culture issues like gender have been approached by translators of literary works in different ways and this has given rise to vibrant discussions in the field of translation. Nonetheless, the approaches of translators of religious texts on gender representation have received relatively lesser focus in the field of translation when compared to literary translation. This study intends to advance knowledge on the role of translation in gender representation in three different versions of the English, German and Yoruba Bibles. The versions to be used in English are King James Version, New World Translation and Goodnews translation. The version to be used in German are Lutherbibel, Neue Welt Ubersetzung and Gute Nachricht Bibel. Consequently, Bibeli Atoka, Bibeli Ile Aye Titun and Bibeli Iroyin Ayo will be used for the Yoruba. The whole Bible will not be used for the study. The main data will be taken from the book of Psalms chapter one. The objective of this study is to find out first, how gender is represented in the book of Psalms chapter one in the three versions of the English, German and Yoruba Bibles. Second, the study seeks to find out what implications the different approaches to gender translation in the three languages could have for a Yoruba learner of German in their understanding of the Bible. The Conceptual Approach to be used for the analysis will be Contrastive Analysis propounded by Robert Lado.

Keywords

Gender, Bible, Translation

The Third territories – uncharted by Translation Studies

Marta Kaźmierczak

Abstract

While TS has been overcoming various binary divisions, it still usually remains focused on two languages/cultures: the source and the target one. True, in the last two decades research on heterolingualism has been gaining speed, but most often covering cases when a bilingual or hybrid text is translated into one of the languages that co-constitute it, indeed frequently as "intra-national translation" (Meylaerts 2006) into a dominant language – which necessitates concentrating on power enequalities. Still underresearched remains the issue of the third language (L3) – and the third culture – one that is neither the source nor the target one. It is easily dismissed on the grounds that L3 segments are either simply transferred or "simply" deleted, but translation practice disproves this straightforward binary. The superposition of languages features importantly in Berman's ethical framework for analyzing translation (1985/2000). Nonetheless, heterolingualism as a translation issue has been treated from surprisingly limited (Rosenwald 2008) or defeatist positions (Bellos2008). The contribution offers an affirmative approach to the phenomenon and to the possibilities of its recreation, in line with approaches like Skibińska's (2013).

The "thirdness" of a third culture is likewise constituted in a particular translational situation: say, the image of France in an English novel, when translated into Polish. Given differing relationships, affinities, conflicts between cultures, their contingent prestige and differing ethnostereotypes, representations of third cultures may well undergo shifts in the target context.

I will share some results of the research based on writing in three languages, Polish, English and Russian, in mutual translations, featuring a variety of third languages and cultures. Issues explored range from de/re-coding L3 in different alphabets, through the use of metalinguistic glossing, to stressing what importance in forming the image of a third culture in translation hold the passages which are not heterolingual but pronounce judgements or opinions.

The translation of literature, science and communist texts: four women translators in Mexico's editorial field (1931-1959)

Tania P. Hernández-Hernández

Abstract

The translation of books in Mexico, largely consolidated in the last three decades of the nineteenth century, is revealed as a markedly male activity. Although still scarce, female participation began to appear in the third and fourth decades of the twentieth century and, in some cases, in the form of co-translation. In any case, however, the presence of women translators covers practically all fields: from science and technology to the translation of communist texts, social sciences and children's and adult literature. Framed in the intersection between the history of the book in Mexico and the sociohistory of translation, this presentation outlines an overview of translation in the Mexican publishing world between 1922 and 1959; and based on the review and systematisation of catalogues, yearbooks, bibliographies and indexes of publishers and libraries, it analyses the cases of four women translators: Carolina Amor de Fournier, translator of medical texts and journals and director of the Fournier publishing house; Ana María Reyna, translator of scientific and communist texts for the left-wing publishing house, Publicaciones de la Universidad Obrera; Ernestina de Champourcín, Spanish exiled poet and translator of social sciences for the Mexican state publishing house the Fondo de Cultura; Esperanza Zambrano, Mexican writer and translator of children's literature for the commercial publishing house Novaro. The study discusses these trajectories and inquires on the possible roles and positionings of these translators.

