Faculty of Arts

Matej Bel University in Banská Bystrica

Translation, Interpreting and Culture:
Old Dogmas, New Approaches (?)

Book of Abstracts

EDITED BY IGOR TYŠŠ & ANITA HUŤKOVÁ & EVA HÖHN

Translation, Interpreting and Culture: Old Dogmas, New Approaches (?)

Nitra, Slovakia, September 26-28, 2018

Organized by

- Faculty of Arts, Constantine the Philosopher University, Nitra, Slovakia
- Faculty of Arts, Matej Bel University, Banská Bystrica, Slovakia
- Faculty of Arts, Comenius University, Bratislava, Slovakia
- Faculty of Arts, University of Prešov, Prešov, Slovakia
- The Institute of World Literature, Slovak Academy of Sciences, Bratislava, Slovakia

Banská Bystrica 2018

Title: **Translation, Interpreting and Culture: Old Dogmas, New Approaches (?)**

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Publisher: Matej Bel University in Banská Bystrica, Faculty of Arts

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About the Conference

Translation studies. Turns. U-turns. Re-turns. Post Translation Studies. History. Ivory Towers. Practice. Teaching. Translation. Interpreting. Audiovisual Translation. Media Accessibility. Methodology. Technology… Translation Studies have grown so exponentially and have developed so many branches and sub-branches, disciplines and sub-disciplines that it has become virtually impossible to follow the current development in the once rather "closed" field with quite clear methodology mainly based on Descriptive TS and quite a limited number of scholars interested in such research. The rapid development of the discipline can surely serve as a model academic success story. The four decades since it was properly named have seen both an enormous growth of infrastructure with the establishment of countless TS research and university bodies, journals, associations, etc. and productive advancement of its branches and subsequent diversification of the field. However, the very speed with which TS was built, has resulted in the fact that approaches or, to borrow from Snell-Hornby, paradigms and viewpoints, connected with various stages of the establishment of the discipline from the field-defensive stances to the voices confidently opening the discipline towards post-translation studies, co-exist. The challenge the discipline is facing today is an ontological one – TS needs to redefine itself in order to account for the changes in the research and development sector in its complex relationship with the world. What to keep and what to throw away? Where to open the boundaries and where to keep them closed? Is a contemporary adaptation of old concepts possible? Is it desirable? Is the concept of translation studies as one discipline sustainable or should we talk about several disciplines, homonymously named translation studies? Should the various regional variations be taken into account or do we want to adhere to a universal concept? The conference would like to address these and related questions from various standpoints by bringing together scholars focused on different paradigms and confront them with practicing translators and interpreters, who keep asking why. The goal of the conference is to map the status quo in the field in order to see how new approaches address the needs of changing societies and what the main barriers for practice and research in the field are. Modi operandi of the previous decades do not suffice anymore, or do they?

Topics of the conference:

- Audiovisual Translation and Media Accessibility
- Social and Professional Status of Translators and Interpreters
- Translation History and Translation Criticism
- New Challenges in Interpreting Practice and Research
- Literary Translation in the Digital Era
- Interpretation of Literary Texts in Changing Contexts
- On the margins. Translation and interpretation of texts that transcend genre, text type and media borders
- Professional Translation
- Current Developments in Corpus-Based Translation Studies
- Potential and Limits in Machine Translation and Computer-Aided Translation
- Innovative Teaching Methods in Translation and Interpreting
- Identity and Hybridity of Translators, Translations and Translation Studies

Keynote Speakers

Edwin Gentzler: TS for the Next Generation

University of Massachusetts Amherst

Edwin Gentzler is an Emeritus Professor of Comparative Literature and served for many years as Director of the Translation Center at the University of Massachusetts Amherst. He is the author of *Translation and Rewriting in the Age of Post-Translation Studies* (Routledge, 2017), *Translation and Identity in the Americas* (Routledge, 2008), and *Contemporary Translation Theories* (Multilingual Matters 2001; Routledge, 1993), which has been translated into Italian, Portuguese, Bulgarian, Arabic, Persian, Chinese, and Greek. He is the co-editor (with Maria Tymoczko) of *Translation and Power* (University of Massachusetts Press, 2002). He served on the executive committee for the Nida Institute and was one of the co-founders of ATISA (American Translation and Interpreting Studies Association). He was co-editor (with Susan Bassnett) of the "Topics in Translation" Series for Multilingual Matters, editing over twenty volumes.

Translation studies is changing as we speak, and new trends indicate a new wave of translators doing increasingly remarkable things with translated texts: copying, pasting, paraphrasing, twisting, warping, plagarizing, imitating, and reinventing. Some of these trends are made possible by new technologies; others have to do with changing ethics. Translation studies scholars traditionally study texts that are called translations in the receiving cultures. But translational elements today are incorporated into so many other "texts" which are not called translation at all that the field has to rethink its disciplinary foundations.

This talk looks at a pre-Translation Studies period (i. e. before 1976) in which literary, creative, and semiotic aspects were included in research paradigms and post-Translation studies period which tend to include a wider range of translational elements found in non-translational texts, such as fiction, film, art, versions, adaptations, and sequels. This presentation builds on work done by Jakobson, Levý, Popovič and Miko during the 1960s and 1970s and then looks at post-translation investigations by scholars such as Siri Nergaard, Chandrani Chatterjee, Sherry Simon, Michael Cronin, Vicente Rafael, and others.

Andrew Chesterman: Empirical research in TS: a SWOT analysis

University of Helsinki

Andrew Chesterman was born in England but moved to Finland in 1968 and has been based there ever since, mainly at the University of Helsinki, where his main subjects have been English and translation theory. In 2010 he retired from his post as professor of multilingual communication, but continues to be active in Translation Studies, refereeing, writing, and giving occasional lectures. His main research interests have been in contrastive analysis; translation theory, translation norms, universals, and ethics; and research methodology. He was CETRA Professor in 1999 (Catholic University of Leuven), and has an honorary doctorate from the Copenhagen Business School.

Main books: *On Definiteness* (1991, CUP); *Memes of Translation* (1997, Benjamins; revised edition 2016); *Contrastive Functional Analysis* (1998, Benjamins); with Emma Wagner: *Can Theory Help Translators? A Dialogue between the Ivory Tower and the Wordface* (2002, St. Jerome Publishing); and with Jenny Williams: *The Map. A Beginners' Guide to Doing Research in Translation Studies* (2002, St. Jerome Publishing). A selection of papers was published as *Reflections on Translation Theory. Selected papers 1993–2014* (2017, Benjamins).

I offer a SWOT analysis of the current state of empirical research in Translation Studies, looking at some of its strengths, weaknesses, opportunities and threats. The topic stems from some work in the philosophy of science (Popper, von Wright, Føllesdal) and relates to recent debates in TS concerning the split in our field between empirical and non-empirical (e.g. postmodern) approaches. I will be referring to work by, among others, Arrojo, Bennett, Delabastita and Pym.

Daniel Gile: A plea for TIS as a full-fledged institutionalized disciplinary node

Université Sorbonne Nouvelle, Paris

Daniel Gile is a former mathematician who later gained a PhD in Japanese (1984) and a PhD in linguistics (1989). In his research he explores issues of information transfer during simultaneous interpreting, the didactics of translation and interpreting, and the cognitive processes employed during conference interpreting. Throughout his career he has published more than 250 papers and books, among which is the immensely influential *Basic Concepts and Models for Interpreter and Translator Training* (1995). Some of his most referenced theories are the effort models and the gravitational model for interpreting. He has been a professor at several universities in France and Belgium and is currently professor emeritus at the Université Sorbonne Nouvelle in Paris. For six years he was president of the European Society for Translation Studies, where he is still a member of the advisory board. He was made an honorary professor at Shanghai International Studies University, a guest professor at Guangdong University of Foreign Studies (2008-2011) and an honorary member of the Japan Association for Interpreting and Translation Studies. He is the editor of the *CIRIN Bulletin*, associate editor of *Interpreting* and member of the editorial board of *Target* (published by John Benjamins), as well as a member of the editorial boards of other several journals of translation and/or interpreting studies. He has also pursued a career as a scientific and technical translator and conference interpreter.

The academic field of Translation and Interpreting Studies (TIS) has gradually crystallized as the product of converging evolutions from distinct traditions: several linguistic traditions, a comparative literature tradition with strong input from sociology, a cognitive-psychological tradition, a didactic tradition for translation, separate didactic traditions for spoken language conference interpreting and for signed language interpreting. Over 5 decades, interfaces developed between these traditions, with further disciplinary input from fields such as historiography, cultural studies, gesture studies, communication studies, and philosophy, to name just a few. It will be argued that what brought them together in a 'disciplinary node' which is a social reality even if it is not yet recognized institutionally in all countries are two factors: one is the centrality of the translator's/interpreter's persona and action in TIS research, as opposed to language per se, communication per se, cognitive processes per se etc. This is why automatic translation, lexicology and terminology have remained

relatively marginal in TIS; the other is increasing recognition of the relevance of multiple aspects, including linguistic, cultural, social and cognitive factors when exploring translation and interpreting. Evolving technology helps in this respect, as it now provides tools to capture, store and better analyze information from various translation and interpreting modalities and makes it possible to triangulate and conduct cross-modality comparisons. While some studies conducted within TIS could well be fully integrated into other disciplines, such as linguistics, cognitive science, historiography or sociology, it will be argued that the focus on the human translator and interpreter, with their strategic behavior and specific environmental constraints, will continue to be a more powerful and sustainable source of inspiration for further exploration of translation and interpreting and a richer one than the environment of any single cognate discipline. TIS may be an 'interdiscipline', but it is highly desirable that it preserve its identity as a distinct disciplinary node, and further that it gain institutional status within national and international academic institutions.

Sessions

Jakub Absolon: Comparison of different methodologies used in the online training of translators and post-editors

Constantine the Philosopher University in Nitra, Slovakia

In our presentation we are going to compare three different methods of online teaching: webinar, one-to-one online tuition and self-paced online exercises used in the preparation of modern translators ready to compete on the 21st century translation market. The teaching tips presented are based on practical experience from teaching university students of translation studies and the development courses for acommercial translation company. New emerging technologies are very often driven by the marketing power of companies developing and selling the applications in question. Each of us experienced dozens of fantastic features available in teaching software and applications. Unfortunately, we are not able to use all of them, like most of us do not use all the different features of our cameras. The core skill for the online educator is to find a balance between our needs and technology/technical abilities. The key is the methodology.

In our presentation we would like to present three different methods:

1. Self-paced online exercises – we use them for the specific preparation of Post-editors of Machine Translation. Here we will focus on the methodology of the split principle which we use to target competencies vital for excellent posteditors and to speed up the process of learning.

2. Webinars – we use them in development courses intended to teach theoretical materials or new features available in software e.g. style guides, terminology resources. We will compare webinars with on-site presentations.

3. One-to-one online training – we use it for distance training of Computer Aided Translation tools. We compare online training with on-site training.

The first mentioned PEMT course will be given the most attention because, due to the still improving machine translation quality, this is will be a pressing issue in the future and there is a need for effective online course available globally. The presented course has been developed as an outcome of cooperation between the Department of

Translation Studies at Faculty of Arts, Constantine the Philosopher University in Nitra and ASAP-translation.com, a translation company. It is designed to help students of translation studies, novice translators and translation professionals to deal with challenges of the future translation market.

Abdalati M Ali: Lexical and Semantic problems in translating the Quran

University of Chester, UK

Translating the classical Arabic of the Quran into English poses significant challenges for translators, as this sacred text possesses some unique linguistic features and lexical complexities. This study examines some lexical and semantic problems facing translators attempting to render the Quran into English. It is argued that literal translation may sometimes deform the implicit meaning of lexical items, in particular collocations, metaphors, and polysemous words in the Quran, meaning that free translation is a more suitable approach when translating implicit meaning.

This study adopts Nord's model of text analysis in translation (2005) to compare the strategies used by three translators in rendering a sample of lexical items, collocations, metaphors, and polysemous words in the Quran into English, and to evaluate their respective degree of success. Selected extracts from three translations of the Quran by Abdullah Ali (2002), Muhammad Pickthall (2014), and Al-Hilali and Khan (1996) will be compared. In addition, Quranic exegetical books by Ibn Kathir (1300-1373), Al-Qurtubi (1214-1273), and Al-Tabari (839-923) will be consulted when gauging the degree of accuracy achieved by the three translators and identifying the advantages and disadvantages of their different approaches in conveying the message of the source text. The conclusion of the study has revealed that the translators faced difficulties in rendering some lexical items, collocations, metaphors, and polysemous words in the Quran. The research recommends translators to a void a literal translation method and should be aware of the classical Arabic language of the Quran in order to be able to convey the message informatively to the target audience.

Mehtap Aral: The Relationship between Emotional Intelligence and Interpreting Profession in the Context of Turkish Conference Interpreters

Kırıkkale University, Turkey

Multidisciplinarity enables us to examine the interpreting profession from different points of view and through different approaches. Emotional intelligence, a sub-branch of psychology, can be related to interpreting in this context, as interpreting necessitates affective skills, such as understanding the speaker's and the audience's intention and emotions in non-verbal communication, controlling their emotional reactions like stress and tension in the decision-making process or expressing their feelings and thoughts to a large variety of clients, in addition to linguistic competence, cultural background as well as background information about the field and terminology. Hubscherin-Davidson (2013) states that emotional intelligence, which includes these skills, could help the researchers understand how translators and interpreters operate and cope with these related issues. The study aims at identifying the emotional intelligence levels of Turkish conference interpreters and determining the relationship between their emotional intelligence levels and some of their personal and professional characteristics such as age, experience, educational level, training, workload per year, and subject field selection for interpreting. The participants of this study are 30 conference interpreters in Turkey. The data obtained from the participants through the Turkish adaptation of Bar-on's emotional intelligence inventory is analyzed through parametric tests in the SPSS software. According to the findings, more than 90% of the conference interpreters have a high level of emotional intelligence. Moreover, there is a significant relationship between their emotional intelligence and their workload per year and subject field selection for interpreting. It can be concluded that these factors influence their level of emotional intelligence or vice versa, and a high level of emotional intelligence may be one of the competences for the interpreting profession.

