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TRANSLATION, INTERPRETING AND CULTURE: VIRALITY AND ISOLATION IN THE ERA OF DEEPENING DIVIDES

BOOK OF ABSTRACTS

Bratislava, Slovakia, September 20–22, 2023

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Translation, Interpreting and Culture: Virality and Isolation in the Era of Deepening Divides

Editors:
doc. Mgr. Pavol Šveda, PhD.
pavol.sveda@uniba.sk
Mgr. Marián Kabát, PhD.
marian.kabat@uniba.sk

Affiliation:
Comenius University in Bratislava, Faculty of Arts, Department of British and American Studies, https://fphil.uniba.sk/kaa/

Technical supervision: Milan Regec

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Organized by

Faculty of Arts, Comenius University, Bratislava
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Faculty of Arts, Matej Bel University, Banská Bystrica
Institute of Slovak Literature, Slovak Academy of Sciences, Bratislava
The Institute of World Literature, Slovak Academy of Sciences, Bratislava

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foreword

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Reflecting on TIC3 – Virality and Isolation in the Era of Deepening Divide

The Translation, Interpreting & Culture (TIC) conference, themed "Virality and Isolation in the Era of Deepening Divides," unfolded at Comenius University in Bratislava, Slovakia, over three days from September 20 to September 22, 2023. It served as an international gathering for the exchange of scholarly ideas, convening over 80 academics from more than 20 countries. This third edition of the TIC conference series built upon its predecessors. The inaugural 2018 edition, held in Nitra, Slovakia, explored "Old Dogmas, New Approaches" and notably introduced a novel perspective and potential generational shifts within the context of translation and interpreting studies.

The subsequent 2021 edition, situated under the theme of "Rehumanising Translation and Interpreting Studies" in Banska Bystrica, faced unique challenges due to the global pandemic. Remote participation and COVID-19 restrictions became necessary, emphasising the adaptability and resilience of the academic community. Nevertheless, in certain ways, the conference was more open and accessible, given its virtual nature.

The third edition of TIC

In contrast, the third edition in 2023 emerged as a robust manifestation of the TIC community. It featured diverse topics and dynamic discussions, reflecting the urgency to examine the authentic value of translation within a world marked by increasing divisions. In an era characterised by pronounced social, political, and cultural tensions, this conference stimulated dialogue on the potential of translation and interpreting to bridge gaps, enhance mutual comprehension, and foster intercultural dialogue and exchange. The 2023 TIC conference in Bratislava thus represented a significant milestone in the ongoing scholarly discourse, providing a platform for academics to deliberate on the transformative role of their field in an ever-evolving global context.

Scholarly investigations in translation and interpreting studies have long explored various trajectories, particularly from a sociological perspective. With its unprecedented speed, the rapid dissemination of news to global audiences led to a re-evaluation of the term viral, a shift that became more pronounced during the COVID-19 pandemic. This convergence of viral meanings, signifying both aggressive information spread and microbial transmission, underscores the amplified influence of physical and virtual impulses in our interconnected world. While modern technologies play a crucial role in facilitating access to information and communication during crises, they also bring forth unresolved issues related to ethical conduct in human-non-human interactions and the prevalence of predatory behaviour

online. This became globally evident through events like the 2016 US elections, COVID-19 anti-vaccine movements, and information warfare on online platforms, prompting the need for comprehensive scholarly scrutiny of the multifaceted digital landscape where information, communication, ethics, and technology intersect.

Topics and themes developed

The conference's papers were predominantly centred on the novel challenges emerging in translator and interpreter training, spurred in large part by the profound impact of the COVID-19 pandemic. With the pandemic reshaping educational landscapes, virtual tools and remote learning have now firmly established themselves as essential components in the toolkit of trainers and researchers alike. The pandemic acted as an accelerator for the integration of technology into pedagogical practices, inviting reflection on its lasting implications for the field.

Among the recurrent themes explored in the presented papers and discussions, one stood out prominently—the phenomenon of AI-powered tools in translator and interpreter training. These discussions delved into the practicality of such tools for professional translators and raised essential questions regarding the extent to which AI represents a potential threat to the Translation and Interpreting Studies (TIS) community. The interplay between human expertise and artificial intelligence within the field garnered significant attention, with scholars pondering the implications for the profession's future.

Equally significant was the discourse surrounding the translation and interpreting community's response to cultural and civilisational clashes in the realm of intercultural communication. This theme spanned various formats of communication and held a particular emphasis on the growing demand for community interpreting services in the countries of Central and Eastern Europe. The conference attendees engaged in comprehensive dialogues regarding the pivotal role of interpreters in bridging cultural divides and facilitating understanding in an increasingly interconnected but often fragmented world, highlighting the vital societal function of TIS practitioners in these regions.

The third edition of the TIC conference featured three exceptional events integrated into its comprehensive program. The first event was the grand unveiling and christening of the book titled "Translation Studies in Ukraine as an Integral Part of the European Context." This publication stands as a testament to the collective dedication of scholars and researchers who have tirelessly contributed to the advancement of translation studies in Ukraine. What sets this book apart is its singular role in providing unwavering support to Ukrainian academics, a noble endeavour that garnered the participation of esteemed scholars from around the world, including luminaries such as A. Pym and A. Chesterman. The conference provided

a unique platform for many of the book's authors and reviewers to be present, enriching the discussions with invaluable insights and contextual depth.

The second remarkable event encompassed a special Dutch studies section, expertly spearheaded by Markéta Štefková. Within this segment, Dutch studies experts congregated to initiate a pioneering pilot project aimed at establishing a network of centres of excellence across multiple universities. This endeavour reflects a proactive commitment to fostering collaboration and knowledge exchange in Dutch studies, signalling a promising direction for the field's future.

The final event was a poignant homage paid to the memory of the distinguished Slovak translator and translation scholar, Ján Vilikovský, who regrettably passed away in 2023. This touching tribute, organised by Mária Kusá and Katrína Bednárová celebrated his profound influence on the world of translation, commemorating his enduring contributions to the field. Vilikovský's legacy, interwoven with the fabric of Slovak translation, left an indelible mark on the Slovak TIS community, serving as a reminder of the lasting impact and importance of dedicated individuals in the realm of translation and culture.

A few personal words

In conclusion, I extend my heartfelt gratitude to all those who contributed to the resounding success of the TIC Conference 2023. My deepest thanks go to the dedicated members of the conference committee and my good friends, Emília Perez, Ivana Hostová, and Martin Djovčoš, whose unwavering commitment ensured the conference's seamless execution. I am equally indebted to the remarkable team of organisers at Comenius University, including Marián Kabát, Markéta Štefková, Mária Kusá, Ivo Poláček, Lucia Tonková, and Michaela Hroteková, whose tireless efforts behind the scenes were indispensable to the conference's triumph. Additionally, I appreciate the students and volunteers who generously offered their support, contributing to the conference's overall success.

To conclude, I hope that the next edition of the TIC Conference in 2025 will continue to draw an exceptional array of relevant, inspiring, and thought-provoking speeches and presentations. The momentum of scholarly inquiry in translation, interpreting, and culture studies remains strong, and I eagerly anticipate the invaluable contributions that future conferences will bring to our ever-evolving field.

Pavol Šveda

keynote speakers

Anthony Pym

Empiricism as a response to generalized uncertainty

Anthony Pym is a Distinguished Professor of Translation and Intercultural Studies at Rovira i Virgili University in Spain, Professor of Translation Studies at the University of Melbourne in Australia, and Professor Extraordinary at Stellenbosch University in South Africa. He was a fellow of the Catalan Institution for Research and Advanced Studies from 2010 to 2015, a Visiting Researcher at the Middlebury Institute of International Studies at Monterey from 2008 to 2016, Walter Benjamin Visiting Professor at the University of Vienna in 2015, and President of the European Society for Translation Studies from 2010 to 2016.

Anthony was one of the first to move the study of translation away from texts and towards translators as people. He has hypothesized that translators can be members of professional intercultures, operating in the overlaps of cultures, and that their highest ethical goal is the promotion of long-term cross-cultural co-operation. He has stressed that the value of translation lies in its contribution to intercultural relations and cross-cultural communication.

His recent research focuses on the creation of trust through many forms of translation, particularly in healthcare communication.

Abstract

Virality, isolation and deepening divides could be parts of the world as seen by a translation scholar on a bad day. For each of those terms, one can muster sufficient anecdotes and surprising tendencies to justify blaming huge hidden forces for unleashing evil on us all. Such narratives easily drift into certainties of conspiracy and calls for resistance – or indeed despair and renouncement. Alternatively, one could admit that no individual is able to see all the data that could justify such generalizations; alternative anecdotes and facts are always available; causation and corresponding guilt are typically complex; and our research must thus begin from active recognition of our initial ignorance. It is thus from an actively recognized uncertainty that we need to act empirically, assuming from the outset that our object of knowledge, translation, exceeds its theorization. This paper will explore empiricist responses to some of the more desperate claims currently made with respect to translation: espistemicide, hegemony, and automation. It will outline ways in which knowledge can be

produced without assuming any general certitude, without requiring neutrality or objectivity, and with a chance of helping to solve the problems that confront us all.

David Orrego-Carmona

Can translation be a factor involuntarily deepening divides?

David Orrego-Carmona is an Assistant Professor in Translation at the University of Warwick. After completing a BA in English-French-Spanish Translation at the Universidad de Antioquia (Colombia), he gained an MA (2011) and a PhD (2015) in Translation and Intercultural Studies from the Universitat Rovira i Virgili in Tarragona (Spain). Prior to joining Warwick in 2022, David was Lecturer in Translation Studies (2017–2022) and Director of Postgraduate Studies in Translation Studies (2020–2022) at Aston University. He was also a post-doctoral research fellow (2016) at the University of the Free State (South Africa) and a visiting lecturer at the University of Warsaw (April-July 2022).

David's research deals primarily with translation, technologies, and users. It analyses how translation technologies empower professional and non-professional translators and how the democratisation of technology allows translation users to become non-professional translators. Using qualitative and quantitative research methods, his work explores the societal affordances and implications of translation and technologies. Ranging from the reception of subtitled content to the implementation of machine translation, David's research aims at providing more evidence to understand the role of translation and intercultural communication in globalised/transnational societies.

David is the treasurer of the European Association for Studies in Screen Translation, associate editor of the journal Translation Spaces and deputy editor of JoSTrans, the Journal of Specialised Translation.

Abstract

Different forms of translation, including professional services, machine translation and user-generated translations, are embedded in society and facilitate communication daily, with or without the users' awareness. The evolution of translation and interpreting studies shows that translation is in constant flux and expansion and that attention is needed to map its role in society and assess its implications. In this presentation, I will explore how visible and invisible manifestations of translations support human communication in all spheres

of life in an interconnected world. I will be zooming into the accelerated implementation of machine translation across translation sectors, including audiovisual translation, and the underlying assumption that MT has the potential to help humans fully overcome language barriers. Drawing on examples of informal uses of MT and the automation of translation processes in the industry, the discussion will question the conceptualisation of translation as a frictionless and effortless procedural exercise. This conceptualisation risks promoting a myth of understanding that assumes contexts are equal and underestimates differences. Within this framework, the talk will address the consequences of digital colonisation and the imposed adoption of technology that has the potential to lead to increased inequality and deepening divides in an interconnected but fragmented global society. This will allow for a discussion of how lessons from translation and interpreting studies create spaces to foster mutual acknowledgement and recognition of diversity that might lead to efficient communication and social development.