Keywords

book and translation history, women translators, translation of communist, scientific and literary texts

The Translator's Visibility as a Determinant of Prestige in the Translation of Children's Literature in 1940s Turkey

Deniz Malaymar Buts

Abstract

It has become a truism in the field of translation studies that translators operate largely in a state of invisibility (Venuti, 1995), remaining unacknowledged for their contributions. This is all the more evident in the translation of children's books, as the literature on translators for children corroborates their status as "invisible storytellers" (Lathey, 2010). In this talk, however, I argue that translators of children's literature may attain a great amount of visibility when they enhance the prestige and credibility of the translated works. To support this argument, I focus on the status of the translators who were involved in the translation projects of the Turkish Society for the Protection of Children in the 1940s. Established in 1921, the Society published several books and magazines for children as part of its project to give shape to the ideal Turkish child. The majority of the translators affiliated with the Society were actively involved in the projects of the state-sponsored Translation Bureau (1940-1966). They were also employed by the Ministry of Education in a number of capacities, such as inspectors of primary education and teachers in leading educational institutes. Therefore, the various roles assumed by the translators in several educational institutions affiliated with the Ministry of Education endowed them with a high degree of "symbolic capital" (Bourdieu, 1993), which evidently influenced the Society's decision to collaborate with them. Having the books curated by education professionals was of particular significance as it strengthened the reputation of the Society's publications. This was notably reflected in the peritextual elements accompanying the translated books, my analysis of which suggests that the Society relied on the symbolic capital of the translators to heighten the status and credibility of the translated works it published.

The UK Isnae Just England: On Translating Contemporary Northern Irish, Scottish and Welsh Prose into Polish

Dominika Lewandowska-Rodak

Abstract

The aim of this paper is to discuss the matter of translating Northern Irish, Welsh and Scottish fiction into Polish. Much of contemporary prose coming from these countries is marked by a strong sense of place, both geographically and culturally speaking, this being realised through the use of particular settings, themes and references, but especially languages. For the countries' writers, the question of national and cultural identity is largely, if not primarily, about orientating themselves in a highly complex linguistic landscape, as well as functioning in a complicated relationship with English as the predominant language of the self and simultaneously the language of the other. All of this poses a considerable but also crucial challenge for any translator of such literature, and one that has been increasingly taken up by Polish translators - which is especially interesting given that Poles are the largest immigration group for all three countries. Drawing on the postcolonial translation thought of Michael Cronin, Maria Tymoczko and Gayatri Spivak, this paper investigates how the problem of grasping Northern-Irishness, Scottishness and Welshness in Polish terms is dealt with by the translators of selected non-English UK works of fiction: Anna Burns's Milkman (2018), Lucy Caldwell's short story collection Being Various (2019), Douglas Stuart's Shuggie Bain (2020) and Young Mungo (2022), Niall Griffiths's Sheepshagger (2001) and Manon Steffan Ross's Llyfr Glas Nebo (2018)/The Blue Book of Nebo (2021). By exploring these renditions, the paper seeks to discuss the literary presence of non-English UK cultures in Poland, examine the ways in which they can (or cannot) be accounted for in translation into Polish, and shed some light on the current Polish translation paradigm with regard to culturally and linguistically marked texts.

Towards CTIS standards for Big Science - Components of an experimental paradigm for observational studies in naturalistic settings and beyond

Sara Puerini, Ricardo Muñoz Martín

Abstract

Experimental paradigms are explicit but general research frameworks that systematize standards, conditions, tasks, and practices to explore behavioral phenomena. Detailed outlines of procedures and methods, from recruitment strategies through randomization and stimulus presentation to preferred statistical analyses for data interpretation, should be reserved for specific research protocols and task models that may build on the same experimental paradigm. Experimental paradigms uphold scientific rigor while accommodating the complexities of real-world contexts, but they are scarce in CTIS. Experimental paradigms also foster larger collaborative endeavors, i.e., Big Science, for which CTIS may be particularly well-suited. For multi-site studies and data sharing, consistency and reproducibility across diverse research teams and contexts are a must (cf. Gumul & Herring 2022). We seek to build consensus to develop one for observational studies in naturalistic settings that should support both comparability and generalizability.