Keywords: interpreting, emotional intelligence, Bar-on emotional quotient inventory, conference interpreters.

Edin Badić: The analysis of paratexts in the (re)translations of *Oliver Twist* into Croatian

University of Zadar, Croatia

Translation history has in recent years attracted considerable academic interest around the world. However, research on retranslations in children's literature in Croatia and its correlation with any of Pym's four principles (1998) central to investigating translation history, i.e. attention to causation, a focus on the human translator, a hypothesis projecting intercultural belonging, and the priority of the present, is still in its infancy. The aim of the present study is to examine paratextual elements in the Croatian (re)translations of Charles Dickens' classic social novel *Oliver Twist; or, The Parish Boy's Progress* (1837-39), published in many reprints and editions in Croatia. In other words, supplementary verbal and non-verbal material accompanying the (re)translations (such as forewords, afterwords, footnotes, acknowledgements, illustrations etc.) will be analyzed and discussed in detail, bearing in mind that the narrative structure of a translation, *inter alia*, may be affected by the translator's voice (Schiavi 1996). In this study, we will explore the presence of the translators' voices in the (re)translations of *Oliver Twist*, and how this (in)audibility, conditioned by differing socio-cultural contexts, might have affected the reading and interpretation of the novel that has been on the reading lists for Croatian primary schoolers ever since the early 1950s. The results of this study are expected to contribute to a greater understanding of Croatian translation history, shedding light on different approaches to translating children's literature and the effects such translation practices may have had on the target readership.

Keywords: paratexts, retranslations, Croatian translation history, children's literature, translator's voice

Marianna Bachledová: Translated Fiction: Ideology in Slovak Paratexts 1968 – 1989

Matej Bel University, Banská Bystrica, Slovakia

The period between 1968 and 1989 in Czechoslovakia is known as the period of normalisation. It was characterised by specific conditions affected by restricted freedom and politisation of the public life and culture. The aim of the paper is to introduce the historic and social context and use it to interpret the results of research focused on the ideological discourse analysis of paratexts (forewords and afterwords) accompanying the translated works created within the Slovak publishing houses.

The socialist political control of the cultural life in Czechoslovakia resulted in persecution of art representatives, including translators, who expressed their disagreement with the imposed ideological rules or otherwise failed to act in line with the political expectations. This gave rise to a phenomenon known as "the coverers" – a system of fake names and borrowed identities under which the "forbidden" translators continued to perform their work in secret.

The collection of contemporary paratexts represents a valuable source of information about the way the political structures attempted to control the public opinion on the Western world through the repetitive use of specific statements, imagery and themes in order to enhance the socialist simulacrum.

The historical research follows the works of Ľ. Pliešovská (2016) and I. Tyšš (2017) and fills in certain blanks in the picture of the publishing activities during "real socialism". The material research is complemented by translators' testimonies collected by Czech and Slovak translation history researchers. The ideological discourse analysis method was developed based on Teun Van Dijk's works (2006) and it can be employed in the analysis of different texts to detect the ideological discourse elements and, if needed, even quantify them.

Mária Bakti: The development of in-process interpreting skills in a Master's program in interpreting: Evidence from content analysis, trainers' assessment and user feedback

University of Szeged, Hungary

Interpreter competence and the skills required for interpreting have received limited research attention in Interpreting Studies to date (Grbić and Pöchhacker 2015).

Albl-Mikasa defines interpreter competence as "a general term for everything an interpreter needs to know and be able to do to perform a professional task" (Albl-Mikasa 2013:19); her process- and experience based model of interpreter competence (2013) comprises five groups of skills, where skills are grouped in relation to the interpreting assignment. In her model, *in-process skills* include comprehensions skills, transfer skills, and productions skills.

The aim of the research reported here is to investigate the development of in-process interpreting skills, more precisely the production skills of trainee interpreters based on data from recordings made at the end of the second, third and the fourth semesters of their studies of their short consecutive interpreting from English into Hungarian.

The research question is how the development of in-process interpreting skills is mirrored in the results of the content analysis of the target language texts, the trainers' assessment of the target texts, and the feedback from the target audience.

The target language output of eight interpreter trainees is analysed; 24 texts of similar length and topic are compared.

Preliminary results indicate that trainers' assessment and content analysis reflect the development of production skills better than audience feedback.

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Tomáš Bánik: Machine translation error analysis

Constantine the Philosopher University in Nitra, Slovakia

The aim of this paper is to analyse machine translation errors in the translation of technical texts from the German language to the Slovak language. The emphasis is on pointing out the linguistic differences between Slovak and German causing problems in the process of the machine translation. User manuals for several products were chosen as a subject of the analysis. We start our analysis with a method of syntactic analysis of individual sentences in the source and target texts, while evaluating the equivalency of functional units and their morphological performance in the target language. The typological differences between languages often cause problems in machine translation. This paper is based on fact that the German language is partially isolated, polysynthetic and introflective, while the Slovak language is flective. The word's syntactic position expressed by the grammatical case is signalized by a variable suffix in the Slovak language. On the contrary, in the German language, the grammatical case is expressed in the article. In the Slovak language (and other Slavic languages), grammatical agreement between the subject and the predicate (congruence) is very important. Is a machine capable to use the word form correctly? Is it capable to identify the syntactic positions (subject, object) correctly? This was the core question preceding our research. The analysis of translated texts shows that this challenge is handled by the machine relatively correctly because the machine has access not only to a corpus in the language of the original (German, in our case), but also to the text corpus in the target language (Slovak). Although the translation machine does not know grammatical rules, it relatively correctly formulates target texts based on probability. German compound words, more difficult complex sentences with passive constructions (typical for the German language) turned up to be the principal problems. Correctness of the Slovak grammatical word forms is a very frequent problem in target texts.

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Klaudia Bednárová-Gibová: A cognitive-affective enquiry into translators' happiness at work: The case study of Slovak sworn and institutional translators

University of Prešov, Slovakia

In line with Translat*or* Studies and its accompanying sociological viewpoint, the topic of this paper – the translator's happiness at work – is beginning to attract academic attention with new interdisciplinary impulses from sociology, psychology and identity studies. This contribution is part of our longitudinal undertaking aimed at investigating Slovak translators' work-related happiness in various microhabituses subsuming sworn, institutional, literary, company translators and freelancers. Nowadays the (semi)profession of the translator arouses ambivalent feelings and it could be objected that happiness issues offer only a breeding ground for speculative and indefinite conclusions. Over the past decades, however, they became a research focus in social sciences and recently they have started to offer a new research potential for Translator Studies. The paper is a follow-up to correlational research into happiness at work and translators' occupational prestige parameters reported on elsewhere (Bednárová-Gibová and Madoš 2018). This paper aims to compare the perception of happiness at work in Slovak sworn and institutional translators based on Veenhoven´s framework (2015). The paper also sets out to identify and compare the translators' feelings, which contribute to either positive or negative frame of mind, using the IWP multi-affect questionnaire. The results of this study shed a fresh light on the psychological and emotional facets of the selected translators' habituses using methodological procedures from affective translation studies. A quantitative enquiry into the selected translators' habituses offers research stimuli for comparison with other translation segments within our research-in-progress and translators at a supranational level. The cognitive-affective research in the Slovak social space enhances the investigations into translators' happiness at work by an analysis of the specificities of a minor socio-psychological identity.

Key words: happiness at work, Slovak social space, sworn translator, institutional translator, Veenhoven´s framework of happiness, IWP multi-affect questionnaire.

Katarína Bednárová: On the lexikography and historiography of literary translation

Institute of World Literature, Slovak Academy of Sciences & Comenius University, Bratislava, Slovakia

The proposed article traces the research of the Slovak 20th century translation space which lead to the publication of a very specific lexicographical work – the 2-volume *Dictionary of Slovak Literary Translators of the 20th century* (Institute of World Literature SAS, Bratislava, 2015, 2017; later on as "the Dictionary"). The aim of the article is to analyze the various layers of the relation between the lexicography and the historiography of literary translation.

In the first part the article comments on the research of translation in the Slovak cultural space reflected by various kinds dictionary-like publications (lists of translators, lexicons of writers, biographical dictionaries, lexicons of notable personalities) and literary history sources (histories of Slovak literature and works about concrete translators). In this context, the Dictionary, based on translation studies methodology, seems to be an incremental part of this lineage, as is the sociological turn in translation studies and the re-turn to the translator as the subject of translation.

In the next part of the study, the author views the Dictionary as a specific realization of cultural memory and outlines various the various ways in which it could be read. These reading modalities constitute potentially different approaches to translation historiography, and they might help us construe various aspects of translation history. These aspects possibly feature fragmentary translation history as well as historiographical approaches to translation criticism and the issue of its usefulness in translation historiography. In reading the Dictionary, one is always reminded of the determinants of Slovak translation space and their impact on translation history. In particular, these are the linguistic circumstances (in both directions), the interventions of the political gesture, the status of the translator and its development, etc.. Thus, the Dictionary clearly demonstrates the axiological aspects of translation in the sense of translation enhancing and re-invigorating cultural memory and, thus, ensuring the continuity of the culture itself. What most clearly stands out from the reading in this

regard is the frequency of translations of notable world literature works and the issue of the translator's creativity in relation to their methods, overall approach, and preferences for certain genres.

In this sense the Dictionary can be viewed as a corpus for further research, and its selection of translators and translations could serve as a preconfiguration for a synthetic translation history. Of course, it could be argued that the selection of translators and translations is inherently problematic in this regard, since the Dictionary mostly focuses on the most relevant translations and personalities (the texts and figures establishing the translation canon). However, not only the most important ones should be part of translation history.

Finally, one crucial question stands out: What kinds of translation histories can be (re)constructed based on the various readings of the Dictionary? They may be official or hidden, cultural or literary, translation history accounting for book history, for the history of translating, etc.

Tamara Brzostowska-Tereszkiewicz: Missemes: Risking a New Metalanguage for Translation Studies

Institute of Literary Research, Polish Academy of Sciences, Poland

In my paper I would like to propose a new approach to translation, interpreting and crosscultural communication based on the theory of "missemes" – basic units of creative misunderstanding, which function as carriers of innovation in cross-cultural encounters. Misunderstanding remains an under-theorised and underestimated factor in translation and cross-cultural communication. All previous communication theories either consider misunderstanding irrelevant for the purposes of information exchange, or view it as counterproductive, causing irreparable losses in communicative encounters. The paper is meant to be both a theoretical introduction to deeper study on misunderstanding as a stimulus to cultural innovation rather than an obstacle to effective cross-cultural cooperation, and an account of previous translation studies methods and concepts for assessing cross-cultural differences.

The proposed search for missemes as creative misunderstanding molecules can be seen as a reversal of the methodological approach advocated by the Australian linguist of Polish origin Anna Wierzbicka in her Natural Semantic Metalanguage Theory. Whereas Wierzbicka's investigations focused on a common core of human understanding, the proposed theory concentrates on basic units of misunderstanding which are responsible for creative cultural change. Theoretical questions to be addressed include: (1) How can a misseme be isolated and identified in cross-cultural communication? (2) How is a discrete misseme structured and equipped? (3) How do missemes come into being? (4) To what extent are missemes universal/ culture-specific, stable/ fluctuating, solid/ evanescent? (5) How many missemes are necessary to evoke creative misunderstanding? Is it possible to isolate a set of missemes that are both necessary and sufficient for stimulating cultural innovation? (6) Do missemes depend on the specifics of the communication area (literature, art, etc./geographical, historical factors)?; and, last but not least, (7) What are the most effective tools for misseme analysis and how can they be applied most efficiently?

Ivana Čeňková: I-Coach – a new form of interpreter self-study for students attending the M.A. Interpreting course

Charles University, Prague, Czech Republic

Besides teacher-directed instruction in consecutive and simultaneous interpreting, the study programmes of all branches of the M.A. Interpreting course include a significant number of self-study hours. For many years now, our students have been able to use the interpreting lab in the presence of student assistants for 12 hours a week. The student assistants may prepare speeches for the students or play selected recordings downloaded from the internet or electronic databases, such as Speech Repository 2.0 (DG SCIC) or DAVID, Speechpool, as well as recordings made by their teachers of interpreting, etc. However, not all students are always disciplined and motivated enough to spend the time allocated to self-study in the lab. Their argument is that modern technology allows them to dedicate themselves to self-study at home with the help of their own laptops, headphones and the internet. That is why we have accredited and, during the last academic year tested, a new form of interpreter team self-study (I-Coach) organised by the students themselves and involving feedback from colleagues provided mutually upon prior agreement. The students keep regular assessment forms and diaries, which they then present at the end of the term to their teachers of consecutive and simultaneous interpreting and for which they acquire attestation and also ECTS credits. The experience gained last year has allowed us to make some modifications and introduce some changes as a condition for acquiring attestation.