Paola Gentile

Rethinking University Curricula in Translation and Interpreting: Insights from Alumni Surveys

Paola Gentile holds an MA in Conference Interpreting and a PhD in Translation and Interpreting Studies from the University of Trieste. Her PhD thesis The Interpreter's Professional Status. A Sociological Investigation into the Interpreting Profession investigated interpreters' self-perception of their status with a survey that obtained 1693 responses worldwide. She is currently an assistant professor of Dutch at the University of Trieste. She has held research positions at KU Leuven and the University of Tartu and she has recently been appointed guest research fellow at the Universities of Stellenbosch and Leiden. She has been working on several projects, among which we find: The imagological importance of translation policy: The transfer of Estonian images through translation (coordinated by Prof. Luc van Doorslaer) and DLIT: Dutch Literature in Translation (coordinated by Prof. Herbert Van Uffelen). She has participated in several national and international conferences (Belgium, The Netherlands, Norway, Switzerland, France, Spain, Portugal, Germany, South Africa, Finland, Estonia, United Kingdom, Austria and Denmark) and has been invited as guest lecturer in Leuven, Graz, Stockholm, Tartu and Leiden.

She is the review editor for the peer-reviewed journal Translation in Society (John Benjamins). Her research interests are: the reception of Dutch-language literature in Italy, translation policy, imagology and the sociology of translation. Together with Jack McMartin, she is co-coordinator of the two-year research project Cultural policy, International Publishers and the Circulation of Dutch Literature in Translation, funded by the Dutch Language Union.

Abstract

As digitization and artificial intelligence continue to advance, there is a growing need to explore how university curricula can adapt, envisage the career prospects of graduates, and assess the impact of English as a Lingua Franca (ELF), machine translation and the pandemic (Šveda & Djovčoš, 2022) on the field of translation and interpretation. In recent years, there has been a growing scholarly interest in the professional careers of recent T&I graduates

(Hao and Pym 2022; Vitalaru 2021), which are likely driven by the disruptive effects of AI advancements and the COVID-19 pandemic.

Building upon this momentum, this contribution seeks to explore the possibility of reconfiguring university curricula in the field of Translation and Interpreting (T&I), based on insights derived from an alumni survey conducted at the University of Trieste's Department of Legal, Language, Interpreting and Translation Studies (SSLMIT). As Italy's first interpreting and translation school, established in 1953, SSLMIT has a rich heritage in training translators and interpreters, making it a compelling case study to analyse the career evolution of T&I graduates.

The SSLMIT survey originates as a spin-off of the "alumni-netwerk" project carried out by the Dutch department of the same university, which received funding from the Dutch Language Union (Brentaro, 2022). Interestingly, even within this initial small-scale survey, students not only reflected on the T&I skills they developed at SSLMIT, but also emphasized the significance of incorporating a "rarer" language (in this case, Dutch) into their language combination. They observed that such inclusion enhances their competitiveness in the job market and cultivates the intercultural skills necessary for diverse linguistic contexts. This finding seems to challenge the growing emphasis on English within university programs, including those in the Humanities, and suggests that the potential career prospects for graduates specializing in "smaller" languages could shape in the future the preference for conference and community interpreting training formats.

By integrating insights gleaned from alumni, universities can ensure that their curricula remain responsive to the evolving demands of the industry, equipping graduates with the requisite skills and language combinations to thrive in the dynamic field of translation and interpreting. These insights will be presented within the larger scope of previous work on the status of interpreters (Gentile, 2016; Dam & Gentile, 2021), allowing for a comprehensive examination of the challenges and opportunities faced by T&I professionals.

Sessions

Gözde Begüm Aküzüm

Effects of Online Education on Interpreting Courses: Challenges, Downsides and Opportunities

The world faced a compulsory online distance education system in 2020 as a consequence of COVID-19 pandemic. Thus, there was a need for the revision of course models and teaching methods of the educators at the time and their integration into the online platforms. Online platforms also paved the way for some adjustments within the fields of education and business. Staying at home, being isolated, and not being able to get together in a globalized world with some sort of restrictions brought about remote (online) interpreting services offered by those platforms, which started to be widely used for making international businesses running. Some of them even offered free use of services for their users for education purposes only. As a result, educators offering interpreting courses in undergraduate programs of translation and interpreting departments in the universities benefited from both of these adjustments, as interpreting practice, by its very nature stood between those two. They combined the services offered in business as well as education; therefore, successfully conducting online interpreting courses, where interactive student participation was a must. After a year of providing interpreting courses online and experiencing both the advantages and disadvantages of this new system during the pandemic, educators had to re-adapt the interpreting courses provided online into the in-class environment; as a result, they faced new challenges. This paper discusses the downfalls and opportunities specifically encountered in interpreting courses offered both in-class and online environments at the undergraduate level. It is claimed that combining useful practices as well as teaching models applied in those environments has changed the way interpreting courses could be offered permanently. This study presents the techniques used in Introduction to Interpreting I and Introduction to Interpreting II courses conducted online for the academic year 2021–2022 and in-class for the academic year 2022–2023 at the Department of English Translation and Interpreting, Marmara University in Türkiye. It also discusses the techniques used in terms of their (in) applicability for in-class and/or online environments by providing the reasons why. Moreover, the study presents the feedbacks gathered from the undergraduate students who took the aforementioned interpreting courses offered during the specified academic years. As a result, the paper offers a hybrid course plan for Introduction to Interpreting courses in the post-pandemic era.

Keywords: interpreting, remote interpreting, course plan, post-pandemic teaching models, online platforms

Nawal Sulaiman Alfozan

Hybridity in Texts. The English Translation of a Sudanese Postcolonial Novel: Seasons of Migration to the North

According to post-colonialist theories in the field of translation studies, in order to provide readers with full access to the cultural context of foreign things, translators must succeed in resisting the norms of the target language. However, this would be managed by some "ideological agendas," which shape their approach to translation (Munday, 2001, p. 213).

This chapter provides a linguistic analysis as well as a postcolonial critique of the culturally distinctive elements that can be found in Tayeb Salih's classic Sudanese novel Season of Migration to the North, which was published in 1966 by Al-Hewar magazine in Beirut. A broad remark on the historical background of Season's publication has been examined; the original text is discussed in light of both, its literary values (representing the Sudanese culture) and its postcolonial features (representing the historical incidents). This paper also takes into account the English translation of the book that was conducted by the "doyen of translators," Denys Johnson-Davies (Allen, 2003, p. 2), and it was released in 1969 by Heinemann Ltd. as part of their Arab Writers series. This article offers an analysis of the tactics used in the transmission process from the perspective of the postcolonial theory in translation. Along with this analysis, an examination of how censorship and the marketing process influenced the reception of the novel is also included. The foundation for this chapter offers an understanding of some ideological variables that influenced the novel and the procedures followed by the translator.

Mária Bakti

The development of interpreting competence. Results from four longitudinal case studies

Models of interpreting competence (Albl-Mikasa 2012, Kalina 2000, Kutz 2010, Pöchhacker 2001) are multicomponent models, designed predominantly for describing competences professional conference interpreters need. In addition, in Interpreting Studies research has also focused on mapping the differences between experts and novices, mostly through cross-sectional investigations (Liu 2008).

In order to better understand the development of interpreting competence and the role of training, longitudinal investigations are also needed; our investigation, researching C (English) to a (Hungarian) consecutive interpreting, fills this gap.

Consecutive interpreting performance of four Master's students of interpreting was recorded after the second, third and fourth semesters of an MA program in translation and interpreting, together with their spontaneous and extemporaneous speech production. The interpreted target language texts were analysed for disfluencies, explicitation shifts, the use of grammatical cohesion devices, and strategies used by the students. The retrospective comments of the students, together with evaluation from trainers and the target audience were also examined.

Based on the results, some tendencies can be observed related to the development of C to a consecutive interpreting competence. In some respects, competence development can clearly be observed (retrospective comments, evaluation from trainers and the target audience, strategies used by the students), while there are some results that highlight differences between interpreting and spontaneous text production (disfluencies, grammatical cohesion).

Results can be used in interpreter training and in formulating hypotheses for future research.

Key words: consecutive interpreting, interpreting competence, C to a direction, longitudinal study, master's program in interpreting

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Agata Balińska

The didactics of Japanese language translation and interpreting in Poland: the needs, the present, and the future

The paper will focus on the results of a pilot study set to end in July 2023. The study's participants include (1) students of Japanese Studies programs and Japanese Translation programs at higher education institutions from the last year of the bachelor program to the last year of the master's program in Poland, (2) alumni of such programs, (3) academic teachers who teach in such programs, and, especially, (4) translators and interpreters working with the Japanese language. Many of the participants fall under more than one category. The participants are asked to complete a survey whose aim is to provide information about participants' perspectives on Japanese translation/interpreting training, and potential experience in translation and interpreting in the hopes of identifying the needs of the above-mentioned groups with a focus on translator/interpreter training within the university curriculum and outside of it. Furthermore, the study's aim is to identify what influence the COVID-19 pandemic had on these needs. So far in Poland, a similar survey concerning Japanese language translator/interpreter training has not been conducted. Moreover, there has been no published analysis of the results of the COVID-19 pandemic on the situation and the needs of Japanese translators and interpreters in Poland. Most of the university curricula which provide instruction on Japan in Poland are more concerned with Japanese Studies than with translator and interpreting training, but, of course, alumni of most if not all of these institutions, as well as their more advanced students, do work which involves, e.g. translation, interpreting, and localization. In some cases, they do this work with little training.

Stefan Baumgarten

Translation Think Tanks: Techno-triumphalists or Market Disciples?

"Fordism is best described as a social machine." (Lecercle 2002: 185)

The advances and promises of digital translation technologies, largely spurred by KI-based neural machine translation, have led to unprecedented productivity in professional translation workflows. As conventional critical analysis has it, however, the casualties of productivity boosts and wealth accumulation lie below the visible part of the 'digital' iceberg. Hence, and in conjunction with the conference organisers' claim that "the digital is rapidly colonising all spheres of life", this paper will shed a critical eye on the discursive and social repercussions of translation automation. Accordingly, my aims are threefold: I will, firstly, present a conceptual and theoretical outline of the notion of 'translation think tank'. This will then be related to a brief critical analysis of the discourse of 'techno-triumphalist' translation think tanks such as Slator and the Translation Automation User Society (TAUS). The overall analysis will, thirdly, engender a further conceptual link with the discourse of neoliberal ideology (Fairclough 2000) and indeed with the commercial – in fact Orwellian – 'translation newspeak' of today's transcultural digital industrialists. Ultimately, I claim that the leading entrepreneurs in the globalised language and translation industries, just like yesteryear's captains of industry, oversee neo-Taylorist management practices (Moorkens 2020) and neo-Fordist production lines which, unprecedented in complexity and scale, will lead to entirely new forms of economic disenfranchisement and labour alienation (Zwischenberger and Alfer 2022). In the new digital economy of translation (Baumgarten and Cornellà-Detrell 2018), new forms of exploitation and social control are increasingly visible in the three key translatorial activities of neural machine translation, postediting translation and crowdsourcing translation – all of which are determined by the progressivist values of speed, efficieny and quantity (Baumgarten and Bourgadel in press).

Keywords: automatic translation, translation think tank, translation newspeak, Fordism and neo-Taylorism, translation as labour

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Katarína Bednárová

Translation as a Scientific Dialogue

The article assumes that the translation of texts of the humanities is a scientific activity, a type of scientific dialogue. Translators, as participants of this activity, enter into the dialogue at several levels – by the gesture of selecting the text to be translated, by the ways of transferring the text to the receiving environment, and by choosing the translation method, depending on the nature of the original and the final recipient. The characteristics of epistemic translation (Milliaressi T., Berner, Ch.: Traduction épistémique In: Traduire les sciences humaines, Classiques Paris: Garnier 2021) and the question of the relationship between translation and hermeneutics provide the theoretical background of this article.

With regard to the selection of texts for translation, the article discusses the influence of the historical context of the receiving environment, the translator's relationship to the relevant discipline, and the receptibility of the text in the receiving environment.