A minimalistic list of core elements for an experimental paradigm for observational studies in naturalistic settings includes specifications and best practices regarding ethics, participants, tasks, materials, settings, data collection methods, measurements, data analyses, and reporting. For an experimental paradigm to be successful, it needs to be widely accepted and adopted. To get the ball rolling, we will present a detailed proposal that includes suggested guidelines on informed consent, participant confidentiality, and study debriefing to participants; selection criteria and descriptors for participants; minimal requirements for tasks to be considered naturalistic; stimuli conditions (e.g., text length and complexity profile); non-intrusive data collection methods (e.g., screen recording, logging software, and observer notes); metrics such as accuracy, fluency, and rates of observable phenomena; avoidance of overly interpretive features; and best practices in reporting. A detailed draft of the proposal may be made available upon request.

Reference:

Gumul, Ewa & Rachel E. Herring. 2022. Employing retrospective process tracing in an international exploratory study @ Translation, Cognition & Behavior 5/2: 221–249.

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Tracing translation in a woman author/translator's archive: Pınar Kür's Archive in the Women's Library and Information Centre Foundation

Hazal Yonca Birincioğlu, Özlem Berk Albachten

Abstract

This paper will focus on the renowned author and translator, Pınar Kür, and her personal archive she donated in 2015 to Kadın Eserleri Kütüphanesi ve Bilgi Merkezi Vakfı (The Women's Library and Information Centre Foundation) in Istanbul, the first and only women-centred library and archive in Türkiye, founded in 1990. Pınar Kür's archive is an unexplored collection containing unpublished material, draft manuscripts of her original and translated works, her correspondence with other translators, authors, publishers, editors, and literary agents, her reviews, interviews, her notes and notebooks, ephemera or miscellaneous material, such as photographs, clippings, leaflets of literary events and conferences she participated in, and postcards among others.

In our paper, we will adopt a microhistorical approach (Munday 2014) to study Pınar Kür's archive and discuss both the methodological challenges, such as the archive's multi-focused, heterogenous and complex nature as a result of Kür's "multipositionality" (Meylaerts 2013: 109), and the possibilities the archive presents in increasing the visibility of Kür as a translator as well as of the "feminine" in translation historiography. Kür's multipositionality resides in her roles as a woman, author, critic, and translator who writes and translates stories of women in a male-dominated (Browning 1982) and author-oriented literary field, constantly interacting with other agents (Bourdieu 1986; Dubois 2000), including women agents whose contributions to the Turkish literary field remains yet to be further explored. Thus, Kür's archive offers an insight into diverse and multidisciplinary topics, such as the genealogy of translations, working conditions of translators, and the power relations in the literary field while also revealing a "curated" personal history, intertwined with other microhistories and giving voice to the "marginalized" in translation history.

Translating creativity in Arabic literary texts into English: Languages Models vs. Machine translation

Mutahar Qassem

Abstract

This study aims to compare the effectiveness of Large Language Models (LLMs), specifically ChatGPT and Google Gemini, with Neural Machine Translation (NMT) systems, namely Google Translate and Microsoft Translator, in translating literary texts (i.e., fictional prose) from Arabic into English. It evaluates the acceptability of translations produced by LLMs and NMT systems using the DQF-MQM Framework for assessing acceptability. Additionally, the study measures the effectiveness of these tools in rendering creativity units in Arabic literary texts into English, utilizing the operationalization and measurement methods of Bayer-Hohenwarter (2012) and Pedersen (2011). Excerpts from five Arabic novels were analyzed to provide a representative sampling of Arabic literary content. The research seeks to understand the capabilities and limitations of these translation tools in offering acceptable translations of literary texts and their effectiveness in conveying the creativity units inherent in the Arabic texts into English. The significance of this research lies in its potential to provide insights into the strengths and limitations of contemporary language models and neural machine translation systems when dealing with the intricate and creative nature of Arabic literary texts. This study aims to contribute to the ongoing development and refinement of translation technologies, particularly in the context of literary translation, where preserving the original work's creativity and emotional impact is paramount.

