上海外国语大学
SHANGHAI INTERNATIONAL STUDIES UNIVERSITY

g·i·t 上海外国语大学高级翻译学院
Graduate Institute of Interpretation and Translation

swissnex
China

televic
education

The Third Conference on Interdisciplinarity in Translation and Interpreting

Conference Handbook

Host:
Shanghai International Studies University
Organizer:
Graduate Institute of Interpretation and Translation

25-26 October, 2019

高级翻译学院

Graduate Institute of

Interpretation and Translation

上外 SISU SISU

About SISU

Upholding the motto of "Integrity, Vision and Academic Excellence", Shanghai International Studies University (SISU) is an internationally recognized, prestigious academic institution distinctive for its multidisciplinary and multicultural nature, committed to preparing innovative professionals and future global leaders for a wide range of international expertise to address the critical challenges of our times.

CORE VALUES

SISU has launched the "Multilingual+" Initiative, a pioneering educational reform strategy towards global studies to meet with the future "multilingual+" era. "Multilingual" means that our students should at least master two second languages, and owns brilliant intercultural communication abilities. "+" (Plus) refers to interdisciplinary education that "interconnects" different fields of disciplines and subjects with area studies as its core.

We have been dedicated to providing our students with a humanistic and holistic education that enables them to think globally and innovatively and make practical use of their professional knowledge and skills for smooth cross-cultural communication.

Over the past seven decades, our graduates have been contributing to the economic, cultural and social development of China and to the promotion of friendly exchange with people around the world.

Interdisciplinary Research Center of GIIT

Founded on October 21, 2016, Interdisciplinary Research Center (IRC) of Graduate Institute of Interpretation and Translation (GIIT), Shanghai International Studies University (SISU), aims at promoting academic studies in translation and interpreting (T&I), as a response to the fact that interdisciplinarity is playing an increasing role in academia, industry and society and is raising more demanding requirements for high quality professional language services.

Leveraging the unique strengths in linguistic studies of its host university and GIIT's experience in training high-calibre professional translators and interpreters, it is designed to be a hub for interdisciplinary studies in T&I, academic fields closely relevant to T&I, involving but not limited to economics, cognitive sciences, neurological studies, law, management sciences, financing, etc., and professional development for translators and interpreters.

IRC has focused its pioneering efforts in T&I and artificial intelligence, neurological aspects of T&I, and cognitive process of T&I. Its team comprises full-time researchers, visiting and guest fellows from other countries, industry leaders and government officials.

Established as a joint flagship initiative of Chinese and Swiss academic communities, IRC has a wide range of home and international partners, such as Institute of Linguistics, SISU, Shanghai Foreign Language Education Press, iFLYTEK, Consulate-general of Switzerland in Shanghai, Swissnex, University of Geneva, University of Fribourg, Johannes Gutenberg University of Mainz, Dokumente ohne Grenzen, D.O.G., etc.

The center aims at organizing annual seminars and conferences on T&I interdisciplinary studies in order to find more common grounds where translation, interpreting or intercultural mediation is a focus of interest for scholars, practitioners, and policy-makers.

The Third Conference on Interdisciplinarity in Translation and Interpreting

Telescope or Periscope
An Interdisciplinary Look into the Future

Following the legacy of Interdisciplinary Research Center at GIIT, SISU, this Third Conference on Interdisciplinarity in Translation and Interpreting (T&I) aims to provide a platform for professors, researchers and postgraduate scholars in Translation and Interpreting Studies (T&I) and the academic and professional actors of the major related fields in which interdisciplinary training and research is currently performed, such as: economy, law, medicine, neuroscience, affective sciences, etc., to present their research projects and exchange ideas with peers and senior colleagues. In line with our practice and research culture at SISU, this conference aims to foster collaboration and communication between researchers from different disciplines and encourage theoretical and methodological exchanges.

T&I has developed from poly-disciplinary origins into an inter-discipline, which is reflected in this year's conference central theme: "Telescope or Periscope: An Interdisciplinary Look into the Future".

It also features two dimensions, the time dimension extends from the early practical and theoretical approaches to present-day media and political discourses, and the geographic dimension traverses from Anglophone zones to other world language areas. In engaging the multitude objects of study with interdisciplinary approaches, we aim to gain new insights into the study of products, processes, agents and social-cultural contexts of T&I, and also address some challenges faced by T&I investigations that share borders with various disciplines. Therefore, this conference aims at covering a range of current trends in T&I.

The Conference will be proceeded by a seminar given by Dr. François MASSION from D.O.G. Dokumentation ohne Grenzen GmbH on 24 October and followed by Professor/Dr. Jean-Marie ANNONI, Ordinary professor of Neurology, Department of Medicine, University of Fribourg on 27 October.

Conference Details

Date：25th October (Fri.) – 26th October (Sat.)

Address：SISU Hongkou Campus (550 Dalian Rd. W, Shanghai, China)

Venue：Yifu Auditorium & Building 2.

Registration Time：8:15--8:45 a.m. , 25th October, 2019

Registration Locale：First floor, Yifu Auditorium

Working Languages：Chinese, English, French and Russian

（simultaneous interpreting provided）

Contact：+86-21-35372991, giitid@shisu.edu.cn

GUEST LIST

International Guests

Jean-Marie ANNONI Professor of Neurology, Department of Medicine, University of Fribourg

Stéphane BERTHET Astrophysicist and astronomical scientist; Vice-Rector, University of Geneva

Lynne BOWKER Professor, School of Translation and Interpretation, University of Ottawa

Frans DE LAET Editor-in-chief of *Babel* (official journal for FIT)

Daniela DÖNGES CPS-Program Coordinator for Palestine/Israel for KURVE Wustrow

Curtis EVANS Associate Professor in the School of English Studies, SISU

Alessandra FIORAVANTI Law and Legal Translation Professor, Faculty of Translation and Interpretation, University of Geneva

Nikolay GARBOVSKIY Director, Higher School of Translation and Interpreting, Lomonosov Moscow State University

Olga KOSTIKOVA Vice-director for Research and Foreign relations, Higher School of Translation and Interpreting, Lomonosov Moscow State University

Sang-hann LEE President of Hansung University

Hannelore LEE-JAHNKE Chair of Interdisciplinary Research Center, GIIT, SISU, Co-editor of *Lebende Sprachen*

Defeng LI Director of Centre for Studies of Translation, Interpreting and Cognition (CSTIC), University of Macau

Zhengren LI Executive Dean of GIIT; Former Chief of the Interpretation Service of Conference Management of the United Nations Office at Geneva

Gary MASSEY Director, IUED Institute of Translation and Interpreting, ZHAW Zurich University of Applied Sciences

François MASSION CEO of D.O.G. Dokumentation ohne Grenzen GmbH

Dicken MINTA UK Business Director, Televic Education

Felix MOESNER CEO, Science Consul of Swissnex

Ali A. MOSA Secretary General, Arabic Language International Council

Ian NEWTON	Former Chief Interpreter of the International Labour Organization, Senior Lecturer of University of Geneva
Ana Paulina PEÑA POLLASTRI	Professor of Translation at National University of La Rioja Argentina
Maurizio VIEZZI	CIUTI President, Professor of Simultaneous and Consecutive Interpreting from English into Italian at the University of Trieste

Chinese Guests

Mingqi CAI	Associate Researcher, Institute of Brain-Intelligence Technology, ZJLab
Mingjiong CHAI	Editor-in-chief of *East Journal of Translation*; Director of Shanghai Committee for Translation and Interpreting Education
Vivian CHENG	Vice President, Beijing International Studies University
Haimei GONG	Chief scientist of Shanghai Institute of Technical Physics (SITP) of the Chinese Academy of Sciences; Deputy Director of State Key Laboratories of Transducer Technology
Lili HAN	Director of School of Languages and Translation, Macao Polytechnic Institute
Guoping HU	President of iFLYTEK Research Institute
Jiasheng HU	Editorial Director of *Technology Enhanced Foreign Language Education*; Director of Shanghai Foreign Language Audiovisual Publishing House
Kaibao HU	Director of Institute of Corpus Studies and Applications, SISU
Youyi HUANG	Director of China National Committee for T&I Education
Fan JIANG	Editorial Director of *East Journal of Translation*
Erin LI	PhD Candidate at GIIT, SISU
Jingpeng LIU	PhD Candidate of Lomonosov Moscow State University
Hengyi RAO	Executive Director of Key Laboratory of Applied Brain and Cognitive Sciences, SISU
Dingfang SHU	Editor-in-chief of *Journal of Foreign Languages*, Director of China Cognitive Linguistics Association
Crystal WANG	AIIC Interpreter, Lecturer of GIIT, SISU
Ping YANG	Editor-in-chief of *Chinese Translators Journal*; Deputy Director General of Academy of Contemporary China and World Studies

Program for the Seminar

Artificial Intelligence and Natural Language: How AI is Transforming the Language Profession and How Language Professionals Can Transform AI

Dr. François MASSION

Thursday, 24th October 2019,9:00-11:30;　13:30-16:00

Venue:
Conference Room, 4th floor, Building 2, Shanghai International Studies University, 550 Dalian Road West, Shanghai.