Among the modalities of transfer, the emphasis is placed on institutional practices and on the role of paratexts as a discursive practice, and the key issue is the nature and extent of accompanying texts and notes as an indicator of the type of translation. Our experience shows that the choice of translation method in specific geopolitical and historical circumstances is closely linked to the conditions of institutional practices and the choice of discursive practice.

The article is supported by an analysis of Slovak and Czech translations of the work by R. Descartes (1954, 2016), J.-P. Sartre (1964) and G. Steiner (2010, 2022), considering the different periods of their creation.

The conclusion reflects on the ways in which translation has or does not have the potential for branching the epistemic network of texts and knowledge, and on the question of how open/limited the possibilities of translation are, depending on the openness/isolation of the society.

Klaudia Bednárová-Gibová, Edina Robin and Réka Eszenyi

Artificial Intelligence, Machine Translation & Cyborg Translators: A Clash of Utopian and Dystopian Visions

The link between artificial intelligence (AI) and translation, as well as the repercussions of this complex relationship have enjoyed increased attention in today's post-human translation studies. This paper problematizes how AI, with a special focus on machine translation (MT), and its current trends in the wake of the technological turn, has virally transformed the process and the very concept of translation, and ultimately impacts the emergence of new translator roles and competences. We aim to cast a fresh conceptual light on how and why AI continues to challenge the translation industry, imply what benefits and threats it may bring for language professionals and offer a theoretical model of the new roles of the human translator. We claim that the translator's positioning on the cline between a utopian and dystopian future is a function of factors influencing their changing roles. From a utopian perspective, we view technology as an aid to the human translator where the translator's toolkit of competences is augmented by CAT tools, neural machine translation (NMT), post-editing and revision skills, as well as experiential learning. In the dystopian interpretation of the translator's job, AI completely takes over the role of translators and phases them out on the grounds of speed, precision and cost. Despite inspiring some outlandish visions, the paper emphasizes the idea that although AI has been radically transforming the translation industry of the 2020s, it is still difficult to predict to what extent it is going to ultimately redeem or destroy translators.

Keywords: artificial intelligence (AI), neural machine translation (NMT), machine learning, deep learning (DL), augmented translator, translation technology, translation competence

Zuzana Bohušová and Jörn Number

Here I am human, here I can be free! Neutralizations in translation revisited

Who would expect the poetry of Johann Wolfgang Goethe behind the Slovak slogan of a German drugstore chain? Yet the great writer is indeed present by means of a modified quotation, even if invisible to some:

Localization/Translation for the Slovak market:

> Tu som človekom, tu nakupujem. (Here I am human, here I shop.)

DM Drogerie/Original:

> Hier bin ich Mensch, hier kauf ich ein. (Here I am human, here I shop.)

Faust (original quotation):

> Hier bin ich Mensch, hier darf ich's sein. (Here I am Man, here dare it to be!, English translation by G. M. Priest in 1808, Here I am human, here I can be free!, English translation by Martin Greenberg in 1992)

In German-speaking culture, however, the original verse is generally known. It is from the first part of Faust: Vor dem Tor – Outside the Town Gate (English by Martin Greenberg in 1992).

The pragmatic translation into Slovak is the product of multiple neutralizing interventions. The following features were neutralized: rhythm, beat, intertextuality, intericonicity (i.e. poetic features, well-known features, the poet and his opus).

Nevertheless, the slogan works. It represents a known brand and fulfills the same function as in the original culture. The interpretations of why it works vary according to the theory applied. In this paper, neutralization theory is used, and it is within this framework that the paper's arguments are developed.

Accordingly, the aim of the present paper is to explain the nature and types of neutralizations, the categories of individual cases of neutralization, and also the connections to earlier theories (equivalence types, interpreting strategies, shifts, functional translation, etc.). Other examples are used to show the frequency of intuitive or professional neutralization in translation practice.

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Kateryna Bondarenko

Harmonizing terminology for English and Ukrainian secondary education

The study describes the case of bilingual Mathematics (English – Ukrainian) glossary creation for school-aged Ukrainian refugees in English-speaking countries. The objective is creating a paradigm for harmonizing secondary school subjects' terminology to facilitate the communication and education process for Ukrainian and European teachers and schoolchildren.

Following ISO 704:2009 requirements for terminology work, its principles and methods, the author started with the modelling of the concept field (analyzed the intension and extension of each concept, detected the differences, formulated definitions and attributed designations) to provide a framework for comparing of the corresponding terminological systems and their harmonisation. The author conducted a comparative analysis of British and Ukrainian curricula to identify common and distinctive features and determine the extent to which the concept systems could be mapped for clear communication between all the stakeholders from different countries. It's been revealed that only ½ of academic topics and corresponding terminology in the Ukrainian curricula could match those in the British one and serve as a shared conceptual framework for terms harmonization. To address this, 105 English-Ukrainian terms correspondences were suggested. The study discusses the interlingual terminological asymmetry (mainly caused be English and Ukrainian terms' ambiguity) that may become a problem for terminographers and end users.

Finally, the author describes the ready-made terminological product (term base) compiled with Multiterm tool and tested by translators within CAT ecosystem and education process participants (teachers, language assistants, schoolchildren). The feedback on term base usage may be used for educational and social purposes to facilitate the academic mobility and address the refugees' inclusion problems.

João Brogueira

Machine Translation: A Talent Grinder?

At nearly 80, Machine Translation (MT) is coming of age. Advances in Neural Machine Translation in recent years have pushed these systems closer to delivering on their promise of universal translatability. Magnified by the release of successive iterations of ChatGPT, recent news flow heralds both a new era for translation and the obsolescence of the translator (and the interpreter, for that matter).

On the other hand, surveys carried out across the language industry (e.g. ELIS) paint a different picture of the current state of affairs. The demand for professional translation services is on the rise, technology incorporation is increasing, and language professionals are in demand for translation and a number of ancillary roles in the translation process. However, independent language professionals have recently reported higher than ever levels of dissatisfaction with their careers, and economic factors remain the top concerns. Moreover, a recent study (Hao & Pym, 2022) suggests that a large proportion of graduates in Translation find employment in other areas where language skills are relevant, but not actually in translation companies or as freelance translators. This paints a bleak picture of the ability of the translation industry to attract and retain talent.

Drawing on data from recent language industry surveys produced by national and international organizations, as well as a specific survey on the Portuguese market, we seek to determine the impact of technology, particularly MT, in the career choices of translators. Translators have a long history of incorporating technology in their profession, but could MT become the ultimate talent grinder?

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Imren Gokce Vaz de Carvalho

Social Representations of José Saramago's Ensaio Sobre a Cegueira, Körlük, In Turkey

This paper aims to present the findings regarding the reception of the Portuguese author José Saramago's Ensaio Sobre a Cegueira, Körlük [Blindness] in Turkish, as a part of an ongoing doctoral research on the reception of the author's work in Turkey. The study relies on qualitative data retrieved from online media such as reader logging websites, online bookstores, Youtube, and social media such as Facebook and Instagram as well as a group interview and some individual interviews with readers. Textual and paratextual data are also included as complementary data in the analysis. The social representations, a concept from the Theory of Social Representations (Moscovici, 1961/1976), which can be briefly described as the theory of social knowledge, are identified to understand how the said work has been received in Turkey. Besides explaining the data and the outcomes, the paper explains the theory comparing it to other social and cultural theories in use in Translation Studies such as Actor-Network Theory (Buzelin, 2005), Imagology (van Doorslaer et al., 2016), and sociological concepts like norms, habitus and capital. The study reflects that the suggested theoretical framework can offer a holistic investigation and understanding of translational reception which involves many actors as suggested by Chan(2010).

Keywords: reception, social representations, translation

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Xiaoyi Cheng

Paratexts as the threshold and narrative location of digital feminism via translation in China

Previous studies in TS on paratexts have focused more on the dynamics between paratexts and translation of literary texts instead of e.g., audiovisual texts or digital texts, especially when it comes to the research strand concerning paratexts and feminism/gender. The present study examines an influential Weibo account (Weibo is the biggest social media platform in China) – 字幕少女 (subtitles girl) as the case study object against the backdrop of digital feminism in China. The research deals with the paratexts appearing on this Weibo account which surround the translated feminist contents (mostly short videos) it posted online. Based on the contributions made by Batchelor (2018) to paratexts, translation, and media, it first analyzes the types and functions of these paratexts. Moreover, it draws upon the concepts of sociological narrative theory to explore the paratextual framing of 字幕少女. Finally, it argues that the paratextual creators together with its audience, build a narrative location among people sharing narrative affinities or, a miniature Womansphere through translation activities. The study aims to debunk how paratexts are framed, used, and mobilized in China against the backdrop of digital feminism activism to facilitate the transfer of ideas, knowledge and lived experiences of women across cultures in and through translation on social media.

Keywords: paratext and translation, digital feminism, activism, narratives.

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Greta Danilavičienė and Jurgita Motiejūnienė

Building Bridges between Cultures: Accessible Multimodal Subtitles

A breakthrough in cinematography has led to a thriving audiovisual product market. To meet the demands of this vigorously expanding market, audiovisual products have to be made accessible to multifaceted and heterogeneous audiences, including children, immigrants, foreign language learners, the d/Deaf and hard-of-hearing, the blind and so on. Understanding diverse audiences, recognising culture-specific references (CSRs) and properly rendering them in another culture is challenging for audiovisual translation professionals. Multimodal CSRs are complex linguistic and cultural concepts that involve a combination of verbal, visual and auditory elements. In order to deliver accurate, effective and culturally appropriate translations that meet the needs and expectations of the viewers, translators have to pay attention to cultural nuances and commit to quality and accuracy. When cultural notions are not known/do not exist in the target culture, translators have to make use of certain strategies, which are limited in audiovisual translation due to spatial and time limitations. Therefore, this research explores the challenges and strategies involved in translating multimodal CSRs in subtitles in a culinary reality TV show. Culinary shows were chosen for analysis as they are rich in CSRs and it is challenging for translators not only to convey the meaning but also to accurately represent the CSRs in subtitles, which poses an additional complexity of time and space limitations. The study relying on the taxonomies of CSRs provided by Aixelá (1996), Pedersen (2005), Chiaro (2009) and the qualitative research method seeks to identify different types of multimodal CSRs and translation strategies used in subtitling practices. It also examines the subtitler's role in bridging cultural gaps and promoting cross-cultural understanding through translation of multimodal CSRs. Furthermore, this research will provide a comprehensive analysis of how CSRs are conveyed in audiovisual products and how this affects the overall meaning of the text.

Keywords: culture-specific references, culture, subtitles, translation strategies

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Renée Desjardins

Visibility and Virality: Translation in the Influencer and Creator Economies

Artificial intelligence, algorithms, and machine translation (MT) have become central areas of inquiry and of scholarly interest in Translation Studies (TS) and these topics tend to dominate whenever online and digital contexts are in question. However, this trend has meant that TS researchers sometimes overlook digital and online communicative practices where human translation resists automation and where non-translators leverage translation/MT in novel and creative ways. In this presentation, I address *translation (Tymoczko 2008/2014) in the influencer and creator economies, focusing notably on how influencers and creators use different translation practices to garner engagement, increase reach ("go viral"), and monetize their content. Interestingly, as little is said about the influencer and creator economies within TS, as little is said about translation in Social Media/Platform Studies, which points to a clear gap that can be filled by interdisciplinary research at the intersection of these fields. For instance, in a very recent publication titled The Influencer Industry: The Quest for Authenticity on Social Media (Hund 2023), there is no explicit mention of translation or of multilingual communication in the index and little is discussed on the topic elsewhere throughout the monograph. This can point to the fact that social media are largely Anglocentric spaces; however, viral content undeniably intersects with *translation practices that boost reach and engagement especially in transnational online spaces like social platforms. Finally, influencers and the influencer economy are sometimes trivialized in academic discourse, which seems misplaced given that this segment of the worldwide economy was estimated at USD 16.4 billon-dollar in 2022 (Statista 2022) and given the fact that incoming cohorts of post-secondary students consider content creation a viable revenue stream and career path, especially in a post-pandemic world. This presentation will intersect with four of the conference's thematic streams: virality, creativity in human-machine output, translator/interpreter-as-influencer and influencer-as-translator/interpreter visibility, and translator training in a post-pandemic world.