The paper focuses on the individual stages during the course of this interpreter self-study exercise, on the defined self-assessment and peer assessment criteria for both the online and offline variant, on the targets set for each self-study segment, on the types of speeches to be interpreted, on the manner in which the interpreting is performed – in a group or in pairs, on self-assessment and on how entries into the diaries are to be made. The paper will also discuss a pilot programme running under I-Coach – the assessment of simultaneous interpreting done by our students carried out by DG SCIC staff interpreters with the same language combinations.

Ester Demjanová: Between Translation and Adaptation: Adaptation Strategies in Transcultural Adaptation

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"Camilla Parker-Bowles" in Britain, "Hilary Rodham Clinton" in America, "Tuberkel… or Eva Braun" in Germany and "Dáša Veškrnová Havlová" in Czechia. This is how a cultural reference was transferred across four different cultures in adaptations of the TV series *The Office*. On higher contextual levels, changes were necessary too. Americans omitted alcohol references but expanded love stories that Germans decided to suppress. Czechs opted for a fatherly main character but used more sexist jokes. Friendships, qualities and plots were suppressed, characters added and omitted, storylines reorganized… All these changes are results of processes operating on the borderline of translation and adaptation. Can translation and adaptation be brought and studied together? Can translation theories be used in adaptation studies? This paper takes a basic translation theory – translation strategies – and adapts it to suit adaptation studies. A list of possible adaptation strategies is proposed, and their use is exemplified in a comparative scene-by-scene analysis of the British, American, German and Czech adaptations of the mockumentary *The Office*. Pilots of the shows have a clear-cut structure in three out of the four analyzed cases of adaptation and serve as great examples of the adaptation strategies on both micro- (scenes and lines) and macrocontext (coherence and organization of the scenes, story-line, plot, character development…). The ultimate aim of this paper is to combine translation and adaptation in theory and practice, which, as a result, will be beneficial to both fields.

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Hemang Desai: Cast(e) in 'other' mould: Agency and anxiety in English Translation of Gujarati Dalit Literature

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The case of English translation of Dalit literature is extremely complex because of the myriad of powerful discourses ranging from the logic of market forces and mainstream literary culture to an incomparably invidious and venomous system of caste. The mission of the Dalit movement is to fashion oppositional identities in relation to these discriminating categories and raise the consciousness of readers towards matchless experiences of pain and suffering inflicted by the exploitative socio-cultural structures. In doing so, this literature invents inscriptive practices of their own whose avant-garde aesthetics and poetics are in line with their combative ideologies and political manifestos. In the present paper, the binary of *Lalit Sahitya* and *Dalit Sahitya* is interrogated in order to call into question the liberal humanist, formalist model of literature as the privileged other of the unique aesthetic of Dalit literature conjured up by abusive language, scatology and alternative expression. It will look at the ways in which the translator can catch the nuances of marginal discursive practices without naturalizing them by outgrowing his/her job description of mediator in the narrow intertextual, interlingual sense. On the other hand, as a refractor, the translator of Dalit text can dismantle and reposition the literary canon by transferring writers, genres and works from mainstream to margins. The cultural politics of Dalit translation will be unpacked through case studies of English translations of short stories of a few Gujarati Dalit writers whose works are consecrated to evolution of alternative, marginalized cultural identity and embedding a unique communitarian cosmology. In the process, questions of the extent to which English translation of a Dalit text can realize the ideological agenda and aesthetic alternativity shored up by Dalit writers will be examined. Further, issues of how factors like the caste of a translator, strategies of translation and the social expectations from a translator problematize the mediation of meaning raising issues of hybridity, agency and alternativity.

Aymil Doğan and Alev Bulut: Am I "Just" An Interpreter?!

Hacettepe University, Ankara – Istanbul University, Turkey (respectively)

Turkey has long been hosting the Syrians fleeing from the warzone conditions in their country. They are not called 'refugees' but 'beneficiaries under temporary protection' under Turkish law because Turkish people feel they have strong historical, cultural, even family ties with the Syrians and are now providing shelter for more than 3.5 million people in specially organized camps at the border cities or in the cities all around Turkey until the day their country is secure again for them to reestablish their living. Their communication has been carried out mostly through the voluntary mediators. The government has soon started to establish a system to provide interpreting services for the Syrians. This paper focuses on the situation with the interpreters providing service in the interpreting system being readily established. In particular, our research focuses on the interpreters' affective domain features, such as the self-identity, self-esteem, self-concept, or self-positioning. These concepts are crucial because they have pressing effect on the quality of the interpreting performance. In the meantime, interviews are being carried out by the researchers of this study in the community centers of the Turkish Red Crescent, and in the districts where the Syrians reside. These interviews will help prepare the 5-likert type surveys. The subjects of this study are comprised of the interlocutors consisting of the experts on social work, sociology, psychology, environment and adjustment, health staff, the Syrians and the interpreters working to establish communication among them. Three surveys are being prepared, one will be administered to the service providers, second to the Syrians and the third to the interpreters. Each will consist of questions tapping the point of view about various aspects of interpreting and interpreters. The findings will be evaluated statistically. The results will be reflected by the education and training programs of interpreting. The results of this study will ultimately help improve the system in regard to interpreting services.

Keywords : community interpreting in Turkey, public service interpreting, refugee interpreting, Red Crescent Community Centers, Syrians in Turkey, affective domain, role of interpreter, self-concept of community interpreters, self-esteem of interpreters

Özgür Bülent Erdoğan: The Newly Emerging Community Interpreting Profession in Turkey: Examples from NGOs Assisting Syrian Refugees

Yıldız Technical University, Turkey

Along with new waves of migration from Syria, which have risen in Turkey since 2011, there was an urgent need for Turkish and Arabic speaking community interpreters in order to fulfill the health, educational and psycho-social needs of refugees and to facilitate their integration into Turkish society.

In the district of Sultanbeyli, where the number of Syrian refugees is the second most important in Istanbul, national and international NGOs, municipal authorities and public institutions collaborate, so that Syrian refugees can benefit from psycho-social assistance and health services. In addition, they realize projects in view of their integration into the host society. Community interpreters play a key role in helping Syrian refugees benefit from these services and overcome linguistic and cultural barriers.

Regarding Syrian refugees in Turkey, one can discern a discourse of a 'coexistence in harmony with local population', whereas a part of the population maintains a negative image of them. A recent survey indicates differences of perception and on-going tension due to linguistic barriers between the Syrian refugees and the established population in Sultanbeyli.

Seen from this angle, what is the role of community interpreters when it comes to explaining serious cultural differences and norms between Syrian refugees and Turks? In this respect, can they be defined as cultural mediators? If so, how well integrated are Syrian interpreters into the Turkish society? How well do they know the laws and the institutions of the host society? How professional are they?

Bourdieu's key concepts have proven useful in interpreting the qualitative data collected during our fieldwork in Sultanbeyli and understanding the personal lives and the linguistic dispositions (habitus) of community interpreters as well as their roles and interactions with service providers who work at various NGOs. However, our research

is at pre-paradigmatic stage at the moment, and it would be relevant to mention some obstacles and constraints encountered during this phase.

Mehmet Erguvan: Translating Gender: An Analysis of the Adaptation of *Shameless* for Broadcast in Turkey from a Gender Perspective

Hacettepe University Beytepe – Ankara, Turkey

It is plausible to argue that when television (TV) broadcasting begins to substitute printed publications in a given culture, opinions about "reality" change as well. In the Turkish society, for instance, once the TV enters into the homes, Turkish culture has remarkably begun to be impressed by certain images instead of words, and this has in turn made various differences in the way of thinking. Focusing on Turkish TV from the perspective of Translation Studies, this study first unveils that dubbed TV series were the most watched type of TV program and had the highest share in the total airtime in the early years of the Turkish TV history. It is also obvious that these dubbed TV series which were aired in Turkey have both exposed the TV audience to certain images and begun to guide their decisions and choices. However, in recent years, Turkish TV has made a huge move and most TV series have begun to be produced from "original" scripts. However, the appropriation of basic narrative elements of popular foreign, mostly American, TV series became a tendency particularly at the end of the 1990s and in the beginning of the 2000s. Together with the changing scene of Turkish TV with the emergence of private TV channels in the 1990s, American TV series have begun to be used as inspirational sources during the production of domestic TV series in which "only the distinctive features of the original TV series such as the characters, their personal conflicts and the major events are taken as the base" (Kesirli Unur 2015, 142). Against this background this study argues that, though a greater number of TV series have begun to draw on American TV series, gender representations in the Turkish versions of these series have been appropriated in a way not to disturb patriarchal structure of the Turkish society. In order to reveal this argument by means of particular tools of narrative theory, my research will examine the adaptation of American TV series *Shameless* (2011-) into Turkish as *Bizim Hikaye* (MEDYAPIM, 2017-). Drawing on a comparative cross-cultural approach, this study broadly intends to question the ways in which gender stereotypes in *Shameless* are reframed in its Turkish adaptation. The findings obtained from the comparative analysis will be discussed in relation to the history and

representation of women, men, gays, etc. in order to shed light on the dynamic relationship that exists between the audiovisual industry and the society that supports.

Vasileios Fyntikoglou, Vasileios Pappas, Garyfallia Athanasiadou, Sotirios Stathis: Creating a database of Greek translations of Latin works (1453-end of 19th century): a work in progress

Aristotle University of Thessaloniki, Greece

This paper introduces our research project entitled "Greek Translations of Latin works in the Greek world from the Fall of Constantinople (1453) to the end of the 19th century". The project is implemented through the Operational Program "Human Resources Development, Education and Lifelong Learning" and is co-financed by the European Union (European Social Fund) and Greek national funds. One of the most important tools we intend to produce during this research is the creation of a database, which will be hosted in an open access form by the Laboratory for Translation and Commentary on Latin Literature of the School of Philology of the Aristotle University of Thessaloniki, and will offer a full descriptive catalogue of these translations with further information about them (e.g. the views expressed by the translators on their techniques and purposes). We will present the principles of the organization of this database, its fields (e.g. names of the Roman authors; titles of the translated works; names of the Greek translators; the titles and editorial details of their translations; the language of the translation in each case, i.e. Modern Greek or the so called *Katharevousa*, a mixture of spoken and archaic Greek, or even Ancient Greek etc.) and, its goal, which is to gather, as completely as possible, the whole of Greek translations of Latin works during this period (some of them are in manuscripts, and most of them are read in their first appearance, not edited in modern form, so they are practically unknown). We will analyze the progress that will have been made and the questions that were raised regarding the details and the facilities offered in this database, whose final ambition is to chart a little explored field of the post Byzantine and Modern Greek cultural activity. Our major expectation from our participation at the conference is that we will get valuable feedback for this work in progress, so we will be able to improve and enrich it.

Matúš Garmát: Does Today's Translator Need to Be an IT Guru?

Directorate-General for Translation, European Commission, Luxembourg

In an increasingly digital world, even the most resistant translators are being forced to leave their ivory tower and embrace what technology has to offer. In line with recent initiatives aiming to raise digital competence standards in the workforce, education and society, such as the European Computer Driving License, the European Commission's Directorate-General for Translation (DGT) is striving to improve the digital literacy of its translation staff by identifying which competencies should be part of today's translators' skillset, ranking each competency based on their relative importance and frequency of use and exploring new methods of workplace training. As the world's largest translation service dealing with key legal texts and political documents, the DGT is constantly faced with the challenge of increasing efficiency without compromising quality. Its CAT Tool Skills Catalogue and Digital Skills Categorisation are some of the recent examples of how it is trying to solve this equation through the best use of technology.

Marián Gazdík: William Makepeace Thackeray's Novel Vanity Fair in the Slovak Language

Comenius University, Bratislava, Slovakia

William Makepeace Thackeray, an English writer of the 19th century, was ranked second only to Charles Dickens during the Victorian era. His novel *Vanity Fair* was published first in a serialized form and later as a book in 1848.

The author of the paper investigates the fate of this novel in Slovak language. Namely, he deals with its two translations. The first is from 1954, done by Viera Szatmáry-Vlčková, and for the second time the book was translated by Juraj Vojtek in 1990. The author aims to analyse the translation methods used by both translators, examining approaches adopted to naturalise or exoticize in their translations or, for that matter, their use of a kind of mixture of the said approaches. The author presents a translation analysis of both translations based on the works of the Slovak Translation School (Popovič, Vilikovský etc.) as well as on the methodologies offered by contemporary theorists of translation studies. The author of the contribution intends to investigate how the time of the origin of the particular target texts influenced the used translation approaches. Due to its vast length, over 600 pages, the author has decided to analyse the only first third of the novel which will offer methodologically relevant results. At the same time the paper intends to address the issues of the critical reception of both translations in Slovak literary criticism. The author thus wants to describe the image of this writer and the works created in the Slovak literary critical discourse. By doing so, the author hopes to foster a better understanding of Slovak translation of English fiction in general and in its temporal coordinates.