Schedule:
Thursday, 24th October 2019; 9:00-11:30:
- Introduction about AI: definition, myths and its importance for our professional life;
- Overview of AI approaches with regard to Natural Language. How does machine learning work; What are word embeddings;

Thursday, 24th October 2019; 13:30-16:00:
- AI and Multidisciplinary: what language specialists can contribute to AI;
- Review of AI-inspired technologies in the T&I area: machine translation, quality assurance, voice recognition;
- What future holds for T&I professionals;

Brain, Language and beyond

Professor/Dr. Jean-Marie ANNONI

Sunday, 27th October 2019,9:00-12:00

Venue:
Conference Room, 4th floor, Building 2, Shanghai International Studies University, 550 Dalian Road West, Shanghai.

Schedule:
Sunday, 27th October 2019; 9:00-12:00;
- Modulation of language by executive functions;
- Neuro modulation of language: tdcs and tms;
- Practical skills of tdcs;

Program for the Conference

<u>Friday, October 25th, 2019, 9:00-10:00 (60 mins)</u>

Opening Ceremony
Master of Ceremony: Ailing ZHANG

9:00-9:10 Greetings from SISU Leadership
9:10-9:20 *Swissnex China in Interdisciplinary and Beyond*
        Felix MOESNER (CEO\Science Consul of Swissnex, CH)
9:20-9:35 *T&I Education and T&I Industry: Transformation and Upgrading*
        Youyi HUANG (Director of China National Committee for T&I Education and
        President of Language Big Data Alliance, CN)
9:35-9:45 Group photo
9:45-9:55 Coffee break

<u>Friday, October 25th,2019, 10:00-11:00 (60 mins)</u>

First Plenary
Moderated by Meijuan ZHAO

10:00-10:25 *Space to Shape Our Future*
        Stéphane BERTHET (Astrophysicist and astronomical scientist; Vice-
        president of the Swiss Federal Commission for Space Affairs; Vice-Rector,
        University of Geneva, CH)
10:25-10:50 *InfraRed: More Than Your Eyes Can See*
        Haimei GONG (Chief scientist of Shanghai Institute of Technical Physics
        (SITP) of the Chinese Academy of Sciences; Deputy Director of State Key
        Laboratories of Transducer Technology, CN)
10:50-11:00 Q&A

<u>Friday, October 25th, 2019, 11:00-12:00 (60 mins)</u>

Session 1   Shapers & Innovators Linguists as Knowledge Creators
Moderated by Zhengren LI

The Fourth Industrial Revolution and Changes in University Education: Hansung University as a Case in Point
        Sang-hann LEE (President of Hansung University, KR)

Intelligence to Translate: between Art and Artificial
        Nikolay GARBOVSKIY (Director, Higher School of Translation and Interpreting,
        Lomonosov Moscow State University, RU)
        Olga KOSTIKOVA (Vice-director for research and foreign relations, Higher
        School of Translation and Interpreting, Lomonosov Moscow State University, RU)

Knowledge-aware Terminologies, the New Paradigm in the Field of Terminology Work
François MASSION (CEO of D.O.G. Dokumentation ohne Grenzen GmbH, DE)

<u>Friday, October 25th, 2019, 13:30-15:00 (90 mins)</u>

Session 2 Artificial Intelligence-A Challenge for Academic & Institutional Stakeholders
Moderated by Gary MASSEY

Al-enabled Translation Gadgets, Friend or Foe
Zhengren LI (Executive Dean of Graduate Institute of Interpreting and Translation, Former Chief of the Interpretation Service of Conference Management of the United Nations Office at Geneva, CH)

Challenges Facing Translation in the Arab States
Ali A. MOSA (Secretary General – Arabic Language International Council, SAU)

Teaching technologies, AI and Big Wrong Data in T&I through Innovative Research
Dicken MINTA (UK Business Director, Televic Education, UK)

Development and Prospect of Machine Simultaneous Interpreting
Mingqi CAI (Associate Researcher, Institute of Brain-Intelligence Technology, Zhangjiang Laboratory (BIT, ZJLab), CN)

<u>Friday, October 25th, 2019, 15:10-16:40(90 mins)</u>

Session 3 Hard Sciences and Soft Skills
Moderated by Hannelore LEE-JAHNKE

Embodied Semantics in a Second Language: Critical Review and Clinical Implications
Jean-Marie ANNONI (Laboratory for Cognitive and Neurological Sciences, Neurology Unit, Department Q7 of Neuroscience and Movement Science, Faculty of Science and Medicine, University of Fribourg, Fribourg, CH)

Up Periscope! From Interdisciplinarity to Transdisciplinarity in Translation Research
Gary MASSEY (Director, IUED Institute of Translation and Interpreting ZHAW Zurich University of Applied Sciences, UK)

Interdisciplinarity as a Key to T&I Quality
Maurizio VIEZZI (CIUTI President, Professor of Simultaneous and Consecutive Interpreting from English into Italian at the University of Trieste, IT)

Multimodal Brain Imaging and Neurolinguistics Research

Hengyi RAO (Executive Director of Key Laboratory of Applied Brain and Cognitive Sciences, SISU, CN)

<u>Saturday, October 26th, 2019, 9:00-10:30 (90 mins)</u>

Second Plenary
Round Table Discussion with Publishers of Major T&I Journals
Moderated by Ailing ZHANG

Frans DE LAET, BE
Editor-in-chief of *Babel*

Nikolay GARBOVSKIY, RU
Editor-in-chief
Вестник Московского университета. Серия 22. Теория перевода

Hannelore LEE-JAHNKE, CH/DE
Co-editor of *Lebende Sprachen*

Jiasheng HU, CN
Editor-in-chief of *Technology Enhanced Foreign Language Education*

Fan JIANG, CN
Editorial Director of *East Journal of Translation*

Dingfang SHU, CN
Editor-in-chief of *Journal of Foreign Languages*

Ping YANG, CN
Editor-in-chief of *Chinese Translators Journal*

Zhixiang ZHUANG, CN
Editor-in-chief of *Foreign Language World*

10:30-10:45 Coffee break

Session 4   Academic Excellence with Entrepreneurship
Moderated by François MASSION

Translator Competence Revisited in the Context of Sophisticated Market Demands
        Vivian CHENG (Vice President, Beijing International Studies University, CN)

Organizing the CIUTI-Forum: A story of Interdisciplinarity
        Daniela DÖNGES (CPS-Program Coordinator for Palestine/Israel for KURVE
        Wustrow, Centre for Training and Networking in Nonviolent Action, DE)

Some Cultural Reflections on Teaching Chinese-Portuguese Interpretation in Macao
        Lili HAN (Director of School of Languages and Translation, Macao Polytechnic
        Institute, MO)

Implications of US Court Interpreters Act and Its Amendment of 1988 to Court
Interpreting Legislation in China
        Junfeng ZHAO (Director, Centre for Translation Studies, Guangdong University
        of Foreign Studies, CN)

Saturday, October 26th, 2019 13:30-15:00(90 mins)

Session 5   Who is Afraid of Treading New Paths? Innovative Solutions to Ever
        Changing Complex Challenges
Moderated by Ian NEWTON

Interdisciplinary Methods: Using a Community-Based Participatory Approach to
Investigate Machine Translation Literacy
        Lynne BOWKER (Professor, School of Translation and Interpretation, University
        of Ottawa, CA)

Interdisciplinarity and Intradisciplinarity in Translation Studies: Cognition?
        Defeng LI (Professor of Translation Studies and Director of Centre for Studies of
        Translation, Interpreting and Cognition (CSTIC) at University of Macau, CA)

Educational Contest at University Level: Elaborating Academic Programs Aiming at
the Development of Methods of Teaching Legal Translation
        Alessandra FIORAVANTI (Law and Legal Translation Professor at Faculty of
        Translation and Interpretation of Geneva University –Switzerland, CH)

<u>Saturday, October 26th, 2019, 15:10-16:40 (90 mins)</u>

Session 6 Better Preparation for Market Needs
Moderated by Lynne BOWKER

Linguists and the Management of Language Services
> Ian NEWTON (Former Chief Interpreter of the International Labour Organization, Senior Lecturer of University of Geneva, UK)

From Defensive to Assertive: China's Evolving Discourse and Its Positioning for World Leadership
> Xiaoling ZHANG (Chair Professor in Creative Industry, School of International Communications, University of Nottingham Ningbo China, CN)

Intercultural Communication at the Heart of a Translation Quality Assessment Model
> Ana Paulina PEÑA POLLASTRI (Professor of Translation at National University of La Rioja Argentina, AR)