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Bülent Erdoğan

A Sociological Approach to Intersemiotic Translation: The Example of 'Old-Stock Istanbul Families and Family Archives' Facebook Group

Social networks, which have largely opened up autonomous spaces for themselves in the digital environment have increasingly emerged in recent years as channels where actors speaking different languages come together around common identities and denominators. In this context, translation practices realized in the digital environment have been of interest to translation studies with the contributions of the sociology of translation and expanded the boundaries of the field. The "Old-Stock Istanbul Families and Family Archives" Facebook group, which is the subject of our research, emerges as an original example that includes multi-layered translation practices in the process of constituting the old-stock Istanbulite habitus in the digital environment. The online community brings together individuals living in different geographies around the themes of nostalgia and belonging to the same city.

In our study, which focuses on the black-and-white photographs shared in the group between 2016–2017, the comments made on the photographs are considered as intersemiotic translation. Although the comments on the photographs are mainly in Turkish, Greek is also used. Our study has been carried out with a participatory approach and a netnographic analysis has been made. The visuals have been explained according to their cultural contexts. The conceptual framework of our study draws on the concepts of habitus and capital by Pierre Bourdieu, fragmented structure by Jean Baudrillard, and social memory by Maurice Halbwachs.

Keywords: intersemiotic translation, the sociology of translation, habitus, social memory, netnography

P.S: For ethical concerns, I contacted and sent an informed consent form via the Facebook Messenger system to group members whose photos and messages have been used in this paper. Supplementary information about the group has been retrieved from group administrators.

Marián Gazdík

Censorship in Translation as a Tool of Ideological Propaganda in Reception of Anglophone Literatures in Slovakia in the Post-war Socialist Period (1945–1989)

Totalitarian state uses various tools of propaganda including literature or specifically translation to affirm its ideology. In our contribution we wish to deal with various shapes and forms censorship acquired when used by the state power of the socialist Czechoslovak state since 1945 up to 1989 when the socialist political system changed into a normally working parliament democracy. First, we would like to mention a cause of banishment of the American Beat poet Allen Ginsberg in 1965 and a later ban of two book translations of his poems in 1969 as it is mentioned by I. Tyšš in his work Ideology and Translation (dissertation thesis, 2016). Another example of censorship in translation is represented by Canadian author L. M. Montgomery and her novel Anne of Green Gables, and its Slovak translation made by J. Šimo in 1959. In it there were made omissions of the source text and profound semantic shifts especially in connection with God and religion. The most striking case of censorship is represented by George Orwell and his novels 1984 and Animal Farm that could not be published from 1948 up to 1989. Then the article deals with more subtle examples of censorship in selection of English authors to be translated with Christian orientation after 1948. Finally the contribution wants to deal with examples of censorship limitation during the period of so-called "Normalization" during 1970s and early 80s in comparison with the late 80s influenced by weak attempts at political liberalization called "Perestroika". Based on these cases the author wants to contribute to a better understanding of the history or reception and translation of these literatures in Slovakia in this period.

Barbara Heinisch

The social responsibility of community interpreters in humanitarian contexts as perceived by refugees, public authorities, NGOs and interpreters themselves

Interpreting for migrants in transit zones and refugee reception centres is a topical issue. Community interpreting in refugee transit zones and reception centres is often characterised by a high share of non-trained interpreters and humanitarian contexts. Therefore, it offers opportunities for the professionalisation of interpreting services regarding all the stakeholders involved.

Therefore, the Erasmus+ ReTrans project – "Working with Interpreters in Refugee Transit Zones: Capacity building and awareness-raising for higher education contexts" aims at raising awareness among translation and interpreting students and university teachers about interpreting in humanitarian and cross-border migration contexts. Through the development of open educational resources for higher education institutions and professionals in the field, the project gives a voice to different stakeholders concerned. The interviews conducted with professional and non-professional interpreters, refugees, public authorities and NGOs in Austria, Greece, North Macedonia and Slovenia suggest that the interviewees are aware of the social responsibility of interpreters in transit zones and refugee reception centres. However, non-professional interpreters only partially reflect on their role and the broader implications of their service. Some of them see their role in bridging both linguistic and cultural differences. While the interviewed refugees relied on the interpreting services provided to them, public authorities and NGOs mention the need for 'good interpreters', while they are partially also offering services to the interpreters, such as supervision. In some cases, there is a mismatch between the expectations of different stakeholders what interpreting services actually include and what interpreters actually (should) do. Therefore, this research reveals underlying ethical and social implications of interpreting in humanitarian contexts as well as a definite need for the capacity building.

Soňa Hodáková

Translation and interpreting in mental health services: challenges and barriers in migrants' access to mental healthcare in Slovakia

About 84 million people across the European Union are affected by mental health problems. Refugees and other migrants are particularly at risk of developing mental health problems due to stressors they encounter before, during and after their migration process. Even though many migrants need treatment for their mental health problems, they experience difficulties in accessing mental healthcare services, mainly due to language and cultural barriers. Furthermore, if they gain access to mental healthcare services, treatment often lacks cultural and linguistic sensitivity, resulting in inadequate care (https://www.mhealth4all.eu/, 2023).

Therefore, this is an area where appropriate cultural mediation using effective translation and interpreting strategies is extremely important. The aim of the paper is to present the results of research designed and carried out within the project Mental HEALTH 4 ALL: Development and implementation of a digital platform for the promotion of access to mental healthcare for low language proficient third-country nationals in Europe/MHEALTH4ALL. One of the goals of the project is the mapping of the current situation and the identification of barriers in access to mental healthcare for migrants in Slovakia. The paper analyses the existing resources about access to materials, contacts and information regarding mental health in Slovakia that are potentially available to non-Slovak speaking migrants. The paper also describes findings from a survey among healthcare providers, social workers, non-profit organisations, civil associations offering integration services for migrants, etc., in four main areas: overarching strategies for reducing language barriers, individual language support strategies, strategies for education and training of health care professionals and strategies for education and support of third-country nationals. The paper also offers a qualitative analysis of findings from individual interviews with interpreters working in the mental health context in the zone of first contact with refugees from Ukraine.

Bei Hu

Power, manipulation and translator intervention: Translating intercultural interactions in the Netflix-branded film American Factory

The rapid development of subscription video-on-demand (SVOD) services over the last decade is a resounding victory for the expansion and acceleration of media networks that has challenged the long-standing debate regarding the direction of one-way West-to-rest global media flows. However, the extent to which the monopolistic nature of streaming media giants may affect intercultural interactions has remained unknown. In addition, the way in which translation may 'frame' the image of different cultures through the production and reception of media narratives remains unexplored.

Against this backdrop, this article uses American Factory, an internationally acclaimed documentary film that began streaming on Netflix in 2019, as a case study to examine the hierarchical interactions among the translators, filmmakers, and heterogeneously multilingual audiences in the global streaming online environment we inhabit.

The Netflix-branded film glaringly illustrates China's and the United States's contrasting views on capitalism, propaganda, and labour rights. The filmmakers have argued that the entangling of clashing civilisations that permeate numerous layers of the documentary is delivered in a subtle and nuanced manner. Nevertheless, by investigating the inherent translator interventions in the presentation of cultural allusions in Netflix's English- and Chinese-translated subtitles for the bilingual dialogue, we have identified varying levels of translator intervention that may alter the degree of cultural opposition. It is found that the film's official English and Chinese subtitles use intervention strategies such as explicitation, omission, and addition to altering the degrees of cultural encounters originally presented. In addition, there exist different types of norm-adherence to Netflix's in-house rules across different subtitle languages.

This presentation argues that streaming media giants, such as Netflix, exert an influence on the representation of cultural nuances in multilingual films. Hence, this study calls for a reflexive view of streaming media translation research that acknowledges the complex power dynamics resulting from audio-visual intercultural communication and its corresponding implications for intercultural relations.

Oleksandr Kalnychenko

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

In the late 1920s – early 1930s, a significant number of Ukrainian scholars and literati shifted their professional interests (often forcedly) 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 arises in official circles, culminating in pogrom publications in which translators are accused of "nationalistic wrecking". 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 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 and the fact that translation method may be closely related to the political regime and ideology we are going to compare the translations published in 1929–30, in which the principle of stylization translation was implemented systematically, with the retranslations of 1935–1936.

Pavlína Knap-Dlouhá, Lucia Poláchová

Profiel van vertalers en tolken Nederlands NEM Verslag van veldonderzoek

De bijdrage presenteert een project dat als reactie opgestart werd op een grootschalige bevraging van de Nederlandse Taalunie (2022) onder diverse afdelingen Neerlandistiek Extra Muros. Hieruit is gebleken dat er een grote navraag bestaat naar specifieke colleges gericht op vertalen en tolken, maar dat er vooral de nodige infrastructuur ontbreekt om (na)scholingen, cursussen, workshops etc. te kunnen organiseren.

Men is tot de conclusie gekomen dat er een internationaal thematisch *Netwerk Vertalen en Tolken NEM* gecreëerd moet worden van vertalers en tolken met het Nederlands als werktaal die buiten het Nederlands taalgebied actief zijn. Op die manier worden didactici, theoretici en beoefenaars van het vertalen en tolken met het Nederlands samengebracht om hun expertise op het gebied van het vertalen en tolken vanuit en naar het Nederlands uit te wisselen en te ondersteunen.

In aansluiting op het voornoemde werden twee landen in Centraal-Europa voor een pilot-onderzoek gekozen, namelijk Tsjechië en Slowakije. Het zijn landen met een lange traditie in het opleiden van vertalers en tolken voor het Nederlands. Om een onderzoeksdesign voor een breed veldonderzoek naar vak-vertalen en tolken buiten het taalgebied te kunnen testen, moest het terrein eerst systematisch worden onderzocht, zodat we data kunnen verzamelen voor het opmaken van een competentieprofiel van Neerlandici, die hun toekomst in deze sector van taaldiensten zien. In deze presentatie willen we vooral de manier voorstellen, waarop we te werk gegaan zijn en wat de resultaten zijn die we behaald hebben.

Key words: vertalen, tolken, sociaal tolk, sociaal vertaler, beëdigd tolk, beëdigd vertaler, neerlandistiek extra muros, Nederlandse Taalunie, netwerk vertalen en tolken NEM.

Mária Koscelníková and Jana Ukušová

Taboo Language and Slovak Dubbing: How Euphoria changed the game

The explicit use of taboo language in Slovak dubbing has recently started to gain attention thanks to its popularity on streaming platforms (HBO Max, Netflix, Disney+, etc.), while also receiving mostly positive reception by Slovak viewers. Being non-restricted by rules of The Slovak Council for Broadcasting and Retransmission, which imposes fines resulting from the use of taboo language only to Slovak television broadcasting, taboo language used on streaming platforms in both dubbed and subtitled audiovisual works also started to spark interest among translation scholars. The paper is aimed at identifying the main translation strategies used in transferring taboo language in the audiovisual work Euphoria into the Slovak dubbed version. Following the research conducted in 2021 (anonymized for peer-review), focusing on 8 episodes of the first season of the given audiovisual work, this paper aims to map the strategies adopted during the translation process of taboo language in the next 8 episodes of the second season of Euphoria (using the Popovič's model of changes at the expressive level of the work, i. e. adequate transfer, amplification, attenuation, substitution and omission) combined with newer models proposed by Díaz-Cintas and Remael (2021); Ávila-Cabrera (2023), and Alsharhan's (2020) categorization of taboo language. The primary goal of the paper is to identify parallels and differences between the two seasons in order to investigate the consistency of applied strategies, roles of dubbing production and creative team who are, besides the translator, also involved in the production of the work. The no-censorship policy applied by streaming platforms will be contextualised with regard to the level of acceptance of taboo language in both cultures as well as target viewers' reception of taboo language.