İmren Gökce: Sign Language Interpreting in Turkey: An investigation on the current norms and their effects on the role perceptions of the interpreters

Dokuz Eylul University, Turkey

It would not be inappropriate to say that sign language interpreting is still an emerging profession in Turkey, although it has been recognised as a profession as of 2006, and sign language interpreters have been hired to offer free interpreting services at social service offices since 2007. Currently, most of the interpreters of Turkish Sign Language are CODAs (Child of Deaf Adults), and there is not a university degree program to train interpreters. This study aims to uncover why professionalisation in the field cannot be achieved yet by providing a historical background of Turkish Sign Language and sign language interpreting in Turkey and by exploring current norms of the field and perceptions of sign language interpreters regarding their roles. The theoretical framework of the study rests on the translation norms concept of Gideon Toury (1995), and the 'role' models explained by Anna Witter-Merithew (1986) is used to find out what role(s) are adopted by sign language interpreters in Turkey. The findings of the study indicate that the norms which reflect the social representation of deafness and the Deaf community in Turkey govern the role(s) adopted by the interpreters. This study aspires to contribute to the field by demonstrating how research and practice of sign language interpreting can benefit from translation theories and hopes to provide fruitful suggestions concerning what can be done to improve the practice and professional status of interpreters, especially in countries where sign language interpreting is an under-researched area and interpreter training is still carried on primitively.

Abdal Göksenin: Tracing female identity in the Turkish novel *Bliss*: Forced migration or voluntary death?

Istanbul University, Turkey

Meryem was raped by her uncle, a sheikh in a dervish order, and condemned to death for shaming the family in her village. Her uncle's son, a soldier in the army, was asked to carry out the "honor killing" in the name of the family. Meryem's only option was either to escape this harsh reality of the village or stay and wait for the day on which she would be killed in front of the family members. In an instant, she left her home and took refuge in the city where her path would be interwoven with the destinies of some other people, good or evil. Based on this example, migration can be defined as a forced or voluntary move from one place to another in order to seek better opportunities for life or, in Meryem's case, for survival. The novel *Bliss* (orig. *Mutluluk*) was written by Zülfü Livaneli, one of Turkey's most prominent authors. This study aims to focus on representations of female identity in the English translation of the novel by means of a comparing the translation to the original Turkish version. In the first part of this paper, the notion of forced migration of the women threatened by "honor killing" in and around Turkey will be discussed. In the second part, reflections of this notion will be contrastively analyzed through socio-cultural and intertextual references playing a crucial role in constructing the patriarchal background in both novels. In the last part, paratextual elements regarding the perception of the novel in both readerships will be presented with examples from different media. Consequently, it has been realized that migration is a very complex phenomenon taking different form in various socio-cultural environments, and that it has both a sexuality bound characteristic and a cross-cultural peculiarity, as evident in the case of the novel *Bliss*.

Key words: Forced migration, female identity, modern Turkish novel, Zülfü Livaneli.

Maud Gonne: "Transfers" and "Mediators" in translation history: old and new dogmas

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For more than a decade, researchers in translation history have borrowed and adapted key concepts from cultural history in order to describe adequately the circulation of texts and translations in border areas. Among others, the concepts of "transfer" and "mediator" have entered the field of TS responding to the need of taking into account the diverse activities surrounding translation practices (e.g. D'hulst et al 2014).

Introduced in cultural history in the late 1980s, "cultural transfer" referred to diverse phenomena of circulation, transformation and reinterpretation of cultural goods across geocultural areas. The concept was soon linked to translation, notably by Even-Zohar, who considered that "it [would] turn out to be uneconomical to deal with transfer and translation separately" (1990, p. 73). More recently, D'hulst introduced the idea of "assumed transfer" (2012), a concept inspired by the development of *Histoire croisée* (Werner & Zimmerman 2003) which aims to do justice to the interaction, historicity and reciprocity of a broad spectrum of cultural exchanges, including translation, and which implies the presence of mediators. In this sense, the notion of "cultural mediator" goes beyond the sole translator role and encompasses a variety of discursive, networking and institutional roles embodied by an agent to orchestrate or to manipulate transfers (Meylaerts et al 2017).

Are these notions viable in and for TS? Are they able to capture the impacts of translations in cultural history? I will argue that translation never comes alone and that these concepts – provided that they are understood as "umbrella concepts" – help to comprehend the phenomenon of translation in a given historical context, while also pointing up its specificity among other transfer practices. In return, TS scholars are better placed to deal with certain crucial questions that are often ignored by cultural historians, namely, those to do with the functions of the ultimate textual manifestations of the transfer activity, where it can be observed that translation redraws, reinforces or cancels the boundaries transgressed during the transfer process.

Edita Gromová and Igor Tyšš: Indirect and Collaborative Translation: A Slovak Case of Mediating Poetry

Constantine the Philosopher University in Nitra, Slovakia

Drawing on the most recent research into the terminological, methodological, and historical complexities of indirect translation (ITr[1]) and collaborative translation (CTr [2]) and on Slovak and Czech research of these phenomena[3], the proposed study is a historical critical survey of the collaborative practices of poetry translation in the 1960s Slovakia. This specific practice, often vaguely called "translator couples" or insufficiently "interline translation"[4], was translation done in collaboration between "a philologist", who was supposed to provide a literal translation of the ST and some specialized commentary, and "a poet" (writer)[5], who was supposed to re-create, or re-translate, the mediating text(s) to a full-fledged poem in the TL.[6] Due to the circumstances under which their collaboration operates and the competences it requires, it can be argued that this practice, which we propose to call *indirect trans-creation*, combines aspects of both ITr and CTr. In the study we discuss two examples of such cooperation: the Slovak translation of Dante's *Inferno* (1964) and the Slovak translation of Ferlinghetti's poetry (1965).[7] The two projects are distinct in terms of their genre, the form of collaboration they required, and their spatial-temporal and translation specifics. Drawing on the textual examples[8] and the historical sources related to the creation and relevance of the translations[9], the study seeks to define such cooperation in relational and communicational terms (i.e. concerning the types of texts and paratexts involved in the process, their use, etc.); it also seeks to define the social context of the activity in the given period (related to status, authorship, and ideology); last but not least, we also discuss the assumed competences of the two specialists involved (expertise in translation, knowledge of the TL and its culture, etc.).

Key words: collaborative translation, indirect translation, poetry

Sources and notes

[1] Most notably and most recently: Assis Rosa, Alexandra; Pięta, Hanna; Bueno Maia, Rita. 2017. Theoretical, methodological and terminological issues regarding indirect translation: An overview. In *Translation Studies*, 10:2, 113-132.

[2] Most notably and most recently: Cordingley, Anthony; Frigau Manning, Céline (eds.). 2017. *Collaborative Translation: From the Renaissance to the Digital Age*. London: Bloomsbury.

[3] Cf. Levý, Jiří. 1998. *Umění překladu* [The art of translation]. Praha: Ivo Železný; Popovič, Anton (ed.). 1983. *Originál/Preklad: Interpretačná terminológia* [Original/Translation: Interpretation Terminology]. Bratislava: Tatran; Popovič, Anton. 1975a. *Dictionary for the Analysis of Literary Translation*. Edmonton: Department of Comparative Literature, The University of Alberta; Popovič, Anton. 1970. Prekladateľské dvojice z teoretického hľadiska [Translator Couples Defined]. In *Romboid*, 5:5, 26-31; Popovič, Anton. 1975b. *Teória umeleckého prekladu: Aspekty textu a literárnej metakomunikácie* [Theory of Artistic Translation: Aspects of Text and Literary Metacommunication]. Bratislava: Tatran.

[4] This term is used in Popovič 1983.

[5] The rest of the English terminology in the definition is taken from translations provided in Špirk, Jaroslav. 2009. Anton Popovič's contribution to translation studies. In *Target*, 21:1, 3-29.

[6] As defined in Popovič 1975b.

[7] Dante. 2005. *Božská komédia: Peklo* [Divine Comedy: Inferno]. Second edition. Translated by Viliam Turčány and Jozef Felix. Bratislava: Spoločnosť Dante Alighieri Bratislava. The first edition published in 1964; Ferlinghetti, Lawrence. 1965. *Smutná nahá jazdkyňa* [The Sad Naked Rider]. Translated by Vojtech Mihálik and Ján Vilikovský. Bratislava: Slovenský spisovateľ.

[8] Apart from the TTs cited in the previous note, textual examples and commentary featured also e.g. in Turčány, Viliam. 1970. V prekladateľskej dvojici [Translating in a Couple]. In *Romboid*, 5:5, 23-26.

[9] These sources include our unpublished oral history research (most notably interviews conducted with prominent translator Ján Vilikovský). Cf. also Passia, Radoslav; Magová, Gabriela (eds.). 2015. *Deväť životov: Rozhovory o preklade a literárnom živote* [Nine Lives: Talks About Translation and Literature]. Bratislava: Kalligram.

Anna A. Gureeva and Anna A. Novozhilova: Investigating marketing function in tourism branding texts: ways to perform in translation

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Tourism and travelling are arousing more global interest than ever before. Tourism practices are dramatically changing world-wide. A struggle for visitors is causing tensions among tourism providers, cities and countries, all of which are striving for greater returns on their efforts to attract more tourists. All of this requires giving visitors an obvious reason to spend time and money at a particular place. This problem has brought about scientific attention to tourism branding and the smart creation of tourism branding texts.

Tourism branding is viewed as a complex of text servicing aimed at achieving the desired outcome. An obvious feature of branding is its dependence on proper marketing techniques applied to the texts surrounding it.

Getting to know a new place usually starts with a text (web site, travel guide, tourism brochures, etc.). This is the first step in getting the desired information and first impressions. The hypothesis is that the application of marketing techniques in translation of tourism branding texts can be used for the advancement of the place. This premise determines the aim of this study to deliver several targets: determine the marketing function of tourism branding texts; reveal the linguistic means in tourism branding texts that explicate the main tasks of the marketing function; define the translation strategy and tools; and retrace the ways to perform the marketing function in the translation of the tourism branding texts.

The focus on the marketing function of tourism branding texts helps to create adequate texts in the target language considering the pragmatics of place branding and its initial goals.

Soňa Hodáková: The motivational structure of the interpreter's personality

Constantine the Philosopher University in Nitra, Slovakia

The paper deals with the topic of interdisciplinary connection between psychological aspects of the personality and the interpreting process and product. The author examines the motivational structure of the interpreter's personality and its influence on the quality and stability of the interpreter's performance based on the theoretical concepts of motivation theories (e.g. Maslow, Herzberg), theories of need for structure and causal uncertainty (e.g. Neuberg, Newsom, Weary, Edwards) and models of cognitive processes in interpreting (e.g. Cowan, Gile). In the empirical research the author focuses on the relationships between the psychological (two different types of anxiety and motivation, causal uncertainty), the cognitive aspects of the personality (working memory functions, e.g. concentration, fluctuation of attention) and the performance in simultaneous interpreting as a complex psychological and cognitive task. The research group has been tested at various standardised tasks (attention test, performance motivation test, causal uncertainty test) and their performance in simultaneous interpreting of longer texts (duration more than 40 minutes) from German into Slovak has been evaluated. One of the main hypotheses is, that interpreters with a higher level of anxiety enhancing (facilitating) performance deal better with the cognitive load during simultaneous interpreting of longer texts than interpreters with a higher level of anxiety inhibiting (debilitating) performance. The author also assumes that there is a correlation between the fluctuation of attention and the stability of performance in simultaneous interpreting of longer texts. The hypotheses have been tested using quantitative statistical methods. In the paper the author interprets the analysed data and formulates conclusions which may be interesting not only for translation studies but also for psychological research. Moreover, the author suggests other possible research questions which may be linked to the presented findings.

Eva Höhn: Postcolonialism, hybridity and discriminating identity (on the example of the German literature)

Matej Bel University, Banská Bystrica, Slovakia

The aim of the paper is to elucidate the concept of hybridity within the theory of postcolonialism. This is done in view of the works of H. K. Bhabha who considers hybridity as a "sign of colonial power productivity" and "overturning the process of domination by misconduct" (Bhabha, 2012, p. 173). We then explain the emergence of discriminatory identity based on the concept of negation by Sigmund Freud which, based on the text of *Die Verneinung*, arises in early childhood. Freud considers rejection / negation to be a consequence of the primary exclusion (Ausstoßung), or, alternatively, the destructive instinct of the child. Then we analyze the discriminatory identities in the German literature of postcolonialism, especially in H. CH. Buch's *Die Scheidung von San Domingo* (1976), *Baron Samstag oder Das Leben nach dem Tod* (2013), *Standort Bananenrepublik. Streifzüge durch die postkoloniale Welt* (2004), and *Die Nähe und die Ferne. Bausteine zu einer Poetik des kolonialen Blicks* (1991). What can be considered a discriminatory identity? Where to find its roots? Which features is it characterized by? How does the text demonstrate it? How do translators access it? We will outline the translation approaches and solutions selectively. The contribution also takes into account the development of discriminatory identity. While the representatives of the German Classics approached the alien without perceiving the contradiction between nature and culture and, therefore, did not project their own ideas to the alien world, according to H. Ch. Buch the shift starts from the period of realism. In it the images of the alien begin to change considerably to critical clichés that create negative stereotypes about third world cultures.

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Antony Hoyte-West: At the top of the tree? Analysing conference interpreters as an elite

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The film *The Interpreter* (2005) starred Nicole Kidman as a United Nations conference interpreter who, through her professional position, becomes embroiled in foiling an assassination plot against an African leader. Despite the usual Hollywood hyperbole, nonetheless the film underlines the important role that conference interpreters can play at the highest echelons of international affairs. Yet despite increased popular attention, the notion of conference interpreters as an elite has not attracted significant academic interest to date.

Combining perspectives from sociology of the elite and Translator/Interpreter Studies, my paper examines whether there are good grounds to state that conference interpreters can be said to constitute an elite, and by extension, whether conference interpreters view themselves as members of an elite. Building on previous research on the historical and contemporary development of the conference interpreting profession, I outline the framework of elite resource areas (political, economic, social network, cultural, and knowledge-based) posited by Khan (2012) and apply these to the domain of conference interpreting. This theoretical analysis is complemented by presenting the findings of a survey distributed among practising conference interpreters. The data, involving 120 responses, are then compared with Khan's (2012) framework.