Translation Theory and Practice—Report from the Front Lines: Pedagogy in the Classroom versus Translating in the Work Place
> Curtis EVANS (Associate Professor in the School of English Studies at Shanghai International Studies University, US)

<u>Saturday, October 26th, 2019, 16:40-17:10 (30 mins)</u>

Closing Ceremony & Acknowledgements
Master of Ceremony: Zhengren LI

Concluding Remarks from:
SISU Leadership
Hannelore LEE-JAHNKE (Chair, Interdisciplinary Research Center, GIIT, SISU, CH/DE)
Ailing ZHANG (Dean, GIIT, SISU, CN)

Conference Program Details

<u>Friday, October 25th, 9:00-10:00 (60 mins)</u>

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9:00-9:10 Greetings from SISU Leadership
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9:20-9:35 *T&I Education and T&I Industry: Transformation and Upgrading*
          Youyi HUANG (Director of China National Committee for T&I Education and President of Language Big Data Alliance, CN)
9:35-9:45 Group photo
9:45-9:55 Coffee break

SWISSNEX CHINA IN INTERDISCIPLINARY AND BEYOND

Felix MOESNER

Short bio:
With a PhD in robotics, MBA and MSc from MIT, ETH Zurich and the University of Tokyo, Dr. Felix Moesner acquired professional experiences in governmental, private and academic sectors at swissnex China, swissnex Boston, the Embassy of Switzerland in Tokyo, Credit Suisse Life Insurance Japan, Synpulse, the Kanagawa Academy of Science & Technology, Toshiba Corporation Japan, and Egon Zehnder International Zurich. As Science Consul and CEO of swissnex China, the Science Consulate of Switzerland in China, Felix Moesner supports the mobility of talent, research collaboration and exchange of expertise between Switzerland and Greater China. Besides his broad professional duties, he also founded and currently chairs the Science & Technology Diplomatic Circle Shanghai, actively contributes to SwissCham Shanghai as elected Board Member and to the MIT Club Shanghai as elected Vice President.

T&I EDUCATION AND T&I INDUSTRY: TRANSFORMATION AND UPGRADING

Youyi HUANG

Short bio:
Youyi HUANG is Director of China National Committee for Translation and Interpreting Education; Vice Director of China Academy of Translation; Director of the Expert Committee for China Accreditation Test for Translators and Interpreters (CATTI); President of Language Big Data Alliance. Youyi HUANG is also a member of the national committee of Chinese People's Political Consultative Conference (CPPCC).

First Plenary

Friday, October 25th 10:00-11:00 (60 mins)

Moderated by Meijuan ZHAO

10:00-10:25 *Space to Shape Our Future*
Stéphane BERTHET (Astrophysicist and astronomical scientist; Vice-president of the Swiss Federal Commission for Space Affairs; Vice-Rector, University of Geneva, CH)

10:25-10:50 *InfraRed: More Than Your Eyes Can See*
Haimei GONG (Chief scientist of Shanghai Institute of Technical Physics (SITP) of the Chinese Academy of Sciences; Deputy Director of State Key Laboratories of Transducer Technology, CN)

SPACE TO SHAPE OUR FUTURE

Stéphane BERTHET

Abstract
Space, through its successes and the applications that result from them, is omnipresent in our daily lives. Today, and tomorrow even more so, many human activities (research, training, medicine, environmental protection, agriculture, security, transport, airport management, rescue, communication, etc.) cannot do without spatial data. Space offers humanity the means to meet the societal challenges we face and to answer such fundamental questions as the existence of life in the universe. It constitutes a unique platform for the development of new technologies and knowledge, space applications are currently undergoing a revolution, often referred to as "New Space" to cover all human activities. Through this conference we will address the themes of protecting our planetary environment, exploring our solar system and the secrets of the Universe and finally using space for the benefit of citizens to meet future challenges on Earth. We will thus see how space, with its significant potential for interdisciplinary innovation, is helping to shape our future on Earth.

Keywords: Earth, space, future, societal challenges, innovation

Three key messages:
1. Space as an interdisciplinary sector for taking care of the earth.

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2. Space as an interdisciplinary sector for caring for citizens.

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3. Space as an interdisciplinary sector for acquiring new knowledge and ensuring long-term innovation.

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Short bio:

Dr. Stéphane BERTHET studied physics at the University of Geneva where he obtained his doctorate in astronomy and astrophysics in 1991. Then in 1992, Stéphane Berthet has been working at the federal level as a specialist in matters relating to the space sector, astronomy and thermonuclear fusion within the Swiss Federal Office for Education and Science. In this position, he was responsible for representing Switzerland to various European research organisations such as the European Space Agency (ESA), the European Astronomical Observatory in the Southern Hemisphere (ESO) and the European Fusion Programme (Euratom). In 2001, he was appointed Deputy Director of the Swiss Office for Outer Space Affairs, the federal authority in charge of space affairs and management of Switzerland's participation in ESA. In 2004, he became a member of the Federal Commission for Space Affairs, an advisory body to the Swiss government on space policy. He has been vice-president since 2012. In 2003, he joined the University of Geneva as Secretary General, a position he held until October 2018. Then, as of 1 November 2018, he was appointed Vice-Rector of the University of Geneva in charge of International and Inter-institutional Relations.

INFRARED: MORE THAN YOUR EYES CAN SEE

Haimei GONG

Abstract

Infrared detector technology is widely used in aerospace, space remote sensing, and other fields. This report introduces the basic knowledge of optics and infrared light. Infrared light is also an electromagnetic wave with longer wavelength than visible light. The characteristics of infrared imaging and the difference between infrared imaging and visible light imaging are summarized. Compared with visible light imaging, infrared light imaging has better penetration ability and night vision ability. The basic principle and process of infrared imaging are shown. The development of infrared detector and its application in ground and meteorological satellites are introduced, and the future of infrared technology is prospected.

Key words: Infrared, detector, meteorological satellites, expand horizons

Three key massage：

1. Infrared light is also an electromagnetic wave like the visible light, but has longer wavelength.

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2. Infrared imaging has many advantages over visible light imaging, such as penetration and night vision.

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3. Infrared cameras can see more than our eyes, which has broad application prospects in space, meteorology, safety and other fields.

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Short bio:

Haimei Gong is Professor of Shanghai Institute of Technical Physics, Chinese Academy of Sciences, Deputy Chief of State Key Laboratories of Transducer Technology. He is mainly engaged in the research of detector assembly, anti-radiation mechanism and reliability technology on aerospace infrared sensors, ultraviolet focal plane arrays and other new photo-electric detectors. He served as the chief scientist of the National Key Basic Research Development Plan (973 Plan), and research on the space borne infrared detectors which are used in FY-series meteorological satellites. He also develops the infrared detectors for civil applications.

Session 1

Shapers & Innovators Linguists as Knowledge Creators

<u>Friday, October 25th 11:00-12:00 (60 mins)</u>

Moderated by Zhengren LI

The Fourth Industrial Revolution and Changes in University Education: Hansung University as a Case in Point
> Sang-hann LEE (President of Hansung University, KR)

Intelligence to Translate: between Art and Artificial
> Nikolay GARBOVSKIY (Director, Higher School of Translation and Interpreting, Lomonosov Moscow State University, RU)
> Olga KOSTIKOVA (Vice-director for research and foreign relations, Higher School of Translation and Interpreting, Lomonosov Moscow State University, RU)

Knowledge-aware Terminologies, the New Paradigm in the Field of Terminology Work
> François MASSION (CEO of D.O.G. Dokumentation ohne Grenzen GmbH, DE)

THE FOURTH INDUSTRIAL REVOLUTION AND CHANGES IN UNIVERSITY EDUCATION: HANSUNG UNIVERSITY AS A CASE IN POINT

Sang-hann LEE

Abstract

Universities worldwide are facing many challenges in the middle of 4th Industrial Revolution Era, and it is strategically important for us to review the questions: what kind of education should we provide for students? how we higher education need to change in response to this revolution? Society demands convergence talents with creativity and requires integration of advanced technologies including VR/AR, Big Data, AI and IoT alike into the related industries, universities are hence expected to cultivate talented human resources who can operate these emerging technologies. However, this won't be an easy job given the current higher education system. The writer presents the case of Hansung University in coping with the challenges by renovating its education system to cultivate creative convergence talents. Hansung University has introduced a TRACK System to accommodate the convergence curriculum, which allows the college students to have diverse choices of subjects and improves education quality by competitive mechanism embedded in the operations of TRACKs. Students' aptitude and interest, needs from the society and adaptation strategy need to be considered comprehensively when providing convergence majors to students. Student recruitment mechanisms are also optimized to support the convergence education system. Both students and professors are encouraged to choose more than one major outside the field of studies where their core interest lie in, which is applicable for further adaptation should the majors no longer match their interest.