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Marta Kostelecká

Vertalingen door mens of machine? Vertaalproblemen en -oplossingen van Tsjechische en Slowaakse studenten tijdens de DCC Summer School

Om het jaar vindt er in het kader van de samenwerking DCC (Dutch Language, Literature and Culture in a Central European Context) een zomercursus plaats gericht op literair vertalen. Aan deze zomercursus nemen gevorderde bachelorstudenten en masterstudenten deel met het Tsjechisch, Slowaaks, Hongaars, Pools, Roemeens, Servisch en Kroatisch als moedertaal. De studenten worden begeleid door docenten vertalen. De deelnemers vertalen op voorhand een aantal opgegeven teksten, waarvan één tekst de laatste twee edities gemeenschappelijk was voor iedere taalcombinatie. Tijdens de intensieve workshops worden deze teksten onder begeleiding van de docent behandeld.

Tijdens de laatste editie (2022) steeg – althans zeker binnen de Tsjechoslowaakse groep – het aantal teksten dat met behulp van een vertaalmachine werd vertaald.

In deze lezing wil ik mijn docentenervaring delen. Ten eerste wil ik aankaarten wat de typische vertaalproblemen zijn van deze taalgroep. Dit wil ik graag aan de hand van concrete voorbeelden laten zien die ik tijdens de afgelopen drie edities heb verzameld. Ten tweede wil ik graag voorbeelden van vertaalplossingen bespreken die met behulp van vertaalmachines werden gemaakt. Het doel van deze lezing is enerzijds de vertaalproblemen van deze taalgroep in het algemeen te bespreken de vraag te beantwoorden hoe we hier als vertaaldocent mee moeten omgaan.

Marie Krappmann

Individual Decisions within the Framework of a Collectivist Ideology: Czech Translations of Yiddish Literature in Post-War Czechoslovakia

The paper will focus on the factors that shaped the initial norms determining Czech translations of Yiddish literature in the decades after World War II. Why should the transfer of Yiddish literature into a "small" language such as Czech be of interest? The ideological background of the communist regime in the former Czechoslovakia and the specific status of Yiddish language within this regime make this topic particularly interesting: in post-war Czechoslovakia, Yiddish was seen as a relatively exotic language (from the 18th century onwards, Western dialects of Yiddish were gradually being replaced mainly by German); Eastern Yiddish was associated with the religious movement of Hasidism on the one hand, and the secular left-wing political scene in Eastern Europe on the other hand. Since the Eastern European Jewish culture was symbolically embodied by Yiddish language, we can assume that the translations of Yiddish literature together with the accompanying paratexts reflected the general attitude of the prevailing ideology towards Judaism and Jewish themes. The main aims of the analysis are to show: 1) in how far the implicit initial norms did correlate with the explicit commentaries in the epi- und peritexts; 2) to what extent translators such as Jakub Markovič, Stanislav Taraszka, Hana Náglová, etc. have been able to individually shape the initial norms within the framework of a collectivist ideology. Understanding the factors that influenced the initial norms in Czech translations of Yiddish literature in former Czechoslovakia can provide insights into the dynamics of translation under a communist regime and in general into the role of ideology in shaping the initial norm.

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Martin Kubuš

On the adaptation of Exodus by an Anglo-Saxon poet

The paper deals with the book of Exodus, more specifically, it focuses on the text's rendition into Anglo-Saxon by an unknown Anglo-Saxon poet. The Anglo-Saxon version of Exodus as known in the so-called Junius Manuscript can hardly be considered a translation proper, but more or less an adaptation, just like e.g. Anglo-Saxon Judith which also was an adaptation of the biblical Book of Judith. The main objective of the proposed paper is to find out in what way the text in question was altered to accommodate to the Anglo-Saxon readership.

Using the analytical and comparative method, the author of the paper takes an observant look at the Modern-English translation of Exodus by the contemporary British literary scholar Elaine Treharne, and compares it to the biblical Exodus as found in the Authorized King James Version, focusing on changes of the content itself (as they are significant, to say the least).

As part of his broader research, the author of the article is to produce and present his own second-hand translation of the text from (modern) English into Slovak and supply it with his commentary on it.

Dominik Kudła

What should a Polish Video Game Localization Course (not) include?

For a relatively long time, Polish video game localization aspirers were able to gain knowledge about this type of translation activity only when they entered the video game industry, initially as language testers and gradually reaching other posts of translators, QA specialists and project managers. Currently, everyone willing to follow such a career path can choose from a variety of commercial and academic courses devoted to video game localization. The former are organised either by specialized localization companies, general translation agencies or freelancers with decades of experience in the industry.

Presently, video game localization is offered as a separate course or a component of a course on audiovisual translation or multimedia localization at eight universities in Poland. The first academic entity organising such a course is the University of Silesia in Katowice and Sosnowiec, where it has been run since 2011. Other universities followed in the mid-2010s. Organised commercial courses involving more than one workshop devoted to video game localization were also first organised in 2010s.

The present paper is aimed at juxtaposing the structures of Polish video game localization courses representing all the enumerated categories. The main focus will be on the similarities and differences regarding the approach to challenges, skills and tools crucial for creating languages versions of video games tailored to the needs of users from a particular market. The comparison will also include the methods chosen to demonstrate and practice various translation techniques and strategies using the translated materials, as well as the manners of testing the acquisition of the presented knowledge. The paper will also trace patterns regarding the elements most and least commonly involved in the curricula of such courses. Those conclusions could constitute a basis for developing general guidelines for all institutions willing to start running such a course.

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Erik-Jan Kuipers

Wie de jeugd heeft, heeft de toekomst? – Verleden, heden en toekomst van het beroep van beëdigd tolk/vertaler Nederlands in Polen

Het einde van het communistische regime in 1989 betekende een aardverschuiving voor het beroep van beëdigd tolk/vertaler in Polen. In de jaren negentig bereidde Polen zich voor om lid te worden van de Europese Unie. Er was een groeiende vraag naar tolken en vertalers die de Poolse taal beheersten en ook vloeiend waren in een van de officiële talen van de EU, zoals het Nederlands.

Sindsdien is de vraag naar deze professionals alleen maar toegenomen. Polen is nu een belangrijke handelspartner van Nederland en er zijn veel Nederlandse en Vlaamse bedrijven die zich vestigen in Polen. Bovendien hebben veel Polen ervoor gekozen om in Nederland en Vlaanderen te studeren of te werken, wat heeft geleid tot een grotere behoefte aan tolken en vertalers.

Het beroep van beëdigd tolk/vertaler Nederlands in Polen is inmiddels een volwassen en gerespecteerde professie. Er zijn meerdere universiteiten die bachelor- en/of masterstudies Nederlands aanbieden. Bovendien zijn er verschillende professionele verenigingen waar tolken en vertalers lid van kunnen worden om hun vaardigheden te verbeteren en op de hoogte te blijven van ontwikkelingen in het vakgebied.

Voor de toekomst lijkt de vraag naar beëdigde tolken en vertalers Nederlands in Polen te blijven groeien. Met het toenemende aantal Nederlandse en Vlaamse bedrijven dat zich in Polen vestigt en de groeiende economische en culturele banden tussen de twee landen, zal er altijd behoefte zijn aan professionals die in staat zijn om effectief te communiceren tussen de twee talen.

In deze bijdrage wil ik ingaan op de status, het opleidingsniveau, de vereiste professionele vaardigheden en de beroepsaansprakelijkheid in het verleden en heden als ook op de professionele uitdagingen van het beroep van beëdigd tolk/vertaler in de toekomst.

Karolina Levanaitė

Fifty-Seven Facets of a Translator: Translator Competence Development From a Post-Structuralist Perspective

The paradigm of machine translation (MT) makes it "less easy to make decisions in terms of linearity and to see translation as communicating between people" (Pym 2011, 4), thus, the notion of the overall translator competence calls for reconsideration. Students of translation study programmes should be educated to embrace the emerging reality of complex situations and uncertainty brought about by MT. However, the growing body of literature refers to the epistemological crisis in the field of translation studies and indicates translation theorists and practitioners' inclination towards linear and often transmissionist ways of teaching that do not embrace the complexity of the MT paradigm. Therefore, this theoretical positioning paper aims to contribute to the emerging post-positivist discourse in translation studies by exploring the currently prevalent approach towards translator competence development from a post-structuralist perspective. The methodology adopted for this study is that of qualitative comparative analysis of (1) the European Masters in Translation Competence Framework 2022 (EMT 2022), and (2) Donald Kiraly's model of co-emergent translator competence (2015). The former is considered to be one of the leading reference standards for educating translators throughout the EU and beyond, while the latter attempts to elevate translator education by an emergentist approach stemming from the post-structuralist complex systems theories. The study concludes that both the EMT framework and Kiraly's model recognise the multi-faceted nature of translation and the manifold skills it requires; however, the framework tends to undermine this complexity by merely focusing on "a common set of learning outcomes" that can be assessed. A post-structuralist co-emergent learning approach could encourage the forthcoming drafts of the EMT framework to embrace the uncertainty of the MT pathways in the future by considering the assessment of learning outcomes that may not necessarily come packed in a pre-defined set but rather co-emerge individually during the study process.

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Márta Lesznyák, Eszter Sermann and Mária Bakti

Translation and post-editing performance of novice translation students

In the spring of 2020, the Translation Competence Research Group of the University of Szeged, Hungary started a comprehensive study in order to reveal what role PACTE's translation sub-competences play in human translation and in the post-editing of machine translated texts. In the PACTE group's translation competence model, both language competence and background knowledge related to the source text are given a prominent role. In our presentation we will explore how these factors are associated with MA students' translation performance. Within the framework of the study, 25 first-year master's students of translation (at the beginning of their studies) translated or post-edited the abstract of a study on bilingualism. Data collection took place in the autumn of 2020 and 2021. The source text was a 127-word long English text, and the target language was Hungarian. In addition, students completed a test measuring their relevant linguistic background knowledge and language tests assessing their source language (i.e. English) competence. The analysis focused on comparing the quality of translated and post-edited texts, and on the time needed to complete the target text. The correlations between test scores, on the one hand, and error types and error numbers in the translated and post-edited Hungarian target language texts, on the other hand, were also examined. Our preliminary results indicate that source language proficiency shows no significant correlation with translation or post-editing performance at the beginning of the training period. At the same time, significant negative correlation was found between thematic knowledge and terminological error numbers. In addition, post-editing was faster than human translation and post-edited texts contained fewer errors than human translations. These results are in sharp contrast with our previous findings on 2nd year students translating a legal text (Lesznyák et al. 2022). Possible explanations for the research findings and why they differ from other studies are given at the end of the presentation.

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Zsuzsanna Lénárt

Hulp, middel of hulpmiddel? Werken met/het werk van een tolk. Beschouwingen van juridische experten en deskundigen inzake kinderbescherming; evaluatie van de samenwerking met een tolk

In 2018 lanceerden de Diplomatieke Vertegenwoordiging van Vlaanderen en de Hongaarse Staatspolitie in samenwerking met de Hintalovon Kinderrechtenorganisatie een gespecialiseerde opleiding met de titel 'Verhoortechnieken voor getraumatiseerde minderjarigen' voor juristen, politioneel onderzoekers en kinderbeschermingsexperten. De tiendaagse opleiding werd door een Vlaamse expert in het Nederlands gehouden en wordt, sinds 2018, eveneens in het Nederlands jaarlijks herhaald.