This research is part of a broader project on professional status in the interpreting profession. It is hoped that the data obtained will be useful not only with regard to this focus but will also prove to be valuable as increasing attention is paid to Translator/Interpreter Studies within the discipline as a whole.

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Anita Huťková: The Issue of Expression Hybridity in the Translation Process

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The study focuses on the perception of hybridity as a reality in the literary and translation space. It identifies the hybridity of authorship (inspiration by another author, the blurring of boundaries, the overlapping of the identities of the author, the translator, the inspired author and his translator); the hybridity of the original (which can be intrinsically inspired by another text or which appropriates this text); the hybridity of language and expression (which challenges the identity of space and suggests differing perception expectations in different cultural spaces and which negates the "purity" of the means of expression). This hybridity dictates certain translation measures, strategies and interventions to the translator. Thematically, some other aspects are also immanently present in the study: the translation of hybrid source texts and the creation of hybrid translations; the hybrid text as a representative of the author's expressive idiolect (through the expression categories theory); the contextual definition of the term hybridity (because evaluation can be applied only in respect to context).

On the applied level the paper is based on the prose of P. Esterházy and especially on his work *Egy nő (One Woman) /*Slovak translation by R. Deáková entitled *Jedna žena* (2011)/. The prose is built upon the expression categories of carnality, eroticism, sensuality and fragmentarity. It bears a very specific and characteristic idiolect of its author. How will the translator deal with it? The second dimension is represented by a book by Dora Kaprálová, a Czech writer living in Berlin, *Zimní kniha o lásce (A Winter Book about Love)* (2014), who admits to being deeply inspired by Esterházy's book *Egy nő*. Therefore, its translation into Hungarian presents a unique challenge. The admitted inspiration by the work of the famous writer is underlined by the Hungarian translation of the title *(Egy férfi*, i. e. One Man) and the redundant subtitle informing that it is *a response to P. Esterházy (válasz Esterházy Péternek)*. It is redundant because the title (One Man) in Hungarian clearly implies allusions to *One Woman.* This text could live its own life anywhere in the world; however, this is out of the question in Hungary. Will this fact have an impact on the translator into

Hungarian? Will it reinforce the hybrid character of the source text? Would such reinforcement be desirable? Is the authorial idiolect of Esterházy indicative for the translator into Hungarian (in respect to the expectations of the recipient environment)? What translation strategies will be applied?

Zuzana Jánošíková: Turning Images Into Words: Do You "See" What I See?

Constantine the Philosopher University in Nitra

In order to try to create a world without barriers and make media accessible to all people equally, researchers within the field of audiovisual translation also turn their attention to audio description. However, no complex research and no guidelines have so far been created in Slovakia to establish how to produce adequate audio description.

Even though the basic principles and language recommendations can be applied based on any foreign publication or guidelines (ADLAB 2013; CADA 2006; ITC 2000), there are no quality standards related to this issue. Therefore, this contribution deals with the language specifics used in the audio descriptions to map the real practice in Slovakia. Our material basis consists of "audiomovies" produced by a non-profit organization Trnka, n.o. and the ones broadcasted on selected TV channels (RTVS, Markíza). The research focuses on the language used in the analyzed works, comparing these productions and emphasizing the principles of subjectivity and objectivity, as these have not yet been approached experimentally in our country.

The aim of this contribution is therefore to present an empirically-grounded overview of the language transfer used in audio description production in Slovakia; to determine the main kinds of information provided to the target audience, identifying the most common word classes and the most frequent lexical units; and to examine to what extent the language is influenced by a subjective or an objective approach of the "narrator".

Alireza Jazini: Logiterm Term Extraction Efficiency: A Case of Monolingual Texts versus Bitexts

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LogiTerm is a translation and terminology management software which provides access to terminology, bitext, and full text databases. It also features text alignment, pre-translation, term extraction, etc. LogiTerm's term extraction facilitates and expedites terminology record creation, as it provides the user with a list of candidate terms extracted from texts. It can search for potential terms both in unilingual texts and in bitexts. According to a Terminotix tutorial, "creating terms from bitexts is more efficient since you can choose the equivalents from a bilingual context" (tutorial 4 on LogiTerm, http://www.terminotix.com). This, however, does not seem the only upside of creating terms from bitexts in LogiTerm Client. A cursory term extraction experiment in English and French, shows that LogiTerm behaves differently when extracting terms from unilingual and bilingual texts. The candidate terms seem to be more precise and more in number (higher recall) when extraction is done on bitexts. Moreover, it seems that the results vary depending on the file extension such as .docx, .html, etc.

This study, therefore, intends to investigate and compare the output of term extraction in LogiTerm Client version 5.7.0.16067, using unilingual texts and their bitexts in .htm format. To that end, two short texts in English with .docx extension with their French translations as well as two English texts in .html format with their translations in French were used along with their bitexts. Term extraction was conducted on the files and the results were analyzed for any kind of discrepancy or consistency. In addition, the experiment data and a short semi-structured questionnaire were distributed among 5 PhD students of Translation Studies to give some insight into the reception of the term extraction function. The findings of this study are hoped to give users more insight into LogiTerm's term extraction function and its reception, and to help its developers with future improvements.

Keywords: LogiTerm Web; Term Extraction; Monolingual Texts; Bitexts; Terminology Management

Marián Kabát: Source Text Analysis in Non-Literary Translation Teaching

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Source text analysis should be one of the standard steps taken before the actual translation. According to J. Vilikovský (1984) and J. Levý (1963), the interpretation of the original is the first step of the translation process, and a good source text analysis should be an integral part of said interpretation. The presented paper examines the source text analysis methodology presented by Ch. Nord (1991). The author applies the analysis specifically to non-literary texts. He then goes on to present the results of his research where a part of the students of non-literary translation courses was asked to analyze a source text and then translate it (Group A), while another part of the students was not required to analyze the text, only to translate it (Group B). Afterwards, all students were given a questionnaire about the source text and their own translation. The aim of the article is then to analyze the collected answers and to see whether students think that source text analysis is important, whether they think it affected their final translation, and whether they think that their colleagues in the other group (A or B) did a better job than they did themselves. In conclusion, the author tries to highlight the important parts of source text analysis and their effects on the students' translations.

Andrei Kalinin: A corpus-based approach to media interpreter training

Moscow State University

This paper focuses on developing and using multimedia corpora for interpreter training and suggests a corpus-based approach for in-classroom use and trainees' self-study activities.

Media (broadcast) interpreting is a rather specific type of audiovisual translation, which is generally done simultaneously (more seldom consecutively) for live TV/radio coverages such as press conferences, live news reports, and live or taped interviews. Recently, its field has also been extended to recorded simultaneous interpretation of a wide TV content, such as newscasts or popular science programs, serving as drafts for the target text which after editing, checking and adaptation can be superimposed on the source video image in the form of subtitles, dubbing, or voiceover. Actually, media interpreting reveals a number of features that distinguish it from conference interpreting and other practices. Among its most salient features, one should highlight the "professional-lay" character of discourse addressed to an undifferentiated mass audience and a high synchronization requirement between the speech delivery and the video sequences. Hence, most experts agree on the need for a specific media interpreter training. This paper focuses on developing and using multimedia corpora for interpreter training and suggests a corpus-based approach for in-classroom use and trainees' self-study activities.

In order to provide teaching and learning materials for such training, a parallel spoken corpus of English and Russian multimedia texts, the *BMMB*, has been designed. The corpus contains excerpts from TV political interviews, press conferences and news programs of two multilingual European channels, such as *Euronews* and *Russia Today* (32 video and 64 audio items, approximately 6 hours of audio-video recordings). The corpus video items were then annotated using the Elan 5.1. software and transcribed in a semi-automatic mode. Two audio tracks (both in English and Russian) for each video item are available. The verbal components of the recordings can be viewed as parallel texts, as far as they represent original speeches in one of the languages from the mentioned pair (or voice off readings for news items) and their respective

interpretations (or voiced over readings of translations) into the other. The *BMMB* corpus is currently being used through a series of exercises, built up within the framework of an audiovisual translation and media interpreting course for postgraduate students: simultaneous interpretation recorded on a separate track, consecutive interpretation recorded for interviews, scriptwriting assisted by automatic speech recognition systems, etc. Apart from some general aspects of simultaneous interpreting assignments, the applied methodology emphasizes the specific goal to be achieved by trainees, which is the high level of synchrony between interpretation renditions and the pictures' flow. On the other hand, the corpus materials allow trainee interpreters to compare on a regular basis their renditions with professional performances, which provides a reliable feedback during self-study sessions without the teacher's supervision.

Key words: media interpreting; audiovisual translation; interpreter training; spoken corpora; multimedia text

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Oleksandr Kalnychenko: Retranslation, Revision and Relay Translation in Ukraine through the 1900s

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Recently, the range of interests of translation scholars has significantly expanded, including the investigation into such phenomena as paratexts of translations, as pseudo-translations, self-translations, relay translations, and retranslations. Stating alterations in the method of translation is the first sign of a historical approach to the phenomenon and retranslations and revisions are best suited to reveal these alterations. Retranslation, a later translation of a single source text into the same target language, and revision, that is, editing, modernizing and correcting previously existing translation for re-publication, are abundant in the Ukrainian tradition of fiction and non-fiction translation throughout the 1900s, with their amount sometimes reaching a dozen (e.g. Gogol's *Taras Bulba*). We will analyze Ukrainian retranslations of Lenin's *Materialism and Empirio-Criticism,* Gogol's *Taras Bulba* (both passive and active retranslations), Milne's *Winnie-the-Pooh,* Cervantes' *Don Quixote*, and Voynich's *The Gadfly*. Besides, we will attempt to go beyond these isolated case studies by providing statistical data for the retranslation percentage among published translations as well discuss the claimed deficiencies (ideological or poetological) of the previous translations by the periods of time (through reviews, inner reviews, and forewords) and reflect on retranslations, relay translations, and revisions as a means of embodying the language and translation policies of the state (e.g., the policy of Russification via translation revision, since the Soviet regime attempted to openly regulate literary expression by purifying existing translations from Europeanisms, unknown in the Russian language, and "archaisms" replacing them with "internationalisms", purely Russian words and structures) or the forms of resistance to it (e.g., *The Decameron* and *Don Quixote* retranslations by Mykola Lukash). We are going to discuss retranslation and revision as a tool of artificial ageing of previous translation(s) and as a vehicle of erasure and overscription in totalitarian translation.

Martin Kažimír: On pragmatics and culture in translation of audiovisual advertising

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In the world of ever-increasing integration and gradual vanishing of borders between economic spaces, the steady process of market globalization leads to the rise in frequency of international advertising campaigns. For large international companies, utilizing translation instead of construing unique campaigns for individual regional markets holds significant economic upsides, especially in cases of small, peripheral cultures, even though advertising persuasion strategies depend on cultural specifics, rendering certain campaigns less efficient in certain cultural spaces (cf. Charfaoui 2014).

This paper aims to explore the practice of translating television advertisements into smaller cultures as illustrated on the example of the Slovak cultural space on the basis of prior conclusions on differences between the observed cultures (Gromová, Müglová, Perez 2018). Falling under the umbrella category of audiovisual translation, the translation of television advertising must deal with a fundamental contradiction: the necessity for deeper changes in the translated text caused by intercultural differences in efficient advertising strategies and, at the same time, the necessity for relative fidelity, caused by the fact that more significant adjustments of the language message are often impossible due to the inability to change the visual elements of the advertisement. The reason behind the former are the differences in cultural dimensions and communication styles; the latter is caused by the economic unprofitability of making adjustments by shooting new visuals for advertisements translated and transposed into small markets.

The focus of this paper is placed on the changes in advertising texts on the pragmatic level. The paper delves into whether changes on the level of linguistic pragmatic meaning (cf. Searle 1969) do take place in translating audiovisual advertising. If so, this would be true despite the stated confines of the channel, since we see changes that take place on the level of illocutionary force (based on classification by Bach and Harnish 1982) on the level of micro-speech acts (cf. Van Dijk 1992). Included are also

additional probes into the utilization of realia in international advertising campaigns and translation thereof (cf. Vlachov, Florin 2009, Leppihalme 1997) as well as the analysis of how the adjustments made to advertisements in intercultural transfer result in shifts of the reflected cultural dimensions within advertisements (cf. Hofstede, Hofstede, Minkov 2010, De Mooij 2015) and whether such changes reflect cultural values of the target culture or whether values-practices inconsistency (as understood by Mueller, Diehl and Terlutter, 2015) can be observed in translated television adverts in the given cultural context.

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Daniel Kluvanec: Neural Machine Translation at the European Commission

Adviser for new technologies, European Commission

Neural Machine Translation (NMT) as an entry level to Artificial Intelligence (AI) became recently a new state-of-the-art language technology at an unprecedented rate of its scientific development and business adoption. The European Commission's Directorate-General for Translation (DGT) has a long record of technology innovations. DGT belongs to the early adopters of NMT, along with all the big industrial players. Language technologies perceived as neither threat nor panacea de facto enabled DGT to go through austerity times in practical terms. Under an ever-growing demand for institutional translation within s 24-lingual jurisdiction, while at the same time operating with less and less resources, DGT's production has more than doubled in the last few years (human and machine output taken together). The key was to offer machine translation service named "eTranslation" directly to end users. Even more important was to distinguish consequently between their use cases whenever a raw machine translation would serve immediately the intended purpose well enough, or otherwise a full human level translation quality is indeed necessary and / or explicitly required by law. Intentions of lawmakers may be equally understood by human beings in different languages only and only by a bilingual human mind – ideally that of a professional translator.