Key words: 4th Industrial Revolution, Convergence Education, TRACK System

Three Key Messages:
1. Higher education is faced with challenges in the middle of 4th Industrial Revolution Era, and it is required to renovate the current education system.

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2. Hansung University has introduced a TRACK System to accommodate the convergence curriculum.

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3.Creativity and Convergence are intensively encouraged in implementing education for the talented professionals as demanded by the society.

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Short Bio：

Professor Sang-hann LEE serves as the President of Hansung University starting from 2016, and he is also sitting in the Board of Directors, Hansung University Educational Foundation. Since 1989, LEE works as a professor in the Department of Economics of Hansung University after acquiring his Doctor's Degree from State University of New York at Albany, USA, where he acquired his Master's Degree three years earlier in 1986. LEE also served several prominent positions relevant to the governmental affairs in South Korea. For instance, from 2008 to 2014, he was a member of Advisory Committee for Minister of Land, Transport and Maritime Affairs.

INTELLIGENCE TO TRANSLATE: BETWEEN ART AND ARTIFICIAL

Nikolay GARBOVSKIY, Olga KOSTIKOVA

Abstract

Translation is an art based on science that makes technology develop. The modern age is marked by the transition of mankind to a new stage of development and new challenges, which make us reflect on the future of a whole range of different professional activities. Translation is no exception. Today, a new concept, "digital translation", is emerging. It defines a new type of translation technology, a system of network interaction between a translator and digital information and communication tools, artificial intelligence (AI) that aims to improve the efficiency of translation art and the quality of translation products.

First of all, three groups of issues that concern the following areas of knowledge can be examined in this regard: 1) social and economic (the issues of potential social transformations that may have an impact on translation as a profession in the following 20 years); 2) technological (the issues relating to the possible correlations between translation technology and digital information and communication technology in the modern world); 3) pedagogical (the issues concerning translators' training for an efficient digital society operation).

In the digital age, translation represents a complex system of conflicting relations in the "man – the smart machine" binomial. This binomial is a combination of a translator's art and AI technological capabilities, mutual benefit and open antagonism.

The mutual benefit of the relations between man and the machine in this system is apparent. On the one hand, AI that manipulates big data in a trice allows a translator to quickly analyze the largest possible number of solutions to a challenging "specific case" and make his or her own choice motivated by the individual logic of his or her art. On the other hand, every new translation solution to a "specific case" suggested by the translator and stored in the big data cloud in the global information system enriches the system and allows AI to use it in the future to offer new translation solutions.

The antagonism between the machine and man is caused, on the one hand, by growing concern about the future of translation as a human profession, in which AI, being more cost-effective, will try to replace man in all situations of interlanguage communication, and on the other hand, criticism of AI, which is not able to cover the whole system of extralinguistic relations that determine the ingenuity of the art of human choice.

Keywords: Translation activity, Artificial Intelligence, Art of Translation, Digital Era, technological advances, didactics challenges, social and economic issues

Three key messages:

1. Translation activity in the digital age is a complex system of heterogeneous interactions within the "man - smart machine (AI)" tandem. This work system can be defined by a concept named digital translation.

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2. The emergence of digital translation affects three main binomial areas:
  a. Cognitive&technological;
  b. Social&economic;
  c. Psychological& pedagogical;

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3.The digital translation that uses digital technology as part of the creative process aims to improve the efficiency of translation art and the quality of translation products. On the one hand it link up translator's art with AI performances and create a win-win situation, on the other hand it provoke wariness and suspicion.

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Short bio:
Nikolay Garbovskiy is the founder and director of the Higher School of Translation and Interpretation at Lomonosov Moscow State University, Honorable Professor, laureate of the Lomonosov Prize for pedagogical activity (2004), member of Russian Academy of Education, editor-in-chief of the Moscow University Bulletin. Series 22. Science of Translation, member of the Editorial board of Babel – the FIT journal, of Lebende Schprachen (German) and Équivalences (Belgium). He graduated from the Military University of Foreign Languages and received his Higher Doctorate Degree in Philology. An interpreter, a translator and a translator trainer, he is also the author of many articles and books. His main research areas are translation and interpreting theory, methodology and didactics.

Olga Kostikova is currently Associate professor and Vice-Dean for Research & International Relations of the Higher School of Translation and Interpretation Lomonosov Moscow State University. Professor of Russian Academy of Natural History she is graduated from Moscow State University. She has DEA from Paris III - Nouvelle Sorbonne and received her PhD in Translation Theory (2002). Since 1998 she has been working as a lecturer of translation and interpreting at the Lomonosov Moscow State University. Interpreter trainer in French-Russian combination, she also works as a freelance interpreter and translator. She is a member of university expert commission on PhD thesis, member of editorial board of the Moscow University Bulletin. Series 22. Science of Translation Her main research areas are translation and interpreting history, methodology and didactics.

KNOWLEDGE-AWARE TERMINOLOGIES, THE NEW PARADIGM IN THE FIELD OF TERMINOLOGY WORK

François MASSION

Abstract

Terminology is an integral part of the work of translators or interpreters. To a great extent the challenge of translation amounts to understanding the meaning of special terms in a special context and to finding their equivalents in the target language. Until recently, artificial intelligence played no role in terminology work. Most terminology repositories were concept-based, i.e. they managed concepts and gathered all terms used to describe this concept, e.g. "program", "application" or "software" to describe the concept of software. Many terminologies are multilingual. Some years ago, knowledge-based terminology systems made their appearance under various names: "intelligent terminologies", "knowledge-based terminologies", "ontoterminologies" to name a few. They have now become part of the tool landscape. They are more than just a collection of concepts and terms. They connect concepts together via customized relations (such as "Part_Of" or "Influences") and create valuable knowledge. Translators or interpreters can use this knowledge to better identify the usage context of a term and decide on the proper translation. Furthermore, intelligent terminologies can also be used by machines to disambiguate terms in a specific context.

Keywords: Intelligent terminologies, artificial intelligence, meaning.

Three key messages:
1. Intelligent Terminologies connect terms via relations and help understand terms in context.

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2. Building these multilingual terminologies is a new service opportunity for language specialists.

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3. These terminologies can be used by humans and machines as well.

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Short bio:
Francois Massion is Managing Director of D.O.G. Dokumentation ohne Grenzen GmbH. He is a visiting professor at Beijing Foreign Studies University and has a teaching assignment in the field of AI and NLU at Shanghai International Studies University. He is a member of the advisory board of the Deutsches Institut für Terminologie.

Session 2

Artificial Intelligence
A Challenge for Academic& Institutional Stakeholders

<u>Friday, October 25th 13:30-15:00 (90 mins)</u>

Moderated by Gary MASSEY

AI-enabled Translation Gadgets, Friend or Foe
>   Zhengren LI (Executive Dean of Graduate Institute of Interpreting and Translation, Former Chief of the Interpretation Service of Conference Management of the United Nations Office at Geneva, CH)

Challenges Facing Translation in The Arab States
>   Ali A. MOSA (Secretary General – Arabic Language International Council, SAU)

Teaching technologies, AI and Big Wrong Data in T&I through Innovative Research
>   Dicken MINTA (UK Business Director, Televic Education, UK)

Development and Prospect of Machine Simultaneous Interpreting
>   Mingqi CAI (Associate Researcher, Institute of Brain-Intelligence Technology, Zhangjiang Laboratory (BIT, ZJLab), CN)

AL-ENABLED TRANSLATION GADGETS, FRIEND OR FOE

Zhengren LI

Abstract
The speaker is not a scientist but a practitioner. He will focus on some of the concerns from the current and would-be linguists about their job security and prospects, a concern not entirely unfounded. He intends to assure his audience with his personal experience and examples of the niche reserved for the top-notch professionals. He will also invite those who wish to pursue the career path of a linguist to broaden their knowledge scope, focus on the human aspect of the communication and be adaptive. In his opinion, the drive to develop machine translation gadgets is at least partly motivated by the high cost of human translation/interpretation.

Keywords: knowledge base, adaptivity, human aspects, cost

Three key messages:
1. The threat posed to linguists' job security and prospects is real and true.

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2. Language professionals should all the more accumulate more knowledge, focus on the human aspect of the communication and be adaptive.

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3. Machine translation gadgets will continue to reduce cost of human translation/interpretation.

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Short bio:
Zhengren Li is the former Chief of Interpretation Service, United Nations Office at Geneva. He joined the UN translation work in 1984 and went on to accumulate a wealth of practical experience in conference interpreting and conference management. He had sat on the jury of interpreting recruitment exams of the United Nations, of the European Union, and of AIIC certified interpretation graduation exams for many successive years. He is currently the Executive Dean of Graduate Institute of Interpretation and Translation, Shanghai International Studies University.