De opleidingen worden in samenwerking met een Nederlands-Hongaarse tolk, of meerdere tolken, gehouden. Dat wil zeggen dat justitiemedewerkers met een tolk/diversen tolken in een intensieve, per dag acht uur durende, zowel actieve als non-actieve training samenwerken.

De voor-, tijdens- en na-perceptie van de intensieve rol van de tolk als taalbemiddelaar, evenals de verwachtingen jegens de tolk en het optreden van de tolk, gezien vanuit de deelnemers, staan centraal in het onderzoek van 2023. Dit empirisch onderzoek analyseert de verwachtingen en beschouwingen van de tolken en vat deze samen. Aansluitend volgt een feedback over de intensieve samenwerkingsperiode van twee weken met de tolken.

De presentatie zal echter ook het werk met deskundigen vanuit het perspectief van de tolken presenteren, onderzoeken en evalueren.

De vergelijking van de twee perspectieven (experten en tolken) kan tot toekomstgerichte voorstellen leiden met het oog op een kwalitatief verbeterde samenwerking tussen experten en gespecialiseerde tolken in de sectoren van justitie en kinderbescherming.

Matej Martinkovič

Economic activity of literary translation editors in Slovakia

In Slovak translation studies and translation circles in general, translation editing is often considered to be an indispensable part of the translation process, especially in terms of literary or book translations overall as shown in for instance Šebesta (2008) in regard to published Slovak translations of non-fiction books. Despite the importance assigned to the editors and their work, little attention is paid to them in research for a possible multitude of reasons, e.g., poor availability of drafts, manuscripts, etc. created in the process of translation and "the individual-centred understanding of literary authorship" (Siponoski 2015, p. 186) extending to the translator. This lack of attention leads to a lack of understanding of the economic aspects of literary editing practice. Hence, the aim of the proposed paper is to paint an introductory image of the Slovak editing market situation and of the editors' economic activity. To this end, the paper shall present the partial results of a survey of Slovak literary editors conducted in 2022 on a sample of 22 editors (N = 22) and supplement them with the results of a focus group discussion with 5 editors. The presented results shall pertain to the economic activity of Slovak literary editors such as the types of editor contracts and forms of employment, editing rates, whether editors work only as editors or also as translator or even hold other jobs, the share of editing in their overall income, etc. The gained data shall be assessed via descriptive and frequency analysis while examining the relationships between the individual variables, and where possible contrastive analysis with the results of Tyšš (2022) to provide a more comprehensive synchronic image of the Slovak market situation and Šuňavská (2014) to begin sketching a diachronic image or development primarily of editing rates.

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Simo K. Määttä

"Finnish people are abysmally stupid and naive" – Ideologies of translation in online discussions about public service interpreting

In Interpreting Studies, there is little discussion about the links between public service interpreting and political and other ideologies (see, however, O'Rourke & Castillo 2009; Gentile 2017). The goal of this presentation is to examine the topoi and arguments mobilized to convey translation ideologies – cultural beliefs about the nature, purpose, and function of translation and interpreting (cf. Gal & Woolard 1995: 130) – when ordinary people talk about public service interpreting online.

Today, social media and the internet have become important arenas for mundane interactions pertaining to everyday discourse (Maingueneau 1991; Pascale 2009). Everyday discourse is the prime locus of materialization of ideologies (Simpson 1993: 5–6), and it is located within the interdiscursive space (Määttä, Suomalainen & Tuomarla 2021: 774–775) characterized by the fuzzy, constantly changing boundaries between different discursive formations and the structured, specific discourses of which they are formed (Foucault 1972: 32, 97–99, 158–59, 172).

In this presentation, I analyze online discussions related to legal and community interpreting in Finland in six discussion threads (approximately 60 posts): two discussions related to news and feature articles on the website of Finland's largest newspaper (Helsingin Sanomat), two discussion threads on the largest online discussion board in the country (Suomi24), and two discussion threads on the Hommaforum discussion board. The choice of these three datasets allows to draw comparisons between a strongly, fairly, and minimally moderated discussion board. In the first part of the analysis, I identify the most important topoi and arguments (Anscombre 1995: 39; Wodak 2001; Amossy 2012: 129) mobilized in the discussions. In the second part, I examine the links between such argumentative devices and ideologies, such as nationalistic, xenophobic, and racist ideologies. To conclude, I discuss the heuristic value of the results and the role of online everyday discourse in the naturalization of translation ideologies.

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Miroslava Melicherčíková

Students versus professionals: How effective is interpreter training?

This paper will aim to determine whether the current interpreter training curriculum (at a particular institution) can be considered effective. The measure of effectiveness in this case will be the interpreting performances of professionals (n = 9) who have been active on the market for several years (mean length of experience 14.7 years; SD 8.7). Their interpreting performances will be compared with those of graduating students and fresh graduates (n = 7) who have shown excellent results during their studies in interpreting seminars and/or who have improved their interpreting skills during their compulsory practice.

The research material consists of simultaneous interpreting recordings which were made in a virtual interpreting laboratory as part of the project VEGA 1/0202/21. To assess the interpreting performances, we will use a comprehensive model by Gieshoff – Albl-Mikasa (2022) which attempts to eliminate methodological shortcomings. The proposed assessment method, a unit-based accuracy analysis, takes into account the logical cohesion of the utterance in addition to the sense consistency; it also distinguishes between unintentional and strategic omission of information. The approach further enables one to observe fluctuations of cognitive load or effects of fatigue.

By analysing the interpreting performances of the two groups (professional interpreters, students) and comparing them with each other, we will try to ascertain to what extent they are similar or different in the examined criteria (content, form, miscellaneous). We expect professional interpreters to score higher overall due to their professional experience (expertise), i.e. to render more main and secondary information, to convey more logical connectors, and to retain more meta-discursive elements. We also expect that they will prioritize information to a greater extent, resulting in less redundant information and fillers. Based on our findings, we will attempt to evaluate the effectiveness of the interpreter training the subjects have received and identify areas that need to be targeted in the future.

Keywords: interpreter training; students; professionals; virtual environment; assessment of simultaneous interpreting

Jurgita Motiejūnienė and Kamilė Mončytė

Translating Beyond Words: Decoding the Enigma of Lithuanian Realia to English-speaking Audiences

The process of translating cultural concepts from one language to another can be complex and nuanced, particularly when the two cultures involved have significant differences. Effective cross-cultural translation requires a deep understanding of both the source and target cultures, as well as a sensitivity to the subtleties of language and meaning. The research study investigates the challenges involved in translating culture specific items from Lithuanian to English. Drawing on a range of examples from informational tourist guides and promotional texts, the paper considers the ways in which translators can successfully convey cultural nuances, while also maintaining the integrity of the original text. The study is primarily concerned with cultural realia, such as the names of rivers, buildings, traditional events, etc. and the strategies used for their translation. The study aims to identify the translation strategies used for cultural realia and to evaluate their effectiveness in conveying the cultural meaning of these items to English-speaking audiences. The study provides a valuable resource for translators and contributes to the understanding of cross-cultural communication and translation issues in the context of Lithuanian culture. The research is especially relevant in today's globalized world, where effective cross-cultural communication is essential for successful interactions between people from different cultures.

Keywords: culture specific items, translation, tourist guides, promotional texts, cross-cultural communication.

Rabia Odabasi and Rana Kahraman Duru

Language Host-ages: Rebuilding a Society Through Interpreting

Hosting the highest number of refugees worldwide and being one of the hotspots for immigration, Türkiye has been facing a paradigm shift in various aspects of social construct since the last decade. Language becomes prominent as a significative aspect, especially in the case of asylum and migration, in which most people struggle to access necessary services and thus adapt the society in Türkiye. The language barrier is removed, and the social integration of refugees and immigrants is facilitated through community interpreting services provided by different public institutions and civil society organizations. This work will analyze the social integration of refugees and immigrants through community interpreting services in three phases and describe three different aspects of community interpreting in Turkey. In phase one, refugees and immigrants are identified as community interpreting service users involved in society as mental health and psychosocial support beneficiaries struggling with the language barrier. Phase two will focus on refugees and immigrants as (non)professional community interpreting service providers, earning their lives and having a presence in society through language in various institutions. Phase three will complete the cycle of social adaptation process reintroducing these people as volunteer community interpreters serving during the devastating earthquake occurred in Türkiye. This work aims to present a framework where the social adaptation and community interpreting enhance each other while rebuilding a society. Through this descriptive framework, people who once were held hostages by their languages within a strange society will be reidentified as language professionals and volunteers who become hosts, giving back to the community.

Keywords: community interpreting, asylum and immigration, social integration, nonprofessional interpreting, volunteering

Iryna Odrekhivska

What happens on the bridge? Itineraries on the Tower Bridge of Translation in the Shifting Geopolitics of Europe

By bringing into sharper focus the question about how the cultures are bridged, or to put it figuratively, what happens on the bridges constructed: on what terms the connections are played out, what itineraries and means are chosen, the present conference paper sets out to examine the positioning of/on translational bridges established in two critical periods on the European continent – WWII and the present-day Russia-Ukraine war.

I will build my paper on exploring the practices/events of translation that expressed the encounter of displaced Ukrainians with the host cultures (in the DP camps in Germany and Austria in 1940s, and now – in Austria, Poland and the UK). In my view, they exhibit the critical potential of translation as a gesture of hostility and hospitality, tension and dialogue. Reflecting on the character, scale and potential of these acts of bridging, the paper will argue that they materialize the terms of social interaction, generating reciprocity or indifference. The paper will concisely present the analysis of four representative case studies that will elucidate 'sets of meanings' engendered by translation from/into Ukrainian.

I will conclude the paper by re-visiting two focal "architectural concepts" in Translation Studies – tower and bridge – through the lens of the geopolitics of translation and knowledge transfer.

Özge Özer

Interpreting in a New Era: Exploring Interpreter Trainer Perceptions of Automation

The pandemic brought along a massive change to the interpreting profession and training. The shift from on-site to online platforms, despite certain drawbacks of this abrupt change, has allowed interpreter trainers to experience firsthand the shift in the profession. Along with the shift in the mode, the trainers have also witnessed the rise of AI-based technologies such as automatic speech recognition systems (ASR), computer assisted interpretation system (CASSIS), and computer-assisted interpreting tools (CAIT) in interpreting, which have become more prevalent than ever before. Acknowledging the key role of interpreter trainers in raising the future interpreters for the changing conditions of the profession with the rise of technological advancements and emergent shift to the digital, this study aims to investigate the perceptions of interpreter trainers towards "post-pandemic era of interpreter training and profession"; "the future of the profession"; "(im)possibility of automation in interpreting", as well as the repercussions of these perceptions on training. It is believed that the way trainers perceive these changes will significantly impact the pedagogical approaches, materials and modes of instruction in interpreter training courses. To this end, the qualitative data collected from the trainers via semi-structured interviews was analyzed through reflexive thematic analysis. The obtained results yielded the main theme of "distrust in automation" regardless of whether the trainers believed interpreters could be replaced by automation in the future or not.

Giuseppe Palumbo

Why translation matters – in English-speaking countries, too!

In a paper of almost 20 years ago, Anthony Pym effectively explained the "diversity paradox" that characterizes the age of globalization. Growing use of English as a lingua franca might be expected to reduce the diversity that the use of translation should help maintain. This, however, does not happen, because "the lingua franca [i.e., English] plays its global role as a factor of production, whereas translation plays its marketing role as a tool of distribution" (Pym 2006: 749) which operates on the basis of a one one-to-many geometry pivoting around the lingua franca.