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Translating drama for the stage: Idea Vilariño's and Mercedes Rein's expanded archive

Leticia Hornos-Weisz, Lucia Campanella

Abstract

Based on research conducted in the personal archives of Uruguayan writer-translators Idea Vilariño (1920-2009) and Mercedes Rein (1930-2006), and combining insights from Translator Studies (Chesterman, 2009; Kaindl, Kolb & Schlager, 2021) with genetic translation studies (Cordingley & Montini, 2015), this paper explores the practices involved in translating drama. Both Vilariño and Rein dedicated a significant intellectual effort to translating dramatic texts, Vilariño focusing on Shakespeare and Rein on Brecht. In both cases, their translation practice was at first driven by the specific demands of Uruguayan independent theater.

The translation of drama, from initial drafts to performance, extend the boundaries of the archive as a physical domicile and challenge the notion of a definitive text. This "overflowing of the archival space" (Tello, 2018, p. 45) produces several effects: it multiplies the variants of a translation through "scenic texts" or "scripts" (Dubatti, 2020), which, when intervened by directors and actors, question the notions of authorship and final text. Additionally, the dispersion of process materials across various physical spaces (institutions, theater companies, documentation centers, or libraries) expands their potential meanings to encompass general contextual phenomena and specific cultural practices (the memory of a cast or play and its audience, a director's legacy, staging practices, and documentary conservation and valorization). Studying this works outside the primary archival domains of Vilariño and Rein broadens the corpus of variants, enriching the analysis of translation methods and allowing connections to individual and collective practices.

Building on Goldschluck's concept of "archival thought" (2022, p. 36), this situated study examines the relationship between translation practice and translator archives, seen as "epistemic bodies carrying meanings" (Guzmán, 2013). Focusing on the archives of two Latin American women translators, this analysis underscores the dynamic and multifaceted nature of theatrical translation archives, highlighting their role in enhancing our understanding of translation practices.

Translating food is translating culture: Australian English speakers' reception of food translation

Eve Chen, Jia Zhang

Abstract

Reception of culture-specific items has recently emerged as a popular theme in empirical translation studies. Food is one of the most iconic culture-specific items, as it is considered a cultural product throughout its production, preparation and consumption. Due to the culture-specific nature of food, the quality of food translation highly depends on whether and how the readers decode and receive culturally unique elements of foodstuffs and foodways. However, reader reception of food translation remains underexplored. This study examines Australian English speakers' reception of food translation. 22 native Australian English speakers were asked to read translated food-related content and explicate their understanding in semi-structured interviews. The study finds that cultural misconceptions, problematic word choices, and cross-linguistic variation on stylistic devices are three main issues that can impact reader comprehension, and the readers' expectations of food translation are not entirely consistent with the translators' presuppositions. Based on the findings, the study further discusses the factors translators should consider when applying various strategies for translating food. The study facilitates a more comprehensive understanding of readers' challenges in deciphering food-related content and their expectations of food translation. It has implications for improving food translation practice and provides cross-linguistic and cross-cultural insights into translating culture-specific items.

Keywords

food translation, reception study, Australian English

Translating gesture: The case of Palm-Ups in an LSFB-to-French student and expert corpus

Sílvia Gabarró-López, Alice Heylens

Abstract

This presentation describes the strategies used by novice and expert translators when translating Palm-Ups (open hands with palms facing upwards) from LSFB (French Belgian Sign Language) into French. Palm-Ups are polyfunctional gestures frequently used in both signed and spoken languages, whose use has been described in interpreting for the same language pair (Gabarró-López, 2024), but not in translation. The translation of Palm-Ups from a signed to a spoken language in the form of an autonomous text can be expected to present specific translation difficulties, as Palm-Ups have no established equivalent and their meaning is highly dependent on the context.