Tomasz Korybski: Is training in Project Management skills a desirable element of university translation / interpreting courses? A discussion of the advantages, challenges and practical considerations

University of Warsaw, Poland

The translation / interpreting (TI) industry is evolving to keep pace with market demands and technological developments. This creates challenges for academic teachers of translation and interpreting, whose job is, to a growing extent, not only to effectively teach the "core" TI skills but also to provide students with at least a glimpse of the real-life market expectations that they will face after graduation.

Many non-linguistic challenges that self-employed interpreters and translators need to tackle on a daily basis are linked to day-to-day management of their work. In this presentation I will look at the possible usefulness of selected parts of two major Project Management methodologies (PMI and PRINCE2) in TI training. I will indicate how Project Management skills can help (young) professionals improve their project cost, scope and schedule estimation skills – for both small jobs and large, long-term TI projects with multiple stakeholders. I will also present the key challenges for the possible introduction of basic Project Management training into existing TI curricula.

Mária Koscelníková: Audiovisual translation of video games – When multimodal is multiproblematic

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In Slovakia, audiovisual translation of video games is still at its early states. Being a hybrid genre, video games struggle to find their stable place on the Slovak market. The issue of video game multimodality may have caused the absence of similar works about video game translation in the Slovak academia, their small representation in Slovak translation studies or their clear interpretation in the Slovak legislation. All these facts inspired us to start the research of this issue. The aim of our paper is to introduce the results of our research about the issue of audiovisual translation of video games, focusing on subtitling of video games in Slovakia, and to compare theoretical and practical findings with the current situation. In our research, we try to put forward a theoretical foundation for the translation of video games, as well as to learn about the current situation of this kind of translation between translators and gamers. Firstly, we present video games – their origin, genres and the rating system in relation to the Slovak legislation and its use in Slovak translation. We point out terminological inconsistencies, the absence of video games in the Slovak legislation and their important place in translation studies. There is a higher probability of video games being subtitled in the future, but the complexity of subtitling as part of the localisation process makes its implementation more difficult. We will describe differences between subtitling in general and subtitling of video games, and the current situation in Slovakia. Localization itself has a significant impact on the appearance of theory about video games in academic works. We will discuss the localization process, compare localisation with traditional translation and characterize translators of video games. Then we will apply theoretical findings into practice and present the most interesting results of our questionnaires designed for Slovak translators and Slovak gamers. The results of our research are an important contribution for the Slovak translation studies, as well as for our future research.

Alicja Kosim: Shakespeare on the Edge(s): Translating the Bard in the historically multicultural space

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The paper sets to explore the specificity of literary translation processes in borderlands, i.e. areas of heterogeneous ethnic and social composition which results in a complex (and shifting) sense of cultural identity. In particular, it strives to problematise the phenomenon of the first wave of Polish Shakespeare translations, most of which originate in the 19th-century Kresy (Borderlands), i.e. the former Eastern part of the Polish Commonwealth (now: the territories of Lithuania, Belarus and Ukraine).

Squeezed in-between the edges of the Western and Eastern world, the Polish Borderlands became the cradle of the very first Polish Shakespeare translations. Characteristically, the astounding number of these initial attempts at rendering Shakespeare into Polish was soon overshadowed by other renditions originating in the central part of the country which found it easier to solidify their place in the canon. Ignored by the critics, the peripheral translations sunk into oblivion and have not received the scholarly attention they deserve. This was partially due to the historical and political circumstances which strongly inhibited comprehensive studies of the Borderlands after World War II. The existing analyses were often partial or subsidiary to other types of research, and therefore failed to account for the unique dynamics and complex rationale of translation activity in the multicultural space.

The paper presents the results of the research carried within the framework of the state-funded project "The e-Repository of the Polish 19th-century Shakespeare Translations: Resources, Strategies and Reception" (2016–2018). Digitizing translation resources and constructing e-repositories (i.e. complete thematic collections) offers some new insights into the history and specificity of literary translation by revealing the so far neglected or underestimated interdependencies along with the local and temporal significance of apparently alienated or minor translation endeavors. The case studies include Placyd Jankowski, Adam Pajgert, and Apollo

Nałęcz Korzeniowski (Joseph Conrad's father), all three featuring similar psychological patterns and translation ideology.

Marie Krappmann: The Modifications of Argument Structure as a Consequence of Translation – Demonstrated on Czech and German

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The paper will focus on the analysis of selected linguistic markers of argumentation structures in Czech and German. On the basis of corpus-based analysis, I work with the assumption that the argumentation structures are one of the parameters of equivalence in translation (Atayan 2006; 2007). The theoretical starting point for this analysis is the thesis that the linguistic form of arguments has a significant impact on their identification and potential (Anscombre 1983; Plantin 1990; Ducrot 1993; Atayan 2006; Kienpointner 2012). In my paper, I will pursue the following specific questions:

1) What are the linguistic markers of argument strength / weakness in German and in Czech (cf. Krappmann 2014)? In this context, I will shortly point out further macrostructures of argumentation which very likely work as parameters of equivalence, such as coordinate and subordinate argumentation, contra-argumentation etc. (cf. Atayan 2007).

2) How do the mutual relationships between structure and linguistic marking change in consequence of the transfer? I will focus on cases when a) the argument structure is preserved whereas the linguistic marking changes or b) when the argument structure itself changes in consequence of the transfer.

3) Can these changes be interpreted as processes of explicitation and implicitation? The linguistic markers of the strength/weakness of an argument cause effects which are strikingly similar to the processes known as explicitation and implicitation in the field of Translation Studies (cf. Atayan 2007: 78).

All three partial analyses draw on the data from the InterCorp Parallel Corpus and the Czech-German Parallel Corpus.

Since the structures of argumentation are one of the elementary fundaments of a text, the problems connected to their transfer represent one of the central research interests within Translation Studies.

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Jarmila Kredátusová: Consecutive Interpreting in the Slavic Languages – Exercises and Tasks to Form Habits and Skills in This Type of Oral Translation from Ukrainian to Slovak and Vice Versa

University of Prešov, Slovakia

The verbal and mental activities of the future translators and interpreters in the process of consecutive interpreting, including sight translation, will be analysed in the study. As for the mentioned verbal and mental activities, the habits and skills, expected from the future interpreter, will be identified. To acquire those habits and skills in consecutive interpreting and sight translation, various types of exercises and tasks will be suggested. The examples of good teaching practices in consecutive interpreting training have been taken from our classes taught for the Ukrainian-Slovak language pair, a language pair whose study does not have a long tradition in Slovakia. We use a Ukrainian translation teaching methodology introduced and realized by L.M. Černovatyj for several decades in English-Ukrainian language mutation at the V. N. Karazin Kharkiv National University. The methodology of this teacher and researcher can be also applied to other language teaching environments, including the Slavic languages, and we will introduce it in the study.

Martin Kubuš: On the (occasional) necessity of deforeignization

Matej Bel University, Banská Bystrica, Slovakia

The French scholar Jean le Rond d'Alembert once stated that a well-made translation is the fastest and surest way of enriching a language. Foreignization could be considered a strategy which in certain case enriches the target language and target culture. The pertinence of foreignization in translation and its legitimacy, if only occasional, are beyond academic dispute, but, on the other hand, it may be time to ask ourselves a question in what fashion a translator or translation critic should react to foreignization which does not enrich languages (and their respective cultures). In the paper we describe the notion of *counterproductive foreignization* in translation, i. e. foreignization not only at the level of the target text (a word, an expression etc.), but also at the level of the target context (connotation, intertextuality, allusion). The Slovak translation scholar Ján Vilikovský once stated that through translation a culture becomes more aware of itself. Counterproductive foreignization, as the term itself suggests, is a negative phenomenon, for the cultural awareness is virtually erased, the intertextual bond is severed, and thus a translated text or its part is perceived as something unprecedented and unique. The "new" unit, in contrast with its source language pendant, may virtually be a decontextualized notion, or even an uprooted half-product of a once deeply rooted traditional source language notion. The paper directly refers to the author's article *When Superman is not so superb* (Kubuš, 2017) and the fictional charactonym *Superman*, as found in Slovak sources, is here presented as a textbook case of the aforementioned counterproductive foreignization. The term "foreignization" is also understood as a strategy to make the source culture more visible, thus it is always intentional, well thought-out, rendered on purpose, while under the term "interference" we understand something more spontaneous, unintentional, even unconscious. Using the aforementioned text-book example "Superman", we have to say that the very term was loaned into our target language during the Cold War era, for ideological reasons, having had a negative chauvinistic colouring, to denigrate the source culture (USA). Now, after the Cold War, the term has been kept for fashionable reasons, having a foreign colouring, being stylish, chic, Western, English/American. However, we consider the loan term as

counterproductive, for in our target language the term "Superman" does not refer, e. g., to Nietzsche and his philosophy, while the connotations in the English language work very well, at least in case of a well-read reader. The intertextual link in our language/culture is severed (as I will prove in the paper, using a specific example from my translation practice). The paper suggests a strategy of deforeignization, or, in other words, corrective domestication of notions which already may have their recognized pendants in the target language, but the pendants may be deemed dysfunctional, or at least lacking.

Mária Kusá – Michal Mikuláš: On the Issue of Documentary Films Translation and Its Place Within the Reflection of AV Translation. Intratextual and Extratextual Aspects (On the Example of Russian Documentary Films Translation in the Slovak Cultural Space after 1989)

Comenius University, Bratislava, Slovakia (both) & Institute of World Literature, Slovak Academy of Sciences (M. Kusá)

The aim of this paper is, on the one hand, to reflect on the issue of documentary film translation within the context and in confrontation with Slovak (L. Paulínyová, E. Perez and others) and other national concepts (primarily Y. Gambier) that, according to L. Vajdová's thinking on translation and reception, highlight the intratextual and extratextual aspects of this type of translation and, on the other hand, to apply our concept of documentary films translation to the second-hand translation of originally Russian documentaries (in this case through English).

The theoreticians and practitioners of AV translation often point out the numerous extratextual aspects that considerably determine a particular approach to translation and, subsequently, also its form. These aspects are connected mainly to the type of dissemination and distribution (media type and recipient, broadcasting framework – series or "solitaire", broadcasting time etc.).

From the viewpoint of intratextual aspects, attention is paid to cultural specifics. In case of documentary films, they represent a relatively complex factor due to the need of transferring them into the target culture in a way that they enable to understand the text and its meaning.

The last issue would be the factor of a second-hand translation on the example of concrete translations of Russian documentary films and its impact on the approach to translation and its final form.

Ludmila Lambeinová: Polish History Through Czech Eyes

University of Warsaw, Poland

This article deals with so-called paratextual elements (titles, covers, blurbs, prefaces, illustrations) which were used in the Czech Republic in the years 1996-2016 in published translations of academic writings about the 20th century history of Poland and especially with the strategies used by the Czech publishers.

Firstly, the analysis of paratextual elements shows that Czech publishers mediate academic history of Poland using common stereotypes. Despite different cultural and political changes, their role in the paratexts seems to rest unchanged. It could be observed that some of Polish-Czech stereotypes are expected by the target culture. For example, a common element of all covers is white and red colours which are supposed to be Polish national colours.

Secondly, the paper presents worldviews manifested in these paratextual elements – we can name some of them (universalism, scientific knowledge as metanarrative, emphasis on anticommunism etc.).

Thirdly, the paper shows how paratextual framings influence the reader's experience – we can observe the emphasis on the quality of the source text, the stress on the author's academic achievements, the educative role of the text etc.

It could be concluded that the paratexts tell us more about the expected needs and expectations of the target culture than about the source culture. In other words, we can see how the Czech people view Polish history and how publishers assume that Czech readers expect to see it.

Sandra Ljubas: Statistical and Neural Machine Translation: Changes in the MT-Output from Swedish into Croatian

University of Zadar

The aim of the present study is to examine whether Google Translate's recent shift to a neural model has had a significant impact on the quality of machine-translated texts regarding the Swedish-Croatian language pair. In November 2016, a preliminary study was conducted, in which the author analysed the errors found in translations produced by Google Translate which was using a statistical translation method at the time (Ljubas 2017). The analysis showed: a) that the produced Croatian translations contained a substantial amount of morphosyntactic errors, and b) that lexical errors had a great impact on the level of (un)intelligibility. Specifically, GT failed to correctly render the Swedish formal subject "det", phrasal verbs, reflexive pronouns, double negation, abbreviations, compounds etc. Shortly after the study had been completed, however, Google started applying a new neural method capable of deep learning, namely the Neural Machine Translation (NMT) model, in hopes of improving the quality of machine-produced translations. Currently, GT's NMT model only supports translation from and into English, but GT has traditionally used English as an interlingua for other language pairs and a significant improvement in the output data has indeed been recorded, although "the NMT system creates its own cryptic 'interlingua'" now (Hurskainen 2018). The newly machine-translated texts contain fewer errors, but the results indicate that GT either omits or leaves a considerable number of words untranslated. Generally, the translations from Swedish into Croatian are now morphologically more correct and intelligible, yet less precise and still not acceptable as end-products. This stands in correlation with the expectations and findings from previous studies on the subject (Popović 2015, Wu et al. 2016, Castilho et al. 2017).