Almost 20 years later, we live in a post-globalized world where interconnectedness is pervasive and superdiversity and cosmopolitanism are features of most societies and communities. The international language regime is largely the same as that described by Pym but with one notable change: the increasingly significant role of English as a target language, not only in international communication but also – and perhaps more interestingly – within English-speaking countries. Changes in material culture and technology have led to the emergence of e-commerce and online digital platforms, and the rise of screen culture. Products, including cultural products such as books, films and TV shows, are increasingly distributed in "disembodied" formats (cf. Littau 2016). Translated versions of these products become more readily available and easier to obtain. And the easier it becomes to distribute or sell translated content, the more the interest in such content grows on the part of readers/consumers/users. Increased coverage of translation by the US and UK press reflects this growing interest. Translated titles and the work of translators are increasingly finding space in the "culture" or "books" sections of newspapers and magazines. Publishers are responding by including more translated titles in their catalogues. The success of streamed shows often boosts the sales of the translated books they are based on, through what industry analysts call "cross-entertainment impact".

In short, speakers of the international lingua franca, who either ignored translation or at best saw it as an exercise in word or phrase substitution, are now discovering "why (mis) translation matters" (Polizzotti 2018) – even, ironically, in an age when machine translation is freely available from any smartphone. The paper provides an overview of the above-mentioned trends and discusses the broader implications they may have in terms of international translation and cultural flows.

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Ivo Poláček

Investigating the Attitudes of LSPs and Translators towards AI and Machine Translation: Implications for CAT Education

The launch of generally accessible tools of artificial intelligence (AI), such as open-source text generation models, may be one of the most transformative moments for the translation industry in our lifetime. This study aims to explore the attitudes of language service providers (LSPs) and professional translators towards the use of AI-enabled tools in general and machine translation in particular in the translation process. Structured interviews will be conducted with a sample of LSPs established in Slovakia and translators to establish their perspectives on the use of machine translation and other AI-enabled tools and to determine the functionalities of AI-enabled tools, such as machine translation and proofreading tools that they use most often or would prefer to use. The study also seeks to better comprehend the perspectives of LSPs on practical, ethical, and legal aspects of AI tools used in the translation process and the degree to which they have amended their internal process to reflect the onset of the novel tools in practice. It also aims to identify the most widely used and desired functionalities of CATs in the language industry. This study's findings will help determine how future translators are educated to use CATs and AI-enabled tools effectively and efficiently and will attempt to contribute to a fomenting debate on the place and role of AI-enable tools in the translation process

The study's results will have significant implications for the education of future translators. The insights gained from the interviews will help to identify the key areas that need to be addressed in translation programs to ensure that graduates are well-prepared to work with CATs and novel AI-enabled tools. By equipping students with the necessary skills and knowledge, translation programs can help to ensure that graduates are better prepared for the demands of the modern translation industry.

Keywords: AI, machine translation, LSPs, CAT functions, education, translation programs

Nataliia Rudnytska

Translator's Visibility in (Post)soviet Ukraine and Russia: accountability to the regime vs social responsibility

During the 19th – 20th centuries translation acquired special significance for the Ukrainian people – first in nation-building, then in the preserving of their national identity while the Soviet regime was trying to mould the new "supranational entity", i.e. the so-called "Soviet people". Under the circumstances, Ukrainian translators (Ivan Franko, Borys Hrynchenko, Maksym Rylskyi, Hryhorii Kochur, Mykola Lukash, Vira Rich and others) remained extremely visible – accountable to the censorial bodies of the Russian and Habsburg empires, and later to those of the USSR. Nevertheless, such visibility was two-fold, as their translation activity with its clearly defined ideological, cultural, educational aims made huge impact.

Inspired by such legacy, contemporary Ukrainian translators (Yurii Andrukhovych, Viktor Morozov, Andrii Savenets, Maksym Strikha, Serhii Zhadan, to name just a few) view their activity as a tool of elimination of the soviet ideological legacy and post-colonial cultural dependence on Russia, which became especially crucial after the beginning of the Russo-Ukrainian war in 2014.

Drawing on the analysis of empirical data on book publishing as well as state documents, publications in media, translators' interviews, commentaries and memoirs, I intend to outline the phenomenon of Ukrainian translators' visibility and their social responsibility. To show the specificity of the situation in Ukraine, the analysis will be made in comparison with the tendencies typical for the sphere of literary translation in the (post)soviet RF.

Taras Shmiher

'Royal English' as a translation problem for kingless nations.

Royal English is a peculiar sociolinguistic phenomenon when the king-centered behaviour and mentality is reflected via linguistic means as well. The brightest samples are English titles of respect or French-backed high-flown speech. The successful combination of these components produces a charming text with great meditative power or powerful societal discrimination. Both the Slovak and Ukrainian languages are "democratic": the long histories of stateless existence of these two nations shaped the state when the whole nation feels equally responsible for and possessive of their language, and social stratification is not strongly visible in the language.

Milton's speech fruitfully deployed not only purely linguistic means for creating the context of magnificence in his poems, but also relevant current ideas. This is why the mastery of interpreting Milton's text depends a lot on the skill to identify how a biblical concept can implement his current political ideas. Political metaphors, which look evidently biblical, contribute to his depiction of grand supranational narratives which were highly evaluated in then Europe, but ae quite underestimated during later centuries in our territories. Such underestimation averts the true understanding of Milton's genius and impoverish the ideological scenery of his poems with which they can extend and deepen East European historical narration.

The focus of the project is on John Milton's interpretations of biblical plots, presented in his chefs-d'oeuvres: "Paradise Lost", "Paradise Regained" and "Samson Agonistes". Two literary traditions – Slovak and Ukrainian – open the way to fully estimate the emergence and progress of their translation reception in the Central European civilizational context. Besides, Ukrainian culture is still lacking the translation of "Paradise Regained", so this paper aims at designing some practical instructions for future Ukrainian translators.

Irina Siseykina

Translated but isolated: a case study of the reception of Estonian-Russian translations of two Estonian authors in Russia and Estonia

Even in the era of globalization, political, linguistic, and economic boundaries remain serious obstacles to translation flows from the peripheral to central languages (Heilbron & Sapiro 2007; van Es & Heilbron 2015). State and market agents such as national government-supported funds and NGOs or individual actors can facilitate such flows (McMartin 2019). Although rich in genres and numerous, Estonian-Russian literary translations tend to be promoted mostly within the Estonian geographical boundaries. Despite the facts of cultural similarities, geographical proximity, long history of communications, and a number of advocates for Estonian culture recognized in Russia, Estonian literature has received little recognition from critics in the Russian media.

According to the database of the Estonian Literature Center (ELIC) supported by the Estonian Cultural Endowment, the most translated Estonian authors into Russian since 1991 have been Eno Raud, Leelo Tungal, and Andrus Kivirähk. The genres of translated titles vary from children's literature and poetry to essays, novels, and short stories. Despite the involvement of the Estonian Cultural Endowment and Russia-based actors, some translations were mostly promoted and recognized in Estonia, whereas others received better recognition in Russia. Two hypotheses implying that, among other factors, the location of a publisher and the author's cross-boundary connections with the target culture affect the reception of his/her texts in the target culture will be tested based on case studies focusing on the literary reviews of two Estonian authors in the source and target cultures.

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Piroska Szentirmay

Involvement and relevance from the perspective of interpreting in religious context

An influential theory in cognitive pragmatics, the Relevance Theory (Sperber and Wilson 1986/1995), offers a powerful theoretical framework in interpreting studies for the examination of interpreters' decisions. In oral translation, the relevance of a statement is considered not only by the Sender and the Receiver, but also by the interpreter, who is the first and direct receiver of the source language utterance.

Empirical research in interpreting studies to date has examined how the principle of relevance guides interpreters' decisions to ensure a close fit in relevance and cognitive effect between the target language text and the source language speaker's utterance in the source language context (Setton 1999, Bakti 2009, Al-Kharabsheh 2017).

Similarly, the present case study, focuses on mechanisms controlled by relevance, however it concentrates on the interface between the source language speaker and the interpreter, and examines two consecutive interpreting situations in religious context in which one member of the community interpreted.

The results of the observation highlight how the interpreters' role and involvement in the event governed their judgement of relevance and identification of the context of the source language utterance hence affecting the delivery of the message along with the evolution of the communicative situation.

Keywords: Relevance Theory, degree of relevance, cognitive environment, consecutive interpreting, religious context, involvement

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Lucia Tonková

The Use and Perception of AI-powered Information Technologies in Translation Practice: Results of a Survey

We live in a fast-changing world, where mastery of information technologies is undoubtedly one of the prerequisites for success on the market with translation services. While until recently, in the context of information technology in translation, terms such as computer-assisted translation, corpora, terminology databases, machine translation and its post-editing and quality control tools dominated the discourse, in 2022 various tools employing artificial intelligence entered the stage. The onset of text-generative AI tools such as ChatGPT immediately became a widely debated topic among scholars and practitioners (Eloundou – Manning – Mishkin – Rock, 2023; Floridi, 2023). Some of them even professing a deep, transformative change to the whole translation process (Fantinuoli – Dastyar, 2022).

This presentation aims to investigate the utilization, perception, and potential integration of nouvelle translation tools by translators on the Slovak market, most notably those which make use of artificial intelligence. The study will be sociological in nature and employ quantitative research methods through an online questionnaire. The questionnaire will gather basic demographic data such as age, education, and experience, as well as assess the respondents' technical competencies, which will be subsequently correlated. The research findings will provide a descriptive analysis of the degree to which translators on the Slovak market utilize these tools, their perceptions of them, and their willingness to integrate them into their workflow. Furthermore, this study will build upon previous research conducted in Slovakia (e.g., Absolon, 2010; Djovčoš, 2012; Djovčoš – Šveda, 2017; Vinczeová, 2018) and attempt to draw wider conclusions regarding the onset of AI-tools in Slovakia and what it means for translator training and curriculum organization.

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Michaela Trlifajová

Online interpreting classroom: our salvation or our doom?

The COVID-19 pandemic forced educational institutions of all levels, including higher education institutions, to switch to remote schooling, opening online classrooms. This was also the case for students of Translation and interpreting programme at Palacký University in Olomouc. After experimenting with several platforms, the instructors switched mainly to Zoom for regular classes, making use of some of its functions, but situation also allowed both students and instructors to get some hands-on experience with several remote interpreting platforms. Although the online interpreting classroom provided a place to continue the training and served as a great tool for various exercises, online education also brought some negative effects. These may be the change in the way students interact, their ability to work in groups on collaborative assignments, lack of learning motivation (Di Pietro et al. 2020), impact on research strategies (Hamdan and Amorri 2020), or concentration (Perez and Hodáková, 2021), all of them being observed during the COVID pandemic. However, we perceive their long-term impact even now in the post-pandemic era. This paper reflects on the current situation with current students who experienced online learning motivated by necessity, not innovation, and how such experience influences their current training, focusing on their lack of motivation for collaborative work, in-class interaction, and concentration in general, as well as the change in the classroom atmosphere.

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Orsolya Varga

Elementen van vertaalcompetenties en ambiguïteit bij het vertalen met speciale aandacht aan jeugdliteratuur

Als vertaler ben je een intermediair tussen de twee talen en culturen en tussen de schrijver en de lezer. Van een vertaler wordt er een 'getrouwe' vertaling verwacht, dus een tekst die qua inhoud, vorm, doel en effect equivalent is aan de brontekst. Zonder in te gaan op wat equivalentie in deze context betekent, kunnen we stellen dat de vertaler daartoe een breed scala aan vertaalcompetenties moet beschikken:

> 1) taalcompetentie, 2) culturele competentie, 3) vakbekwaamheid/competentie van het vak 4) vertaaltechnische competentie, 5) communitatieve competentie (Klaudy 1997).

Taalcompetentie houdt uiteraard de kennis zowel van de bron- als van de doeltaal in, waarbij volgens Pollmann moedertaalcompetentie op de eerste plaats staat (2004).