CHALLENGES FACING TRANSLATION IN THE ARAB STATES

Ali A. MOSA

Abstract

Translation is deeply rooted in the history of the Arabs; mainly in the first six centuries of Islam state. Thanks goes to many nations who became Muslims and made a lot of efforts to promote the Islamic teachings in one hand; and on the other, to transfer their knowledge to Arabic language which was the language of the Islamic state during that time. Many kingdoms and local authorities which were under the administration of the Islamic state made a lot of contributions to translation. Thus, translation was flourished and expanded to cover all parts of the Islamic state, and many translators from the local languages contributed to the field of translation by translating various kind of knowledge from old civilizations to Arabic and vis versa. The Muslims rulers understood the value of knowledge as an important support of the state based on the commands and teaching of Islam. Based on this; they established well known prizes for translators, and built institutions for translation. In the last sixth centuries, Arab states experienced the decline of the Arabic language when the Ottoman took over the Islamic state, and Arabs lost power in many parts of the world mainly in Andalusia (Spain today). Colonialism started to expand until it controls most of the Islamic states' including Arab states. New challenges for Arabic language and translation have taken place because many non-Arab states in various Islamic states have started to use different letters in their languages, or they used other languages instead of Arabic.

Likewise, most of the Arab states experienced colonial control for many years and Arabic language was subject to many problems under the authority of the colonizers. Therefore, translation in about 22 states was not active as it should be. After independence of Arab states from colonial power; new efforts for translation were taking palace, and new schools or departments of translation were established. While there were translators who started on the individual level to translate form Arabic to other language and vice versa. But there are no policies and programs of translations to expand their efforts in in translation from or to Arabic. Many non-Arabs made some contributions to translate some works to their languages from Arabic.

Based on the above, there are many issues and challenges facing translation and translators in the Arab states. One of the most challenging is the absence of translation policies on the states level or on the pan-Arab organizations. Also, the academic departments are facing a lot of difficulties to meet the market demands and fill the gap between Arabic and other languages. At the same time, the translation market is not visible and many of graduates do not inter into the labor market easy. The other issue is the research activities that are not up to the challenges that are facing translation in all level. Finally, there is urgent need to have political well to support translation and encourage translators to involve in a very well-planned program to improve translation to meet the demands on various levels.

Three key messages:

1. History of Arabic translation

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2. Challenges of Arabic translation

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3. The future of Arabic translation

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Short bio:

Ali Mosa graduated from the US and has PhD in international and comparative education studies. During his career he, worked as department chair, dean in the college of education, while he translated work about education in 9 European countries and publish in various journals. He organized tow international conferences in translation with cooperation of fit and CIUTI forum. He is working now as the secretary general of Arabic language international council.

TEACHING TECHNOLOGIES, AI AND BIG WRONG DATA IN T&I THROUGH INNOVATIVE RESEARCH

Dicken MINTA

Abstract

Universities offering a master's program for interpreting require training environments which simulate a professional conference set up, but with a pedagogical approach. A combination of both requirements in one technology solution has always been the challenge.

Since Televic is active in both fields (education and professional conference interpreting solutions), the aim was to create a pedagogical environment for simultaneous conference interpreting which is easy to use, controlled by a teacher, instead of a chairman and without operators. The challenge was to create an environment in which interpreters can learn the skills, do self-practice, be trained, evaluated and tested by using tools for observation, recording, feedback and objective evaluation.

Based on feedback and research, in collaboration with Universities and professional institutions in the field of interpreting and translation, a new generation of solutions that meet these needs, has been built and implemented across many of the leading T&I Schools around the world. Moreover, this has led to innovations in Translation Revision and Big Wrong Data. By following trends in online platforms, remote interpreting and sign language interpreting, our training environments continue to evolve.

Keywords: Technology, Interpreter Training, Interpreter Education, Translation Studies, Translation Revision, Assessment, interpreterQ, translationQ

Three key messages:
1. Working through Industry and Pedagogical Challenges.

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2. Quality Technology for Interpreter Education.

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3. Quality Revision & Assessment for Translation Studies.

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Short bio:
Dicken Minta is the Business Director of Televic Education, Manchester, United Kingdom. Since 2001, Dicken has been central to Televic's activities within the Education sector, covering the UK, Europe, Asia Pacific and the USA. Specifically, within the field of high-technology solutions for Interpreter Training, Translation Studies and Language Education, Dicken has delivered and managed small and large-scale projects within Schools, Colleges and Universities around the world. As a founding member of the renowned 'Talking to the World' project, Dicken continues to collaborate with institutions both commercially and for research on new techniques, trends, and developments within Translation and Interpreter Education.

DEVELOPMENT AND PROSPECT OF
MACHINE SIMULTANEOUS INTERPRETING

Mingqi CAI

Abstract

Simultaneous interpreting is an extremely difficult interlanguage conversion task that is strictly restrained by time. Since the idea of deep learning algorism was raised by Hinton and others in 2006, the systems of speech recognition, machine translation and speech synthesis have achieved significant improvement in performance, and machine simultaneous interpreting integrating these three core technologies has become reality. The talk reviews the development stages of technologies in speech recognition, machine translation and speech synthesis and the progress of machine simultaneous interpreting, and then expect to promote the research and development in brain-like simultaneous interpreting technology in response to the challenges encountered by machine simultaneous interpreting.

Three key messages:

1. Machine simultaneous interpreting has allowed people speaking different languages to realize barrier-free speech communication by integrating technologies in speech recognition, machine translation and speech synthesis.

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2. Machine simultaneous interpreting is currently faced with challenges arising from language ambiguity, data scarcity, information completeness and timeliness.

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3. Research on brain science in simultaneous interpreting process can provide more information for the research and development of Machine simultaneous interpreting technology.

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Short bio:

Mingqi Cai holds a PhD degree in Signal and Information Processing. He is currently working at iFLYTEK, where he is leading research efforts in Tibetan language sound synthesis optimization, in using deep neural network to build multilingual acoustic model to improve the naturalness of language and in building multilingual voice data sharing scheme of eight European languages. He has also published widely in Chinese and international journals.

Session 3

Hard Sciences and Soft Skills

Friday, October 25th 15:10-16:40(90 mins)

Moderated by Hannelore LEE-JAHNKE

Embodied Semantics in a Second Language: Critical Review and Clinical Implications
Jean-Marie ANNONI (Laboratory for Cognitive and Neurological Sciences, Neurology Unit, Department Q7 of Neuroscience and Movement Science, Faculty of Science and Medicine, University of Fribourg, Fribourg, CH)

Up Periscope! From Interdisciplinarity to Transdisciplinarity in Translation Research
Gary MASSEY (Director, IUED Institute of Translation and Interpreting ZHAW Zurich University of Applied Sciences, UK)

Interdisciplinarity as a Key to T&I Quality
Maurizio VIEZZI (CIUTI President, Professor of Simultaneous and Consecutive Interpreting from English into Italian at the University of Trieste, IT)

Multimodal Brain Imaging and Neurolinguistics Research
Hengyi RAO (Executive Director of Key Laboratory of Applied Brain and Cognitive Sciences, SISU, CN)

EMBODIED SEMANTICS IN A SECOND LANGUAGE: CRITICAL REVIEW AND CLINICAL IMPLICATIONS

Jean-Marie ANNONI

Abstract

The role of the sensorimotor system in second language (L2) semantic processing as well as its clinical implications for bilingual patients has hitherto been neglected. We offer an overview of the issues at stake in this under-investigated field, presenting the theoretical and clinical relevance of studying L2 embodiment and reviewing the few studies on this topic. We highlight that (a) the sensorimotor network is involved in L2 processing, and that (b) in most studies, L2 is differently embodied than L1, reflected in a lower degree or in a different pattern of L2 embodiment. Importantly, we outline critical issues to be addressed in order to guide future research. We also delineate the subsequent steps needed to confirm or dismiss the value of language therapeutic approaches based on embodiment theories as a complement of speech and language therapies in adult bilinguals.

Three key messages:

1. The sensorimotor network is involved in L2 processing.

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2. Evidence suggests both an equal or a lesser degree of embodiment in L2 than in L1.

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3. L2 sensorimotor experience could be newly formed or transferred from L1.

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Short bio:

Prof. Dr. Jean-Marie Annoni is Ordinary professor of Neurology, Department of Medicine, University of Fribourg, and Consultant Neurologist at the Fribourg hospital, university of Lausanne and Geneva). I was born in 1956 and grew up in Geneva. I completed my medical studies in Geneva and obtained my Swiss degree in 1981. Subsequently I specialized in neurology, behavioral neurology and neuroscience in several hospitals, in Zurich, Geneva, in the Valais and Saint -Gall, London and Montreal. I later worked as a neurologist at the Geneva and Lausanne hospitals. I am professor of Neurology at the University of Friborg in 2010. My research interest are the bilingual brain and cognitive neurosciences.