Pym (2016, 2018) described these translation difficulties as 'bump mode', in contrast to 'cruise mode' in which translators translate more automatically. To overcome the 'bump mode', he proposed a taxonomy of 8 translation solutions which we used to annotate the translation of Palm-Ups by 7 student translators and 3 expert translators. Participants' language background and translation experience were collected through similar metadata forms, namely MUST project's form (Granger & Lefer, 2020) for students and TICQ (Schaeffer et al., 2020) for experts. Each translator translated the same source video taken from the LSFB Corpus (Meurant, 2015), which is two minutes long and contains a total of 18 Palm-Ups.

Preliminary results for students and experts show that the two most frequent translation solutions for each group are Density Change (i.e., reducing the amount of information in the text) followed by Copying Structure (i.e., the structure is brought from the source to the target language). However, the distribution of translation solutions differs between the two groups as experts use Copying Structure more often. These findings indicate that Palm-Up is indeed a hot spot in translation, so it should be explicitly included in the training of translators to alleviate this difficulty.

Translation and information asymmetry in global financial markets

Thomas Hanson

Abstract

The global financial market is inherently multilingual, and participants rely on translation for communication, information gathering, and decision-making. The current dominant status of English as the language of global trade, supply chains, and financial markets can obscure this underlying multilingual reality (Hanson, 2024). However, the value of information for investing decisions and profitability only increase the importance and financial worth of translation services. Examples of this phenomenon include benefits to corporations when translating annual reports into English (Jeanjean et al., 2010) and superior performance of analysts with knowledge of local languages when making investment decisions (Bae et al., 2008).

The market value of translation can be conceived as a direct consequence of information asymmetry. The varied market participants possess different incentives related to breaking down information barriers. This presentation reviews a two-dimensional framework for analyzing strategic responses to the need for translation (Hanson & Mellinger, 2021). One dimension considers whether there is greater incentive to mitigate or maintain information asymmetry, while the other dimension observes whether the communication is internal or external to the agent under consideration. This framework is then applied to four large categories of participants in financial markets, namely governmental bodies, industry organizations, publicly traded corporations, and investors (both individuals and institutional). In doing so, the presentation highlights the importance of translation in financial markets and provides a paradigm to understand policy choices, ramifications, and market value of translation services.

Translation and the Visitor: Methods in motion for museum translation research

Eilidh Johnstone

Abstract

Engaging with a translated text is always an embodied act, but museums make the fact of the body impossible to ignore: the translation reader becomes a museum visitor, and their interaction with interlingual translation occurs within a complex multimodal assemblage. How can research maintain a translation focus when so much is in motion?

This paper will suggest that an affordance-led semiotic analysis (Westberg, 2021) can provide a capacious framework to interrogate translation in the museum environment and beyond. The notion of affordance, which highlights the meaning-making possibilities offered by any material resource, is applicable across modes and facilitates engagement with translated verbal texts such as museum labels alongside and on par with other semiotic resources. Within the umbrella framework of an affordance-led approach, various analytical methods can be applied, and this paper will outline how affordances provided the connecting thread for a broad methodological toolkit that included textual analysis, spatial discourse analysis, and geographically-informed walking interviews.

The case study featured in this paper was carried out at Yingge Ceramics Museum in Taiwan, a museum of local industrial heritage which re-stages the historical city through textual, spatial, visual, and auditory resources. The museum creates a vivid, embodied sense of place, and for international visitors, the interlingual translation of exhibition labels is key to their ability to access that affective connection with Yingge's past and present. Affordance-led semiotic analysis facilitated engagement with the broad spectrum of semiotic resources involved in constructing sense of place in the exhibition.