Keywords: statistical machine translation, neural machine translation, Google Translate, error analysis, the Swedish-Croatian language pair

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Aneta Mandysová: Digital pen technology in note-taking training

Charles University, Prague, Czech Republic

The paper deals with a new technology used in note-taking training, the digital pen.

Trainers usually provide feedback on the final notes of their students in order to evaluate their performance. It is difficult for them to follow the progressive acquisition of the note-taking system of each student individually and give them adapted feedback. The digital pen is a technology that gives the possibility to assess the development of note-taking system: it captures simultaneously the audio of the speech and the video of the notes being taken and it synchronizes them. The data are computerized and can be viewed, edited and saved consequently. It allows students to go back in time and replay any moment of the original speech linked to their notes, identify moments where they made an error and find out why. In this way it gives the student autonomy, makes teaching interactive and allows providing better advice. Sylvia Kalina (2017) and Marc Orlando (2017) state that the digital pen facilitates the note-taking training. In his experiments with the digital pen, Marc Orlando (2010, 2012, 2014) concluded that both students and trainers have overall positively appraised the use of the digital pen in note-taking training. Based on a research study conducted on students of the Institute of Translation Studies at the Charles University in Prague, this paper aims to assess the possibilities of using the digital pen technology in note-taking training, presents its benefits and drawbacks and discusses feedback from students.

Miroslava Melicherčíková: Interpreter Trainees' Performance – Motivation, Quality and Assessment (An Empirical Study)

Matej Bel University, Banská Bystrica, Slovakia

This empirical study deals with the issue of interpreter trainees' performance in relation to motivation, quality and assessment. The main objectives of the study are: 1) to investigate potential links between the duration of interpreter training (number of completed training hours in interpreting) and the quality of interpreting performance; 2) to examine a potential relationship between interpreter trainees' performance (both consecutive and simultaneous) and its assessment (the number of correctly conveyed propositions plus an assessment of audio recordings by expert reviewers) and 3) to explore the potential link between preference for interpreting (motivation) and interpreting performance. The study presents interpreting research in which three hypotheses were tested. The study's aims necessitated both qualitative and quantitative methods. The qualitative methods included propositional analysis of the semantic content of the interpreted recordings and review of these recordings by expert evaluators based on a score sheet. The quantitative methods involved a questionnaire, a two-sample Student's t-test and a Spearman correlation analysis. The results showed that there is a statistically significant relationship between amount of interpreter training and simultaneous interpreting performance. However, no correlation has been identified between interpreter training and consecutive interpreting performance. Some factors which may have contributed to these findings are presented. The research also confirmed a statistically significant relationship between interpreting performance (both consecutive and simultaneous) and the assessment of audio recordings of interpreting by expert evaluators. The more propositions (the semantic aspect) students conveyed and interpreted properly, the more points they received for the formal aspect (linguistic/stylistic rendering) by expert evaluators. The study also showed that more than half of trainees preferred translation to interpreting (lacking motivation), which in turn was reflected in their interpreting performances.

Keywords: interpreter training; simultaneous interpreting; consecutive interpreting; quality; assessment; motivation

David Mraček and Petra Mračková Vavroušová: Reflective diaries: developing self-reflection skills in interpreter trainees

Charles University, Prague, Czech Republic

With translator and interpreter training becoming increasingly student-centred, a growing number of methods are employed to provide trainees the opportunity to reflect on their learning process, e.g. the writing of a reflective diary. Self-reflection is thought to be an important part of the student-empowering process, contributing to increased self-efficacy and motivation.

The present study explores a corpus of twenty diaries administered to B.A. students of intercultural communication (translation and interpreting) during their first semester of interpreter training. Divided into three sections, the diary documents the trainees' journey through 4 weeks of memory and concentration exercises targeted at developing active listening and analysis; 4 weeks of transition to note-taking; and finally, 5 weeks of interpreting full-blown speeches with notes.

The diaries will be explored to identify the trainees' positive and negative feelings, needs, interests, training motivation and the degree of mastery of skills being trained at each of the three stages of the course. Specific areas of interest include the development of the trainees' personal attitude to interpreting, self-efficacy, self-assessment skills and self-study habits. Special attention is paid to the development of note-taking techniques, the core objective of the subject, a challenging process and a completely new skill to undergraduate trainees.

Reflective thinking is believed to help trainees to learn from practice. Teachers, on the other hand, can benefit from learning about their trainees' needs and emotions to enhance curriculum design and teacher-student partnership.

Elena Nikolajová Kupferschmidtová: Professional Translation: Chasing Answers Across Education and Industry

Comenius University, Bratislava, Slovakia

The article explores the relationship between academic translation training and the real-market needs. Considering recent developments in the field of professional translation such as the immense rise of communication and information technologies, increasing amount of translation tasks in the field of ICT, segmentation of technical texts leading to decontextualized translations, use of database of source materials and their translations instead of single source, etc., it can be said that a collaborative construction of knowledge and personal experience are required to create a true expertise. Increasingly, both education and industry are recognising the mutual benefits of developing more co-operative relationship. The need to satisfy both academics and industry does have implications for the delivery of translation training as today´s translators apart from being regarded as multicultural and multilingual experts are also technical communicators. As the professional reality requires almost constant updating and the present day reality of the translations market reveals deficiencies in translator training, the present article attempts to paint a picture of a translator´s professional competency required by the real-market and at the same time offers several hints how to be able to scale and support these evolving requirements.

Iryna Odrekhivska: Translation Studies in/as the Borderland: Historiosophy and Autopoetic Complexity of Translation Conceptualizations

Ivan Franko National University of Lviv, Ukraine

The present proposal posits that contemporary Translation Studies has been undergoing a continuous critical dialogue *with itself* through mapping, historicizing and synthesizing versatile traditions of translation theorization, and *with a broad range of other disciplines* by entering systematic transdisciplinary dialogues, aimed at tracing the meaning and role of translation in terms of wider present-day processes. Such "Janus-faced" dialogicality has brought about the view on Translation Studies as *being in the borderland*, i.e. in an indeterminate transitional situation between the historical past and present, and as *being the borderland*, i.e. an interdiscipline with a growing diversity of disciplinary crossings and paradigm linkings.

Acknowledging that such "border interrelatedness" gives rise to new processes, the overriding objective of this study is to foreground the importance of <u>historiosophy of translation</u>, targeted at complex, relational interpretation of reasoning and change in translation conceptualization with due attention to the ontological, epistemological and methodological premises as well as interdisciplinary footage. To enhance my position-taking, Yehuda Elkana's concept of "images of knowledge" will be applied in the historiosophical redux on translation thinking. Following this, the central insights would elicit the views on translation *as a cultural force and social capital* (Ivan Franko), *linguoaesthetic phenomenon* (Oleksandr Finkel, Mykola Zerov), *re-stylization* (Volodymyr Derzhavyn), *functional stylistic parallel* (Maksym Rylskyi, Hryhoriy Kochur, Victor Koptilov), *cultural interpretation and recreation* (Maryna Novykova), *identitarian act* (Roksolana Zorivchak, Maksym Strikha) employed in Ukrainian meta-reflection, but not restricted to Ukraine only. To develop the stance, the report will also be anchored to the claim that translation must be viewed today as a <u>complex, self-organized (autopoetic) system</u> in which the "added-value" function of each translation is to participate in the production or enhancement of other translations in the network, which conditions the entire network to continually "make itself".

Jolanta Osękowska-Sandecka: The translation of unstable media texts: a practical approach to the traditional and the non-traditional

University of Zielona Góra, Poland

Digital media have established a new scene for translation. Among others, major newspapers, press agencies, and social media coexist as information sources, relying on translation in text production. This translation is usually described in terms of adaptation, rewriting, and edition, showing scarce direct translation, and thus marginalized or even excluded as a translation form. In this paper, such characteristics will be addressed through the prism of unstable texts.

An example of unstable texts is news produced by press agencies that frequently incorporates texts written by social media users into traditional news. What happens to this unstable news when translated for digital newspapers, taking into account, on the one hand, the need for adaptation for social and institutional reasons, but, on the other, the public demand for receiving trustworthy and accurate information? The paper will discuss translation of such unstable news in relation to what is considered to be traditional and non-traditional translation and analyze it against the actual needs in societies. For this purpose, first, translation of unstable texts produced by press agencies (Reuters and Associated Press) for Polish major newspapers (*Gazeta Wyborcza* and *Rzeczpospolita)* will be analyzed in relation to (non-) traditional translation concepts; next, a questionnaire will reveal the opinion and preferences of particular respondents. The questions will focus on readers' preferences for the translation of unstable texts (Do readers consider the established translation of unstable sources trustworthy? Would they rather receive texts translated in a more/less direct way?). This may suggest practical implications in relation to traditional and non-traditional media translation practice.

Merve Ozan: Tracing *Letters From Constantinople* in Turkish (Re)Translations

Kırklareli University, Turkey

Georgina Adelaide Müller's historic book *Letters From Constantinople* (1897) was published in Turkish first in 1978 by Tercüman Publishing in Afife Buğra's translation with the title *İstanbul'dan Mektuplar*. More than three decades later, a second publication of the book by Şehir Publishing appeared also in Buğra's translation. In the same year this revised edition was published in 2010, a retranslation of the book by Dergah Publishing appeared with the title *On Dokuzuncu Asır Biterken İstanbul'un Saltanatlı Günleri*, under the book series entitled "Turks in the Eyes of the West". Even though the second publication was copyrighted under the same translator, it was presented to the Turkish readership with new paratextual features (Genette 1997) such as the biographies of the author, the author's husband and the translator, general information about travel accounts, new appendices and the like. Furthermore, the retranslation published by Dergah Publishing contains the claim that Müller's book had not been translated into Turkish before. Taking the first translation, revised edition and retranslation of the book as a case in the light of these information, I problematize in this paper the institutional contexts of the first translation, revised edition and retranslation of *Letters From Constantinople* and the key roles played by the translatorial agents, such as the translator, editor, and the like, in order to shed light on the motivations behind the revised edition and retranslation of a historic book written by an English woman in 1897 and their presentation to the Turkish readership in changing contexts. I do this by centralizing on certain textual and paratextual features of the existing (re)translations and the revised edition of the same book in Turkish.

Key words: Georgina Adelaide Müller, İstanbul'dan Mektuplar, Tercüman Publishing, Şehir Publishing, Dergah Publishing, Turks in the Eyes of the West, retranslation.

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Milan Pišl: The Translation Process – Can Technology Can Really Speed It Up?

University of Ostrava, Czech Republic

The situation in the current translation market requires a sophisticated and effective way of handling CAT applications. Universities providing translators' professional training should follow this development and should introduce as well as practice these new competences. The conference speech deals with new trends in translation and didactics of translation and examines the possibilities and limits of application of computer translation software. Based on selected examples from the teaching practice at the Department of German Language at the University of Ostrava, it turns out that the mechanical and human translation of texts will interact with each other, while the interaction brings along a tendency to multi-layered acceleration of the translation process. In addition, the conference paper will analyze how the working methods of CAT tools are reflected in the translated texts and how the cooperation between human translators and computer assisted/aided translation software is going on. There will be answers given to the following questions – Is CAT really the way of future in the field of text translation? What are the common obstacles in dealing with translation memory systems?

Ľubica Pliešovská: The Place of Translations of American Literature in the Publishing Policy of Slovak Publishing Houses after 1989: Ideology and Translation

Matej Bel University, Banská Bystrica, Slovakia

In the aftermath of the fall of Communism in 1989, the Slovak book market underwent radical transformations. Among other things, the changes have affected the publishers' attitudes towards the translation of American literature.

The paper addresses the main changes brought about by the globalization of culture and the commercialization of the market. It also aims at ascertaining the place of American literature within the field of literary translation in Slovakia after the collapse of Communism. The findings suggest undeniable connections between ideological systems and publishing policies. The research stems from original bibliographical data, collected from the Online Catalogue of the Slovak National Library in Martin. For the purpose of giving a comprehensive understanding of the state of American literature within the Slovak environment, quantitative and qualitative approaches are combined. As for the quantitative research, the paper strives to plot the developmental trajectory of translated American literature for the period from 1989 to 2016. The identification of the highest points on the crest curve and the lowest points on the sag curve provides an insight into the most and the least successful periods in American literature's post-revolution account. Furthermore, the paper analyzes additional bibliographical data on the book translations of six Western European literatures (French, Italian, Spanish, German, Nordic, and British) and one Eastern European literature (Russian). By comparing the figures, we calculate the percentage share of all the translations distributed every year. More detailed qualitative research assesses several different trends in publishing by answering such questions as: Which publishers have been most dedicated to releasing American titles? What are the most translated genres/subgenres? What are the proportions between serious literature and commercial/popular fiction? Who are the most widely translated American writers? Who are the translators with the most renditions to their credit?

Marie Přibylová: An old story made new: Relay interpreting between Czech sign language and spoken English

Charles University, Prague, Czech Republic

With the growing emancipation of the Deaf, sign language, traditionally associated mainly with community interpreting, has been making its way into conference rooms, entering into contact not only with foreign sign languages, but also with spoken ones. Quite logically, this entails the need for interpreting, and as the number of interpreters working directly between the national sign language and a foreign spoken language is – at least in the Czech Republic – very low, relay interpreting comes into play.