UP PERISCOPE! FROM INTERDISCIPLINARITY TO TRANSDISCIPLINARITY IN TRANSLATION RESEARCH

Gary MASSEY

Abstract

Since the beginnings of translation studies and their first systematic mapping by Holmes (1972/2004; Toury 1995), the diverse activities and definitions of the applied branches of translation research share the condition of relevant practical applicability – to the practices, processes and products of translation *per se*, but also to the contexts and settings in which this complex, situated activity occurs. The contexts include education and work, embedded in broader sociotechnical systems and themselves encompassing the specific settings where translation is performed. In order to be properly described and understood, the situated nature of professional translation (cf. Risku 2010, 2014, 2017) suggests that it should be investigated *in situ*. Yet, only recently has workplace-based, organization-oriented research gained impetus in translation studies, with approaches ranging from the cognitive (Hutchins 2010; Risku et al. 2017) to the sociological (Buzelin 2007; Olohan 2017) and ergonomic (Lavault-Olléon 2011, 2016; Teixeira & O'Brien 2017).

The growing momentum of workplace studies is due in part to advances in research tools and practices, but also to the broadening impact of an emerging transdisciplinary paradigm. Far from being a synonym for interdisciplinarity, transdisciplinarity offers a viable framework for (action) research in professional contexts and settings, transcending disciplinary approaches to generating knowledge by bringing together researchers, communities of practice and their organizations in active, collaborative problem-solving directed at real-world issues (cf. Hirsch Hadorn et al. 2008; Stokols 2006). This paper will review how professional processes and practices in the situated sociotechnical contexts of translators' workplaces have been explored and partly explained through transdisciplinary research, with particular reference to cognitive, ergonomic and organizational perspectives. It will address major opportunities and challenges for workplace-based research (e.g. Ehrensberger-Dow 2014; Ehrensberger-Dow & Massey 2017, 2019) and consider the contribution it can, does and will make to the communities of practice and organizations where it takes place.

Keywords: transdisciplinary research, workplace research, action research, translation process research, sociotechnical environment, situatedness, 4E cognition, ergonomics

Three key messages:
1. Interdisciplinarity is not synonymous with transdisciplinarity but its pre-condition.

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2. Transdisciplinarity is active collaborative problem-solving of real-world issues.

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3. The complex situated activity of translation needs transdisciplinary workplace research.

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Short bio:
Gary Massey is Director of the Institute of Translation and Interpreting at Zurich University of Applied Sciences (ZHAW) and former director of its graduate and undergraduate degree programmes in translation and applied languages. His research interests cover translator competence development, translator education, trainer training, translation processes and the interfaces between translation and related fields like organizational communication. He publishes widely, and has recently co-edited the *Bloomsbury Companion to Language Industry Studies* (Bloomsbury Academic, 2020), a special issue (13/3) of the *Interpreter and Translator Trainer* on Training Translator Teachers and a new edition of *Towards Authentic Experiential Learning in Translator Education* (Cambridge Scholars, 2020).

INTERDISCIPLINARITY AS A KEY TO T&I QUALITY

Maurizio VIEZZI

Abstract
The presentation will cover three main points: 1. Translation & Interpreting are by definition interdisciplinary and should be dealt with as such. 2. Interdisciplinarity in research will help achieve a better understanding of the processes and mechanisms of Translation & Interpreting. 3. Interdisciplinarity in training will lead to better translators and interpreters and therefore to improved quality in Translation & Interpreting.

*Keyword*s: T&I practice, T&I research, T&I training

Three key messages:
1. Interdisciplinarity is inherent in T&I.

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2. T&I research must be interdisciplinary.

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3. T&I training and education must be interdisciplinary.

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Short bio:
Maurizio Viezzi is professor of simultaneous and consecutive interpreting from English into Italian at the University of Trieste (Italy), and adjunct professor of Italian translation and interpreting at the University of Turku (Finland). He has published extensively on different aspects of translation and interpreting and lectured in several European and non-European universities. His main research interests are interpretation quality, public service interpreting, and the translation of book and film titles. He was Vice-President of CIUTI (Conférence internationale permanente d'instituts universitaires de traducteurs et interprètes) from 2006 to 2012 and has been President of CIUTI since 2015. He was President of the European Language Council from 2013 to 2015. He is a member of the Editorial Board of Babel and member of the International Scientific Council of the People's Friendship University of Russia. In 2017 he was awarded an Honorary Doctorate in Translatology by Moscow State Linguistic University.

Second Plenary

Round Table Discussion with Publishers of Major T&I Journals

Saturday, October 26th 2019 9:00-10:30 (90 mins)

Moderated by Ailing ZHANG

Frans DE LAET, BE
Editor-in-chief of *Babel*

Nikolay GARBOVSKIY, RU
Editor-in-chief
Вестник Московского университета. Серия 22. Теория перевода

Hannelore LEE-JAHNKE, CH/DE
Co-editor of *Lebende Sprachen*

Jiasheng HU, CN
Editor-in-chief of *Technology Enhanced Foreign Language Education*

Fan JIANG, CN
Editorial Director of *East Journal of Translation*

Dingfang SHU, CN
Editor-in-chief of *Journal of Foreign Languages*

Ping YANG, CN
Editor-in-chief of *Chinese Translators Journal*

Zhixiang ZHUANG, CN
Editor-in-chief of *Foreign Language World*

10:30-10:45 Coffee break

Session 4

Academic Excellence with Entrepreneurship

Saturday, October 26th 2019 10:45-12:15 (90 mins)

Moderated by François MASSION

Translator Competence Revisited in the Context of Sophisticated Market Demands
Vivian CHENG (Vice President, Beijing International Studies University, CN)

Organizing the CIUTI-Forum: A Story of Interdisciplinarity
Daniela DÖNGES (CPS-Program Coordinator for Palestine/Israel for KURVE Wustrow, Centre for Training and Networking in Nonviolent Action, DE)

Some Cultural Reflections on Teaching Chinese-Portuguese Interpretation in Macao
Lili HAN (Director of School of Languages and Translation, Macao Polytechnic Institute, MO)

Implications of US Court Interpreters Act and Its Amendment of 1988 to Court Interpreting Legislation in China
Junfeng ZHAO (Director, Centre for Translation Studies, Guangdong University of Foreign Studies, CN)

TRANSLATOR COMPETENCE REVISITED IN THE CONTEXT OF SOPHISTICATED MARKET DEMANDS

Vivian CHENG

Abstract

As the translation market is getting increasingly diversified and as digital genre is gradually prevailing over paper-based media in communication, user-centered translation is put on the agenda. According to Tytti Suojanen, Kaisa Koskinen and Tiina Tuominen, the two important concepts behind user-centered translation are usability and user experience. Usability refers to the ease with which users can use a product to achieve their goals. User experience emphasizes on the enjoyability of users. While usability focuses on products being learnable or memorable, user experience is a holistic concept encompassing issues such as aesthetics, fun and pleasure. Based on the case study of Ali's international trade site, this research reveals that translators, under the new circumstances, should become more versatile, adaptive, and innovative, providing users with quality translation and enjoyable using experience.

Keywords: translator competence, user-centered translation, digital genre, intercultural competence

Three key messages:
1. As the translation industry is getting increasingly diversified, user-centered translation is put on the agenda.

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2. Intercultural competence, a more dynamic and empathetic mediation competence, is decisive in translation.

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3. Translators should be involved earlier in the chain of production.

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Short bio:
Dr. Vivian CHENG, Professor and Vice President of Beijing International Studies University. Her research interests are translation studies and cross-cultural communication.

ORGANIZING THE CIUTI-FORUM: A STORY OF INTERDISCIPLINARITY

Daniela DÖNGES

Abstract

Translation is more than shifting words from one language into another. Translation requires an in-depth knowledge about the subject and cultures, taking into account different backgrounds and perceptions. Translators therefore are never only translators, they are interdisciplinary and intercultural mediators, who hold responsibility when attempting to translate a content. An interdisciplinary approach therefore has always been a priority in the organization of the annual CIUTI forum. Bringing together academics and experts from various fields has been one of the key elements in every CIUTI Forum and those expert presentations were among the highlights of each conference. Especially in times where artificial intelligence and machine translation is often the focus of interest, this unique, interdisciplinary approach of the CIUTI forum is more important than ever.

Keywords: translators as mediators, interdisciplinary approach, CIUTI forum

Three key messages:
1. Translators are never only translators, they are interdisciplinary and intercultural mediators.

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2. Translation requires significant expertise, not only in terms of technical, but also intercultural knowledge.

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3. CIUTI Forum has been designed to bring together translators and experts in a variety of professional fields.

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Short bio:
Mrs. Daniela Doenges holds a master in specialized translation from the University of Geneva. She has been co-organizer of the annual CIUTI Forum at the UN between 2011 and 2017. She has written a thesis about the role of translators as intercultural mediators. Today she is working as advocacy and outreach coordinator for the German Civil Peace Service, using her translation and communication skills for intercultural communication.