Translatoriality and Intercomprehension in the Bilingual Context of Slovene Istria

Jerneja Umer Kljun

Abstract

The paper explores the notion of translatoriality in a bilingual context, in which para-professional interpreting and intercomprehension seem to be the norm. In the bilingual Slovene municipalities of Ankaran, Koper, Izola and Piran, the use of two official languages, i.e. Slovene and Italian, is codified due to the presence of the autochthonous Italian national minority. Although there are visible efforts to implement a language policy that promotes bilingualism in the public use of both official languages, such efforts do not always see the involvement of professional translators and interpreters. Instead, especially in the context of public events, bilingual speakers often engage in self-translatoriality to address their mixed audience.

Drawing from a wider sociolinguistic study on language use within the Italian national minority, the paper examines instances of self-translatoriality in recordings of spontaneous and semi-spontaneous speech in the context of eight formal meetings and public events hosted by minority associations and aimed at the broader linguistically diverse community of the Slovene coast. All recordings were transcribed, annotated, and analysed using the EXMARaLDA software suite. Discussing the results of the case study on the translatorial actions, i.e. summarizing, duplicating, expanding and complementary language practices, that occur in such bilingual settings, as well as their underlying motivation, i.e. aiding comprehension, correction, emphasis, humour, addressee specification and identity signalling, the paper highlights the practice of intercomprehension as a discursive strategy that acknowledges the value of both official languages, revealing a respectful attitude towards the culture of the Other. Furthermore, the analysis shows that while self-translatoriality and especially duplicating language practices occur frequently in out-group communication, speakers often repeat the nearest element, which leads to a fragmentation of the message. Translatorial actions are also frequently combined, producing fluid bilingual utterances that presuppose a plurilingual competence among all participants, thus confirming the perceived value of intercomprehension.

Understanding the Affective Dimensions of Dialogue Interpreting through the Conceptual Lens of Trust

Epperly Zhang

Abstract

While interpreting research has traditionally concentrated on cognitive skills and linguistic competence, the affective dimensions, such as emotions, empathy, and care, remain underexplored. This paper addresses this gap by exploring the affective dimensions of interpreting through the conceptual lens of trust. Trust in interpreting is primarily categorised into two types: cognitive trust, which is grounded in the interpreter's skills and reliability, and affective trust, which develops from emotional bonds formed in interpersonal interactions. This study specifically focuses on dialogue interpreting through the lens of affective trust, recognising that communication in interpreted encounters involves more than the simple transfer of words. It also encompasses the purpose, context, tone, and power dynamics between parties (Angelelli, 2002). In such settings, especially those facilitated by interpreters, trust is essential for achieving successful communication.

The study investigates how interpreter behaviours and practices contribute to building affective trust, thereby shedding light on the affective dimensions of interpreting. It draws on qualitative data from interviews with Mandarin-speaking interpreters and their interlocutors across two different dialogue interpreting settings in Australia: public service interpreting and delegation interpreting. The findings demonstrate that affective factors, such as empathy, care, and the interpreter's ability to manage face work, play a critical role in establishing affective trust. This accentuates the interpersonal and relational aspects of interpreting, showing that interpreters are not merely conduits for language transfer but active, empathetic participants in communication.

The evidence highlights that human interpreters remain unparalleled in the age of AI. The humanness of interpreters—their empathy, care, cultural sensitivity, and ability to manage interpersonal relations and adapt to diverse communicative needs—are essential for effective and meaningful interpreting and cannot be replicated by machines.

Unleashing Inspiration: Does Post Editing of Machine Translation Ignite Creativity?