Waarom moeten we de moedertaal/doeltaal competentie scheiden van de vreemde/brontaal competentie? Wat houden deze vaardigheden allemaal in?

In alle talen is de meerderheid van de woordenschat polyseem, dat wil zeggen, de meeste woorden hebben meerdere betekenissen. Zowel polysemie als homonymie kunnen tot ambiguïteit leiden (Ezekulie 2015, Forgács 2000). We maken uit de context op om welke betekenis het gaat. Er zijn echter gevallen waarbij het uit de context toch niet duidelijk is welke betekenis wordt bedoeld: bijvoorbeeld in poëzie, moppen of woordspelletjes.

Aangezien er geen twee talen zijn waarin de woorden precies dezelfde betekenisvelden bezitten, vormt het een groot probleem bij het vertalen.

Hoe gaan vertalers om met de meerduidigheid van woorden en uitdrukkingen in de brontaaltekst? Hoe kunnen we de verschillende soorten ambiguïteiten categoriseren?

Op basis van een aantal case-studies en mijn eigen ervaringen als literair vertaalster streef ik ernaar om dit probleem op kaart te brengen en op deze vragen een antwoord te geven.

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Eva Verebová and Emília Perez

Theatrical Performances and Their Accessibility in Slovakia: Insights from the Deaf Community Representatives

Based on the – albeit not major – rise of the number of theatre performances accessible to the D/deaf and hard of hearing (DHOH) in Slovakia in recent years (Hefty, Hefty, 2022), we can observe that Slovak theatres are starting to take more interest in providing access to a broader audience. Nevertheless, the strategies employed to insure accessibility remains unknown to both general public and representatives of academia in our country, as accessibility of theatrical performances to audiences with special needs has with just very few exceptions (e.g. Secară, Perez, 2022) not been complexly researched here yet. Accessible theatrical performances are rarely mentioned, most notably in the online journal Myslímnovinky (Hefty et al., 2021) published by and for the Slovak Deaf community. The lack of relevant information which cannot be found on the Internet nor in printed works provides the space for exploration of the topic. Thus, the proposed paper aims to explore the strategies by means of contacting and interviewing representatives of the DHOH community who have the most experience with active provision of access in theatres. Their insights would help to discover to what extent traditional or integrated access provision (cf. Fryer, Cavallo, 2022) is applied by Slovak theatres and much more, e.g. how far are we from reaching the optimal state of universal design (cf. National Disability Authority, 2020). The findings would also be particularly useful in terms of helping to fill out a gap in our AVT research focused on the DHOH.

Keywords: accessibility, audiovisual translation, theatre, D/deaf and hard of hearing

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Barbora Vinczeová

A Bridge through Time: Retranslating 19th Century Classics

The paper examines specific issues related to retranslation of classic 19th century literature in the 21st century using the example of Emily Brontë's Wuthering Heights (1847) retranslated into Slovak by the author in 2022–2023. The paper presents a literary analysis and points out the parts of the text, which were problematic in terms of style and content. Subsequently, the necessity of retranslating classic literature is examined. The factors of time (almost 200 years after the novel's first publication) and space (country of origin vs recipient country) are considered. Finally, annotated translation is provided with translation solutions along with back translation.

The first part of the paper draws from Hébert's (2022) methodology of literary analysis. The second part explains the necessity of retranslation based on Popovič's, Venuti's and Koskinen and Paloposki's theories (1971, 1975; 2004; 2010). The final part provides specific translation solutions.

The presented case study could serve as study material for future literary translators as it provides an insight into the approach to retranslating classic literature. The presented translation solutions deal with challenges such as dialect, archaisms, relatability, expressive vocabulary, or unique style in the Slovak-English context. It offers ideas for translators unsure which method(s) to use and results in an expanded model of Nord's Four-Function Model of Bible translation (2016) suitable for translating classic literature.

Keywords: time, space, classics, retranslation, Wuthering Heights, Brontë

Franciska van Waarden, Réka Eszenyi

Wat is dit voor gekrabbel? – Aantekeningen maken in consecutief tolken

Binnen het kader van het vak Consecutief tolken (CT) NL-HU worden in ons MA programma voor tolken en vertalen studenten getraind om langere fasen van gesprekken consecutief te tolken met behulp van gestructureerde aantekeingen die tijdens de toespraak worden gemaakt. Deze aantekeningen lijken niet op wat bij voorbeeld studenten tijdens hoorcolleges aan de universiteit maken. De functies en eigenschappen van deze aantekeningen hebben hun eigen karakter en het leren van aantekeningen voor CT heeft zijn eigen didactiek (Rozan 1956/2002, Gillies 2017) en onderzoeksveld (Dam 2021).

In onze presentatie willen we ten eerste een overzicht geven van dit veld, en ten tweede over het onderzoek aan de FTT, met concrete voorbeelden van leermethodes, didactische tips en voorbeelden uit de aantekeningen van beginners en gevorderde studenten op colleges van CT in het Nederlands die betrekking hebben op de volgende onderzoeksvragen:

- Wat zijn de functies en eigenschappen van aantekeningen in CT?
- Waarom en hoe moet de tolk aantekeningen maken?
- Op welk moment van de cursus moeten studenten beginnen met aantekeningen maken?
- In welke taal moeten studenten aantekeningen maken: de brontaal of de doeltaal?
- Wat voor een rol kunnen derde of vierde talen spelen bij het maken van aantekeningen?
- Wat is de rol van de ruimtelijke organisatie, symbolen en tekeningen bij het maken van aantekeningen?
- Wat voor verdere pedagogische aspecten zijn verbonden aan het leren van aantekeningen maken voor CT?

De auteurs hopen dat hun antwoorden op de bovenstaande vragen tot een vruchtbare discussie leiden met collega's over hoe aantekeningen in CT op andere vakgroepen en centra worden geleerd waar Nederlands een van de voertalen is.

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Muriel Waterlot

Cognitieve, comparatieve analyse van Poolse en Nederlandse vaste verbindingen met de emotie 'vreugde'

Deze presentatie brengt verslag uit van de resultaten van een contrastieve analyse van Poolse en Nederlandse vaste verbindigen (collocaties) met het zelfstandig naamwoord *radość/vreugde.* Voor de semantisch-discursieve analyse van de collocaties wordt een methodologisch model toegepast dat enerzijds gebaseerd is op fasen van Eckmans definitie van deze emotie, en anderzijds op hun linguïstische realisatie in de vorm van een werkwoord-naamwoord collocatie (van het type V+N of N+V).

Op grond van deze analyse kunnen we stellen dat een semantisch-discursieve benadering, toegepast op de contrastieve analyse van lexicale eenheden zoals collocaties, kan worden aangewend als uitgangspunt voor de beoordeling van een vertaling.

Mary Wardle

Whose Truth Is It? Expertise, lived experience and translation practice

Across multiple fields, contemporary society is witnessing the erosion of the notion whereby knowledge is the exclusive preserve of experts. Recent decades have seen greater emphasis on individual voices in public consultation and policy design as well as the integration of personal accounts into a wide range of domains such as health care (patient involvement in medical training and decision making), the legal system (the introduction of victim impact statements in court) and education (the increasing popularity of flipped classrooms).

This paper will address the questions facing translation practice as the concept of 'lived experience' begins to challenge the authority of more traditional gatekeepers. The example under analysis will be that of the media 'furore' that played out in the wake of Amanda Gorman's Inauguration Poem (2021) and its subsequent translation into different languages, as both the Dutch translator, Marieke Lucas Rijneveld, and his Catalan counterpart, Víctor Obiols were critised (and replaced) as neither was, like Gorman, a "spoken word artist, young, a woman and unapologetically black".

If translation is to be viewed as the negotiation of difference, should it matter that the translator's lived experience does not resemble that of their ST author as closely as possible? How is expertise to be determined in such cases? Ultimately, who decides? This paper will suggest some possible solutions, illustrated again through the international response to the Gorman case.

Michaela Zárecká

Strategisch management van sociaal tolken in Slowakije

Sociaal tolken (*Public service interpreting, PSI)* is in Slowakije een relatief jong domein van vertalen en tolken, dat meer aandacht begon te krijgen na het uitbreken van het militaire conflict in Oekraïne begin 2022, toen Slowakije een groot aantal migranten uit Oekraïne ontving en er plotseling behoefte was aan tolken in het kader van openbare diensten. Het beheer van de bijstand aan Oekraïners, waaronder het voorzien in de behoefte aan tolken, werd eerst op een crisisachtige manier aangepakt.

Dit leidde tot het initiatief om sociaal tolken op te leiden (Štefková en Šveda, 2022,2023). Tot op heden is het onderwerp van sociaal tolken in Slowakije voornamelijk behandeld door Helena Tužinská (2010, 2011, 2019), een etnologe die zich heeft beziggehouden met tolken in asielprocedures. Theoretisch onderzoek naar tolken in het kader van de openbare diensten heeft ook relatief recent aandacht gekregen, met de publicatie van Community Interpreting (Opalková, 2013), en de monografie Education of Interpreters in Public Services: European Perspectives (Štefková, Bossaert, Kerremans, 2020).

Als gevolg van het oorspronkelijke crisismanagement van de behoefte aan tolken na het uitbreken van de oorlog in Oekraïne was het nodig om dit tolkendomein strategisch te plannen en oplossingen te ontwerpen voor openbare dienstverleners om snel en efficiënt te kunnen voldoen aan de vraag van inwoners van de gemeenschap die onvoldoende Slowaaks spreken. In ons onderzoek stellen we oplossingen voor die gebaseerd zijn op de theoretische basis van strategisch management voor dit domein. Omdat België een land is met goed georganiseerde dienstverlening van sociaal tolken zullen we de status van sociaal tolken in België en Slowakije vergelijken en analyseren welke managementstrategieën toegepast kunnen worden in Slowakije.

Trefwoorden: sociaal tolken, strategisch management, openbare diensten in Slowakije

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Maria Bernadette Zwischenberger, Judith Platter and Katia Iacono

(Re)constructing common ground? Interlingual and intralingual interpreting for communicative access and inclusion

Advances in technological equipment, resources, and set-up spurred and/or accompanied much of the (recent) shifts in interpreter-mediated communication (Pöchhacker 2022; 2019). These changes in temporal-spatial circumstances of interpreting impact speech processing, mediation trajectories, and shapes of perceivable manifestation. In this regard, technology assisted the fast-track development of interlingual and intralingual speech-to-text (STT) conversion in its various forms of practice, e.g. (steno)typing or respeaking by means of automatic speech recognition (ASR) (Norberg et al. 2015; Stinson 2015; Tiittula 2006; Wagner 2005). As socially situated Translation activities, this bears no less significance for the way interpreting is perceived by practitioners, recipients, and the wider public.

In Austria, STT services are broadening, resulting in barrier-free access also outside policy-governed scopes. Against this backdrop, our contribution discusses results of a study into intra- and interprofessional perceptions of spoken language trainee conference interpreters, recent STT interpreting graduates, and students of the social sciences working at a mock conference held in January 2023. This conference was organized by social science students of the University of Vienna as part of their course work and took place at the United Nations Office in Vienna. Both the Austrian Interpreters' and Translators' Association and the Speech-to-Text Interpreters' Association joined this event as their members and mentees provided interpreting services.

By means of data sets collected through semi-structured interviews and a moderator-facilitated focus group, this contribution (a) reconstructs conference and STT interpreters' experience of a shared interpreting zone, (b) retrieves individual perspectives on the perceived degree of human-machine interaction at play in interpreting activities, and (c) identifies underlying assumptions in regards to how practitioners rely on technology across different modes of provision, i.e. machine-translated documents for simultaneous interpreting with text, relay interpreting or the use of ASR-supported respeaking. Those intraprofessional viewpoints are supplemented by survey-based results highlighting social science students' outlook on STT provision at this event.

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