SOME CULTURAL REFLECTIONS ON TEACHING CHINESE-PORTUGUESE INTERPRETATION IN MACAO

Lili HAN

Abstract

This article aims to present some cultural reflections on teaching Chinese-Portuguese interpretation in Macao. Considering the linguistic reality of Macao, Chinese-Portuguese interpreting practice often takes place in relay, through Mandarin or Cantonese as an intermediate, pivot language, which turns out to be Mandarin-Cantonese-Portuguese interpretation (alternate order). This practice of intralingual and interlingual interpreting constitutes cultural communication challenges for interpreters because information is replayed, especially culturally encoded information, while indirect interpretations require greater sensitivity and cultural knowledge of the pivot language interpreter, source language and of the target language. Regarding teaching in the context of Macao, reflecting on these cultural challenges raises two questions for discussion: 1) how to deal with culturally coded information and enhance the cultural sensitivities and knowledge of interpreters; make an intra- and intercultural symbiosis in the teaching of interpretation. With these questions in mind, we seek to find a cultural background in interpretation that will enable future interpreters to equip themselves in a mixed world "in Chinese (Mandarin and Cantonese)" and "in Portuguese".

Keywords: Chinese-Portuguese interpretation, cultural challenges, Intra- and intercultural symbiosis, interpretation teaching.

Three key messages:
1. The linguistic reality in Macau requires new model of Chinese-Portuguese interpretation training.

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2. The Chinese-Cantonese-Portuguese interpretation has its own cultural challenges.

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3. The intra- and intercultural symbiosis is required in interpretation teaching.

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Short bio:

Lili Han, associate professor, director of the School of Languages and Translation of Macao Polytechnic Institute. Visiting Scholar at Cambridge University, Coimbra University, and training instructor for Chinese-Portuguese Interpretation of the DGI (SCIC) of the European Commission. Bachelor's degree from Peking University, Master's degree from Macau University and PhD in Portuguese Language and Culture from the University of Lisbon. Her main works include Luís Gonzaga Gomes – filho da terra, divulgador e tradutor de imagens da China e de Macau (2018), Portuguese Poets of Macau (2009, translation), O Suave Milagre of Eça de Queiroz (2018, translation). Her research areas: interpreting studies, translation studies, cross-cultural studies, foreign language education, etc..

IMPLICATIONS OF US COURT INTERPRETERS ACT AND ITS AMENDMENT OF 1988 TO COURT INTERPRETING LEGISLATION IN CHINA

Junfeng ZHAO, Yan DONG

Abstract
Court interpreting legislation, a vital part of language services industry legislation, protects people's rights, guarantees the due process of law and brings equity and justice. From the perspective of constituents of law, the paper makes a comparative study between the Court Interpreters Act and its amendment of 1988, and probes into improvements of the amendment and reasons behind. By comparing existing rules of court interpreting in China and Court Interpreter Amendments Act of 1988 in the U.S.A., this paper further detects gaps of court interpreting legislation between two countries, elaborates on future constituents of court interpreting law in China and makes suggestions in terms of administrative agency, certification of court interpreters, quality control and modes of interpreting.

Keywords: court interpreting; Court Interpreters Act; Court Interpreter Amendments Act of 1988; legislation

Three key messages:
1. China's language service industry calls for relevant legislation.

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2. T & I service in courtroom scenario being the focus of attention.

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3. Implications from the US C*ourt Interpreter Act* (*1978)* and its *Amendments* in 1988.

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Short bio:
Junfeng ZHAO is PhD in forensic linguistics, Professor and Director of Centre for Translation Studies(CTS), Guangdong University of Foreign Studies (GDUFS), China. He is a supervisor for PhD students at GDUFS, and also appointed as an External PhD Supervisor in the division of Literature and Languages in the Faculty of Arts and Humanities at the University of Stirling, the United Kingdom. He served as the Dean of GDUFS School of Interpreting and Translation Studies (2014-2018). He is currently the Secretary General of China National Committee for Translation and Interpreting Education, which is jointly appointed by the State Council Degrees Office, the Ministry of Human Resources and Social Security, and the Ministry of Education, P. R. China.

Session 5

Who is Afraid of Treading New Paths? Innovative Solutions to Ever Changing Complex Challenges

<u>Saturday, October 26th 2019 13:30-15:00(90 mins)</u>

Moderated by Ian NEWTON

Interdisciplinary Methods: Using a Community-Based Participatory Approach to Investigate Machine Translation Literacy
> Lynne BOWKER (Professor, School of Translation and Interpretation,
> University of Ottawa, CA)

Interdisciplinarity and Intradisciplinarity in Translation Studies: Cognition?
> Defeng LI (Professor of Translation Studies and Director of Centre for Studies of
> Translation, Interpreting and Cognition (CSTIC) at University of Macau，CA)

*Educational Contest at University Level: Elaborating Academic Programs Aiming at
the Development of Methods of Teaching Legal Translation*
> Alessandra FIORAVANTI (Law and Legal Translation Professor at Faculty of
> Translation and Interpretation of Geneva University –Switzerland, CH)

INTERDISCIPLINARY METHODS: USING A COMMUNITY-BASED PARTICIPATORY APPROACH TO INVESTIGATE MACHINE TRANSLATION LITERACY

Lynne BOWKER

Abstract

In the field of population health, researchers have learned that more meaningful research can be carried out if researchers work *with* a community, rather than conducting investigations *on* a community. This approach, referred to as community-based participatory research (CBPR), sees community members become part of the research team while the researchers become engaged in community activities. Although the principles of CBPR were initially developed and are still mainly applied in population health research, they can be adapted and applied in other fields also, including translation and interpretation. A key characteristic of CBPR is that it not only endeavours to increase our understanding of a given phenomenon, but it then goes on to integrate the knowledge gained to improve the quality of life of the community members. This paper will introduce the concept of CBPR and present an example of how this approach was used first to learn more about the machine translation literacy of international students at a Canadian university, and then to design and deliver workshops intended to help them become better users of machine translation in a scholarly context. We present the results of this effort and evaluate the value of the CBPR approach for the project.

Keywords: machine translation literacy, community-based participatory research, interdisciplinary research methods

Three key messages:
1. The academic researcher doesn't always know best: listen to community members and work with them to decide on the research question and methods.

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2. Using a tool critically is a cognitive issue, not just a techno-procedural one. Machine Translation Literacy requires users to think about not only how to use this tool, but first whether, when and why to use it.

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3. Remember to close the loop: don't communicate findings only to academic researchers but prepare a version for the community that will enable them to integrate the knowledge gained.

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Short bio:
Lynne Bowker is Full Professor at the University of Ottawa's School of Translation and Interpretation with a cross-appointment to the School of Information Studies. She teaches and conducts research in the area of translation technologies, and her publications include *Computer-Aided Translation Technology* (University of Ottawa Press, 2002) and *Machine Translation and Global Research* (Emerald Publishing, 2019). She is an editorial board member of the *Interpreter and Translator Trainer* (Routledge), the *International Journal of Corpus Linguistics* (John Benjamins), and the *International Journal of Lexicography* (Oxford University Press). From July to December 2019, she is the researcher-in-residence at Concordia University Library in Montreal, Canada.

INTERDISCIPLINARITY AND INTRADISCIPLINARITY IN TRANSLATION STUDIES: COGNITION?

Defeng LI

Abstract

Translation Studies has long been argued to have established itself as an independent discipline (e.g. Munday 2000) and has also taken pride in its interdisciplinary research approaches almost from the days of the linguistic translation theories but particularly since the rise of the Descriptive Translation Studies in the 1970s. This presentation takes issues with this assertion and proposes that the fast rising neuro-cognitive investigation of translation and interpreting processes, exemplified with a series of such studies conducted at the Centre for Studies of Translation, Interpreting and Cognition (CSTIC) of University of Macau, may be instrumental in enhancing the interdisciplinarity (and intradisciplinarity) of translation studies and in turn enabling translation studies to be truly recognized by the academia beyond the translation studies community as an independent discipline.

Keywords: translation studies, interdisciplinarity and intradisciplinarity, cognition

Three key messages:
1. Translation Studies has yet to be recognized by the academia beyond the translation studies community as a true independent discipline.

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2. Core Translation Studies theories and research methods are essential in the process.

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3. Neuro-cognitive investigation of translation and interpreting processes can be instrumental in this attempt.

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Short bio:
Defeng LI is Professor of Translation Studies and Director of Centre for Studies of Translation, Interpreting and Cognition (CSTIC) at University of Macau. Previously, he taught translation studies at SOAS, University of London and the Chinese University of Hong Kong. He takes a keen interest in Translation and Interpreting Process Research, Corpus-Assisted Translation Studies, Empirical Research Methods in Translation Studies, and Professional Translation, as well as Second Language Education. He is President of World Interpreter and Translator Training Association (WITTA) and General Editor of Springer New Frontiers in Translation Studies.