Beyza Havvanur Sarımehmet, Mustafa Kırca

Abstract

It is widely accepted that translation studies is heading towards a turn of technology with the recent advancements and technologies in machine translation, raising questions as regards the impact it has on the translator's processes, one of which is creativity. The relation between machine translation (MT) and creativity has been researched in literary texts, most of which resulted in lower rates of creativity for MT in relation to human translation (HT) (Şahin and Gürses, 2019; Guerberof-Arenas and Toral 2022, 2020). This study aims to investigate whether post editing (PE) of machine translation is able to help the subtitler be more creative working on a text where meaning is provided from different modes, while working on the Turkish language which might limit the translator due to its difference from English as a result of its highly agglutinative nature, considering the constrained nature of audiovisual translation. Creativity was assesed with the dual lenses of novelty and acceptability, by analyzing selected units which were accepted by the researchers as those that require high problem solving skills in order to translate, or, creativity units (Bayer-Hohenwarter, 2011). In this light, two groups of translation and interpreting fourth year students were seperated in two groups and tasked with either HT or post editing of ChatGPT-generated translations in order to compare the creative outputs of subtitle translation created through post-editing of MT and those created through HT. While this study aims to analyze how machine translation deals with problematic transfers, it will also add to the existing literature as a potential view where MT's role is that of a collaborator's, not a replacement for HT by answering the question: Does machine translation help translators foster more creative solutions to problems in subtitle translation where creativity is one of the most required skills, especially as regards Turkish language?

Keywords

machine translation, creativity , audiovisual translation

Unsolved mysteries: The origins of technology-enabled simultaneous interpreting

Mariia Oganezova

Abstract

To this day, there is no consensus among interpreting scholars as to when and where technology-enabled simultaneous interpreting was used for the first time, the main contenders being the International Labour Organization in Geneva, the Communist International in Moscow and the Nuremberg Trial. Despite the existence of documentary evidence potentially substantiating either of the three accounts (Baigorri-Jalón, 2004; Chernov, 2016; Gaiba, 1998), the seemingly parallel development or repurposing of existing technology allowing for an almost concurrent implementation of simultaneous conference interpreting in Geneva and Moscow raises the question of whether it was an instance of serendipity or, instead, an act of industrial espionage. We will connect existing research to archival evidence from the ILO archives and present a contrastive analysis of the technology and modalities used during the first tests of this new interpreting mode. In doing so, we hope to shed some light on our research question, draw some parallels between the past and the present and underline the importance of knowing the history of our profession.

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Keywords

simultaneous interpreting, International Labour Organization, Communist International

Video interpreting in augmented reality: interpreters' visual needs and preferences

Anne Catherine Gieshoff

Abstract

The recent shift from on-site to video conference interpreting affects interpreters in many ways, one of these is related to space: When working on-site, interpreters are surrounded by the conference setting; during a videoconference, this is squeezed onto a screen together with other relevant visual input in numerous windows (documents, online dictionaries, etc.)(Saeed et al 2022). These windows often overlap and switching between them may require additional effort. Many interpreters have already taken to using several devices or screens during video conference assignments (Chmiel & Spinolo 2022). Another option that might increase the available screen space, offer user-friendly interaction with intuitive gestures and hence, improve the ergonomics of video conference interpreting is the use of augmented reality technology (AR) (Ziegler & Gigliobianco, 2018).

To explore the possibilities of AR technology in interpreting, I developed an application that simulated a (mock) videoconference on an AR headset. It displayed four holograms: 1) video of the speaker, 2) video of the participants, 3) slide show, 4) conference program. Each hologram could be moved in space and rescaled. The conference followed the structure of an academic conference where two presenters are introduced by the same chair. The application was tested with 10 conference interpreters ("interpreters") and 13 persons with English as a second language ("listeners"). The interpreters were asked to interpret one of the two talks using the AR headset and the other one on a desktop PC. The listeners listened to the same speeches. Before the interpreting/listening task, all participants had the opportunity to arrange the holograms according to their perceived needs or preferences. In a post-task interview, they were asked to reproduce their arrangement of the holograms with a paper model and to explain their choices and preferences. I will present data on interpreters' visual needs and preferences when arranging their holograms.

When "Leave No One Behind" Gets Lost in Translation: The Challenges of INGOs Social Media Campaigns in the MENA Region.