EDUCATIONAL CONTEST AT UNIVERSITY GRADE: ELABORATING ACADEMIC PROGRAMS AIMING AT THE DEVELOPMENT OF METHODS OF TEACHING LEGAL TRANSLATION

Alessandra FIORAVANTI

Abstract

The paper starts by giving a short overview of what legal translation entails today and how it is trained in Western countries under civil and common law systems. Then it will take a focused look on legal translation from and beyond international organizations. In particular, which kind of training should be provided and for which skills. Didactically, given the take-up of competency-based training and assessment, trainers should play a key role in training future legal translators and interpreters and they should be fully aware of the methods that can be utilized to carry out specific research in legal translation. Ultimately, the paper will take a look at the current use of translation tools in legal translation and tries to predict what future may hold for the profession.

Keywords: legal translation teaching at university, interdisciplinary studies, multilingual law, translation tools used to enhance human partnership, specific educational goals

Three Take-aways:
1. Legal translation requires knowledge of legal language and legal principles of law;

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2. Legal translation requires multilingual legal basic knowledges related to the specific legal branch from which the document to be translated is generated;

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3. Legal translation also involves use of technologies
   a) for information legal mining
   b) to speed up translation (not only to perform legal translation), including automatic speech recognition (ASR);

Short bio:
Alessandra Fioravanti has been teaching at Geneva University since 1992 and has served as Chargée d'enseignement at the university since 1993 in the fields of Introduction to Law for BA and MA studies for Italian mother tongue students; Comparative Law; Criminal and civil judicial translation from English to Italian and legal research (for translation purposes) using Internet. She is specialized in the translation/revision from English and French into Italian of civil and criminal law documents using the terminology and expressions found in the legal systems of Italy, Switzerland and the European Union.

Session 6

Better preparation for market needs

Saturday, October 26th, 2019, 15:10-16:30 (90 mins)

Moderated by Lynne BOWKER

Linguists and the Management of Language Services
    Ian NEWTON (Former Chief Interpreter of the International Labour Organization, Senior Lecturer of University of Geneva, UK)

From Defensive to Assertive: China's Evolving Discourse and Its Positioning for World Leadership
    Xiaoling ZHANG (Chair Professor in Creative Industry, School of International Communications, University of Nottingham Ningbo China, CN)

Intercultural Communication at the Heart of a Translation Quality Assessment Model
    Ana Paulina PEÑA POLLASTRI (Professor of Translation at National University of La Rioja Argentina, AR)

Translation Theory and Practice—Report from the Front Lines: Pedagogy in the Classroom Versus Translating in the Work Place
    Curtis EVANS (Associate Professor in the School of English Studies at Shanghai International Studies University, US)

LINGUISTS AND THE MANAGEMENT OF LANGUAGE SERVICES

Ian NEWTON

Abstract
As front-line essential services, language services require effective management. When appointing language service managers, organizations are frequently at a loss to know what the ideal profile of the most effective manager is. Should they select a senior linguist, or a non-linguist with general management experience? What are the advantages and disadvantages of both profiles? What are the professional, human resource and technological factors involved in this field? Will technology result in the shrinkage of the human dimension? What are the change-management challenges and are we prepared for them? Is it time to establish a proper discipline of language service manager? What professional training would this imply, and is there a critical mass?

Keywords: Language services, management, interpretation, human resources, technology, professional authority, training

Three key messages:
1. The aptitudes of language professionals for management responsibilities.

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2. The human dimension in language service management.

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3. The content of management training.

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Short bio:
Ian Newton holds an MA in Modern and Mediaeval Languages (German, Russian) from the University of Cambridge. He trained as a conference interpreter at the European Commission in Brussels in 1977 and then served there as a staff interpreter. Subsequently, he established his professional domicile in Geneva, working as a free-lance interpreter, mainly in the United Nations system. In 1990, he joined the staff of the International Labour Office as a staff interpreter. He moved on to various management positions within the ILO, in conference organization, documentation and publications. In 2010, he was appointed ILO Chief Interpreter. He has lectured in conference interpretation at the University of Geneva since 1991.

FROM DEFENSIVE TO ASSERTIVE: CHINA'S EVOLVING DISCOURSE AND ITS POSITIONING FOR WORLD LEADERSHIP

Xiaoling ZHANG

Abstract
This talk examines China's official media discourse in three different periods in order to find out how China sees itself in three different periods -- 2012, 2015 and 2018-2019. It will start with introducing the media development and its role in China within the context of China's growing political, economic and cultural influence. It will then move on to the international opinion environment within which China has risen, and finally it will reveal how China sees itself in the new world order through the examination and analysis of China's national level state media.

Keywords: defensive; assertive; evolving discourse; role; leadership; opinion environment

Three key messages:
1. Understand the transformation of the media industry and its role in China.

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2. Understand the changing international opinion environment for China.

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3. Understand China's evolving discourse on its place in the new world order.

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Short bio:
Dr. Xiaoling Zhang is a Chair Professor in the School of International Communication, University of Nottingham, Ningbo China. Before she joined Nottingham's China campus, she worked in the School of Politics and International Relations at Nottingham's UK campus. Xiaoling Zhang has published widely on China's political communication, the transformation of China' media, culture and society, and China's development and conduct of public diplomacy for the generation of soft power.

INTERCULTURAL COMMUNICATION AT THE HEART OF A TRANSLATION QUALITY ASSESSMENT MODEL

Ana Paulina PEÑA POLLASTRI

Abstract

Effective communication is crucial in a globalized communication technology-driven world. Translation and communication disciplines find a meeting point in the field of Intercultural Communication, which is defined as the study of communication between individuals from different cultural backgrounds. Translation having been described as an interlinguistic and intercultural enterprise, quality translation products are assumed to include not only a suitable linguistic format but also a cross-cultural component carefully thought out by expert translators. Fully aware of their responsibility in developing translator-to-be intercultural communication competence, higher education institutions committed to professional translator training have made their contributions for their graduates to become expert translators producing quality translations. Two such proposals are analyzed to discern whether a traditional general approach effectively takes account of relevant intercultural components identified in a more recent study. At the outset, Lee-Jahnke's 2001 comprehensive translation quality assessment model is explored to find out the extent and manner in which intercultural matters are taken in, thus making the evaluation tool suitable for academic and field work assessment. Then, PICT's 2012 specific intercultural competence framework, developed as part of European Union-funded "Promoting Intercultural Competence in Translators" project, is reviewed to identify specific intercultural competence fields and show their degree of correspondence with relevant sections in the general assessment model and its adequacy for judging translation quality.

Keywords: intercultural communication, translation quality, intercultural competence

Three key messages:
1. Translation is an interlinguistic and intercultural enterprise.

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2. Intercultural Communication is the study of communication between individuals from different cultural backgrounds.

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3. A comprehensive translation quality assessment model includes intercultural matters, which makes the evaluation tool suitable for academic and field work assessment.

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Short bio:
Ana Paulina Peña Pollastri is a certified public translator graduated at the National University of Cordoba, Argentina and a MA in Linguistics graduated at Ohio University, Athens, OH, USA. Both at her private translation bureau and her English Syntax and English-Spanish Contrastive Analysis courses at La Rioja University, she has been involved in solving intercultural problems linked to linguistic interaction. At the university, she has worked intensively in international relations, both at home (Rector's Office executive official) and overseas (Universities of Geneva, Manchester, Trondheim, Athens OH, Ludwigshafen among others). She has been a Fulbright scholar at Ohio University to undergo graduate studies and a Coimbra scholar at University of Geneva to carry out translation programme related research. She feels bound to her own culture and enjoys getting acquainted with that of others.

TRANSLATION THEORY AND PRACTICE—REPORT FROM THE FRONT LINES: PEDAGOGY IN THE CLASSROOM VERSUS TRANSLATING IN THE WORK PLACE

Curtis EVANS

Abstract
This talk from personal experience will discuss teaching translation theory and skills to university students and contrast it with actually working part-time as a translator in a corporate setting. How do these two different pursuits inform each other and what are their major differences? When theory and practice clash with each other, how are they harmonized? Does working in a translation company make one a better translation teacher, and does being a translation teacher make one a better translator? What insights drawn from this experience can help students transition into the workplace after being graduated? These and similar questions, including questions from the audience, will be explored and conclusions drawn.

Keywords: translation teaching practice, work practice, theories, transition

Three key messages:
1. Comparison and influence between classroom teaching versus. real practice.

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2. Harmonization of theory and practice.

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3. How to help student transition into the workplace.

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Short bio:
Curtis Evans is an Associate Professor in the School of English Studies at Shanghai International Studies University, where he teaches translation, writing, and cinema courses. He is from the United States, where he majored in history and was graduated from Columbia and Harvard universities. A student of modern and classical Chinese languages and Chinese history, philosophy, and culture, he has translated into English a number of Chinese books on history and culture. Finally, he enjoys teaching translation theory and skills to students and working as a translator.

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