Aseel Ibrahim

Abstract

This paper examines the linguistic and cultural barriers International Non-Governmental Organizations (INGOs) face when localizing Sustainable Development Goals (SDG)-related social media campaigns in the Middle East and North Africa (MENA) region. While the SDG framework emphasizes the pledge to "leave no one behind," (United Nations, 2015), the dominance of English in global development discourse often creates a disconnect between international messaging and local reception (Footitt et al., 2020). The use of English as the default language in most INGO communication materials, including slogans, reports, and hashtags, frequently renders these campaigns inaccessible to non-English-speaking populations. This dynamic mirrors colonial language hierarchies, whereby English functions as both a gatekeeper and symbol of development expertise (Mignolo & Schiwy, 2002). Empirical evidence from previous studies on development settings underscores this challenge, highlighting that translations into local languages improved engagement and reporting quality (Footitt et al., 2020). Drawing on qualitative data, the author critiques the ongoing linguistic inequalities embedded in the communication practices of the INGOs in MENA. Central to this critique is Arabic's diglossic nature, wherein Modern Standard Arabic (MSA) is used in formal settings, while regional dialects dominate daily communication (Bani Amer, 2024). Despite this, INGOs often rely on MSA or English in their messaging, distancing local audiences and limiting outreach to donor-oriented, bilingual elites. Cases examined in the paper demonstrate that literal translations often result in syntactic awkwardness, while transliterated hashtags and slogans remain unintelligible to the broader public, curbing engagement and reinforcing the digital divide. The paper further critiques the frequent use of abstract development jargon—terms like "empowerment," "resilience," and "governance"—which often become opaque or meaningless when translated into Arabic (Cornwall & Eade, 2010). In addition to examining cases of mistranslation that failed to convey the campaigns core focus, instead resembling a generic motivational slogan stripped of gendered context. These issues are compounded by cost-cutting policies and a growing reliance on AI-generated translations, which,even in advanced models,continue to underperform in Arabic due to its linguistic complexity (Al-Romay & Khalait, 2024). Building on these critiques, the author argues that effective development communication requires more than linguistic accuracy; it demands cultural and emotional relevance achieved through transcreation, domestication, and participatory translation (Chasukwa & Crack, 2024; Chemorion, 2008; Venuti,1993; Al Omar, 2020). Domestication involves adapting messages using culturally resonant terms and idioms, while participatory translation actively involves local communities in meaning-making processes. Practices such as youth advisory boards and community co-creation illustrate how these strategies enhance relevance and reception. In addition, the author suggests that INGOs must adopt institutional language policies that prioritize Arabic, invest in professional translators with sociolinguistic sensitivity, and conceptualize campaigns in Arabic from the outset. The strategic use of dual-language hashtags, culturally grounded storytelling, and locally adapted visuals is essential to fostering authentic two-way dialogue that enhances understanding, inclusivity, and truly leaves no one behind.

Keywords

Media Translation, INGOs and Localization, linguistic inequalities

Why do organisations choose to use interpreting? An initial exploration using the Church Language Provision Survey

Jonathan Downie

Abstract

Interpreting research has traditionally concentrated on what happens when interpreters are used. This leaves open the question of why clients choose to use to use interpreting. With recent advances in machine interpreting, it is important to explore the factors that correlate with different language provision decisions. What makes one organisation choose to provide human interpreting while another offers nothing and another uses machines?

This presentation will explore this topic through the results of the Church Language Provision Survey, which sought to extend previous work on multiethnic churches and on how churches use interpreting. This survey explored the range of language strategies in use the specific characteristics of churches offering human interpreting.

Among the 122 valid survey responses human interpreting and not offering any linguistic services at all predominated. The implications of this split will be considered. Comparing these groups in terms of their size, cultural and linguistic diversity, the importance given to linguistic services, current satisfaction, and future plans shows that these two groups differ across all measures, allowing a detailed, if preliminary account to be given of the factors that may be prescient when it comes to the choice to offer interpreting.

Finally, a comparison of these results with existing literature within and beyond church interpreting shows the importance of understanding interpreting as organisational performance. This perspective offers important theoretical insights for predicting when and how human interpreting may be chosen above other options.