Although not very frequently researched, relay interpreting as such is not a new topic. However, as soon as sign language gets involved, the questions which are generally asked in relation to relay interpreting (*Does relay interpreting result in information loss, and if so, at which stage does the loss occur? Is it caused by the pivot interpreters working into their B language?*) take on a new dimension: Can information loss be due to the visual and gestural nature of sign language and to the interpreters switching channels from visual to auditory? What is the impact of the abstractness and highly technical character of speeches presented in a language, which, until relatively recently, has been denied the status of a natural, full-fledged language, on the quality of the relay interpretation?

Answers to these questions are sought by means of an analysis of recordings from *The International Summer School 2014: Current Issues in Sign Language Linguistics*, an unprecedented event where four working languages, two of which were sign languages, were used and where interpreters were working from Czech sign language via spoken Czech into spoken English and from spoken English into International Sign and vice versa.

Ildikó Pusztai-Varga: Multiple Boundary Crossings: the self-translation of academic papers

University of Szeged, Hungary

Where do I end as a writer? And where does my work as a translator start? Am I able to interpret myself to myself? Literary self-translation has been in the focus of translation research for a while. However, the field of academic self-translation – although a regular practice for many – is still neglected. By way of empirical research, the present paper studies the complex process of self-translation in the context of academic translation, focusing on a translation situation in which self-translation is encouraged by the cultural dominance of a specific language in the international context, i.e. native Hungarian scholars of economics translate their own scientific papers from Hungarian into English (ESL) in order to have them published in internationally renowned journals. Findings of both the discourse analysis of interviews made with the author-translators and the analysis of translated and reviewed texts reveal the different cognitive phases and constraints of academic self-translation, also reflecting on factors such as cultural aspects of the languages involved, direction of translation, professional and personal experience of the author-translators, time management, motivation, and quality concerns.

Keywords: self-translation, academic translation, constraints of translation, English Academic Discourse (EAD), qualitative research

Anita Račáková: The Transculturality of the Literary Reportage and the Identity of the Translator

Matej Bel University, Banská Bystrica, Slovakia

The paper deals with the specifics of the translation of literary reportage, which is characterized by the syncretism of the factual and subjective, fictionalized processing of objective reality, and at the same time it represents the mediation of another culture, its chosen phenomena, the language of the reporter, or the perspective of their own culture. By its nature, it is formally hybrid and transcultural from the point of view of the content. The particularity of translation of this genre results not only from the above-mentioned specifics but, in particular, from the two-level nature of the translational complex of the fictionalized reportage text. Its first element is realized at the level of the author – the reporter (the mediator between the culture they write about and their own culture), the second at the level of the translator (the mediator between the two cultures, variously represented in the text). These facts place increased demands on the translator's competences. On the basis of the analysis of the Slovak translations of the works *The Emperor* (text about the end of the reign of the last Ethiopian emperor), *Shah of Shahs* (text about the Iranian chess player Reza Pahlavi or rather about autocracy in general) and *Imperium* (reportages from the countries of the former Soviet Union) written by Ryszard Kapuściński, the most prominent and best-known representative of the Polish school of reportage, we are looking for answers to the following questions:

1. What forms can transculturality acquire in translations of reportages?
2. Which of the cultures coming "into play" the translator chooses as determinative?
3. How is the translator identified in relation to these cultures?

Eva Reichwalderová: Descriptive analysis of translation of culturemes in the case of *Cell 211*

Matej Bel University, Banská Bystrica, Slovakia

The paper deals with the translation of cultural references present in the Spanish novel *Cell 211* by Francisco Pérez Gandul and its movie adaptation of the same name by Daniel Monzón; the concept of culture, defined as the framework for culturemes analysis within cultural studies; the cognitive acquisition of social values attached to the cultural references; and how the movie uses these elements to emphasize the interior and exterior evolution of the main characters in such a specific social environment as the prison. Based on selected examples of proverbs, idiomatic expressions, body language, colloquial expressions, slang and argot terms translated from Spanish into Slovak (subtitles) and Czech (dubbing), this paper aims to show how translation is influenced by the culture it reflects and it also points out the significant role the translator plays in facilitating intercultural interaction and understanding.

The translation of culturemes presents one of the most challenging tasks for translators. Through the analysis of the Slovak and Czech movie versions, we intend to contribute to the debate about different translation procedures/ techniques, described by Mayoral Asensio (2001), Hurtado Albir (2004), Molina Martínez (2006) among others, in translating culturemes in both literary and audiovisual texts and about how the translator as an intercultural mediator systematizes and generalizes the process of translation.

Alessandra Rizzo: On the margins of audiovisual translation: Contrastive analysis of voluntarist translations in *Calais Children. A Case to Answer* in Italian and French

University of Palermo, Sicilly

In the 21ˢᵗ-century mobility and globalisation have made translations in cultural institutions, public spaces and digital contexts crucial devices for the negotiation of linguacultural transactions through a variety of media, genres and discourses. Translation has acquired an increasingly metaphorical significance within and across domains and discourses by means of which knowledge has been produced, shared and put into practice. At the same time, *collaboration* has emerged as a practical term in academic and digital translation circuits, becoming central to audiovisual translation practices as well as to crowdsourced translation fields (Jiménez-Crespo 2017).

Collaborative translational settings, including online fansubbing and fandubbing projects, mediated and self-mediated audiovisual products, are all based on translation phenomena resulting from the spread of the Internet and the diffusion of migratory constructions within the arts (O'Hagan et al., 2002; Moslund et al. 2015). Indeed, the translation phenomena that have developed across the paradigm of collaboration are correlated to the advent of Web 2.0 and involve the work of amateur translators and intercultural mediators.

Within the scenario of multilingual and multicultural exposure and of increased cultural and linguistic fluidity, translating and languaging procedures have begun acting as communicative bridges across cultures and languages in an ever more relevant way. Here collaboration in translation and translation as collaboration have grown and amplified and have gained a specific theoretical status. Given this backdrop, this study analyses British filmmaker Sue Clayton's documentary film *Calais Children: A Case to Answer* (2016) from audiovisual translation and documentary translation perspectives. These refer to specific-genre difficulties, including multilingualism and colloquial conversation in audiovisual contexts (de Higes-Andino 2014; 2016; Bartoll 2006). The revoicing of registers and discourses is scrutinised within spaces of translation and collaboration, where translation can be

conceptualised and described as a collaborative activity and, in turn, collaboration can be conceptualised and described as a translational activity. Starting from studies on translation universals (Baker 1993; Zanettin 2012) relating to audiovisual texts and subtitling procedures, this investigation aims to survey the documentary from a comparative-contrastive point of view between the English source text and its Italian and French subtitled versions. The analysis will testify to the existence of collaborative communities, where the components of collaboration give origin to forms of interlingual translation.

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Oľga Ruda: Ukrainian and Slovak literature in English translations in the 21st century

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The given paper provides a general review of translated literature according to genres (poetry, fiction, drama, etc.) as well as chronology. The study merges literary and translation inquiry with statistics, and the outcome of this contact results in an analysis of publications of translations mainly associated with the previously mentioned genres. It also compares Slovak and Ukrainian literary translations published in European and non-European regions and gives a comprehensive analysis of the discussed period. It analyzes the works of individual translators from Slovakia and Ukraine, gives some data on translation of fiction and poetry, and provides a brief overview of translational processes in Ukraine and Slovakia.

Every literature has its inherited features, specific patterns of genesis and development that arise from local conditions and distinctive traditions. A comparative study of Slovak and Ukrainian literature translations into English unveils that there is a definite trend in Slovak-English and Ukrainian-English translations and reveals a vivid division between translation trends of other national literatures. The reason can be found in the historical and political development of Ukraine and the Slovak Republic in the 20th and 21st centuries. This overview of Ukrainian and Slovak literature in English translation is an attempt to catalogue book titles, publications and international events in the field of literary translation and bring them closer to the English-speaking reader. The statistics reveal the intensity of the translation process as well as the most current tendencies in the translation of Slovak and Ukrainian literature in terms of preferred genres and chronological development. This brief overview of translations is an attempt to name some interesting literary events and publications in the field of literary translation. However, it is far from giving an exhaustive list of the Slovak-English and Ukrainian-English literary translations.

Key-words: English translations, literary translation, Slovak literature, Ukrainian literature, translation studies.

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Shilan Shafiei: Setting the stage for interpreting performance: To do, or not to do

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Since the late 1960s, teachers and researchers have advocated using drama techniques and activities in foreign- and second-language classrooms (Via, 1976; Maley & Duff, 1982; Smith, 1984; Wessels, 1987; Porter Ladousse, 1987; Whiteson, 1996). Many teachers, researchers, and students have found that the value of drama in language education stems from the opportunities it provides for students to express themselves in English for a meaningful purpose. Moreover, the benefits that students reap in theater are not limited to language skills. Increases in self-esteem, self-confidence, and spontaneity often result from theater activities in the classroom, thus reducing inhibitions, feelings of alienation, and sensitivity to rejection (Via, 1976; Stern, 1980; Kao & O'Neill, 1998). The present study investigates the effectiveness of applying drama techniques on the interpreter trainees' emotional intelligence and their performance quality in consecutive interpreting. A quasi-experimental design was utilized in the study. The participants were 50 students who studied English translation at the B.A level at two universities in Iran. A test of consecutive interpreting and a Bar-On Emotional Quotient Inventory were administered to both experimental and control group. Then, the experimental group received a ten-week treatment, i.e. teaching interpreting integrated with drama techniques. Post-tests were run after a three-month interval in both experimental and control group. The independent sample T-test and Pearson correlation coefficient were utilized to analyse the obtained data. Results indicated that the participants in the experimental group showed a great improvement in both performance quality of consecutive interpreting and the level of emotional intelligence. The results of the study have some implications for interpreting instructors; they may apply the techniques used in the study to help the trainees improve their performance quality and manage their anxiety in inter-lingual interactions.

Key Words: Interpreting, consecutive interpreting, emotional intelligence, performance quality.

Shuyin Zhang: Discussion concerning the translators' identity in Cao Xueqin's *Dream of the Red Chamber*

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The novel *Hongloumeng* (*Dream of the Red Chamber*), one of the four great Chinese classic novels, can be seen as a cultural encyclopaedia of 18th-century China. There are two complete published English translations of this novel – *A Dream of the Red Mansions* (Yang Xianyi and Gladys Yang) and *The Story of the Stone* (David Hawkes and John Minford), both of which have become well known since they appeared in the late 1970s.

There have been numerous studies carried out on the translations of *Dream of the Red Chamber* worldwide, especially its English translations. This topic has not only been restricted to scholars and experts of redology, but has also been of considerable interest to postgraduate students majoring in translation studies or relevant subjects in China. Previous studies have focused extensively on a purely textual analysis of the translations, overlooking the reasons behind the translation activities. Few of these have paid any attention to the translators' identity. In the past decade, only a few papers have studied the background of the translators, and most of these are limited to their political and social backgrounds. Paratexts, a major source of the reconstruction of translators' identity, have hitherto been neglected.

In this paper, I aim to rebuild the identity of the translators based on the analysis of these paratexts, and to explore its influence on their translation procedures. Reconstructing the cultural identity of these translators will serve as an effective way of understanding the logic behind their translation choices so as to better study their translations. I hope, thus, to bring new ideas to this perennial topic, as well as to interpretations of this classic novel in general.

Vilelmini Sosoni, Maria Stasimioti, Katia-Lida Kermanidis: Quality in Translation Crowdsourcing: A case study with professional and non-professional translators

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During the past decades, translation has undergone a revolutionary upheaval giving rise to a wide range of new phenomena, such as crowdsourcing. Crowdsourcing as an approach to activate or use the knowledge and skills of a large group of people to solve problems has existed for a long time (Ellis 2014). Nowadays, it leverages Web 2.0 tools in order to take a job traditionally performed by a designated person and outsource it to an undefined, generally large group of people in the form of an open call (Howe 2006: np).

In the realm of translation, crowdsourcing refers to a translation model that reaches out to a large virtual crowd on the Internet to obtain translations (O'Hagan 2011: 14). The crowd may consist of both professional and non-professional translators who have a knowledge of two or more languages (Flanagan 2016). Although the participants in translation crowdsourcing projects are usually non-professional translators (O'Brien 2011: 19), professional translators may also act as crowdworkers if they consider the project to be worthwhile (O'Hagan 2011: 13). As a result, the crowd is often mixed and the quality variable.

In an attempt to explore the ability of both professional and non-professional translators to produce translations of high quality in crowdsourcing platforms given the specific nature and design of crowdsourcing tasks, we report on a case study carried out in the framework of the TraMOOC (Translation for Massive Open Online Courses) research and innovation project (www.tramooc.eu), where, among others, a crowd consisting of both professional and non-professional translators is used for the translation into Greek (EL) of English (EN) MOOC educational data on the CrowdFlower platform. After completing the crowdsourcing task, both professional and non-professional translators were asked to fill in a questionnaire on their experience. This questionnaire together with an error analysis of the translations

carried out according to the harmonized DQF_MQM error typology model constitute the basis for the case study.

Keywords: translation crowdsourcing, professional and non-professional translators, translation quality, DQF-MQM error typology model

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Cinzia Spinzi: Visual art translated into words. A comparable corpus-based study of Museum Audio Descriptions

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As the Translation Studies community advances in an increasingly networked globe and the new market needs change, the range of interests of translation as a discipline broadens, new proposals are put forward by the market stakeholders and new challenges are discussed in academia.

The challenges discussed in this paper come from research on Museum Audio Description, a type of intersemiotic translation which starts from a non-verbal source text and aims to make a socio-cultural work equally accessible. In other words, its ultimate aim is "to disseminate knowledge and aid social integration by performing inclusive practices" (Hurtado et al 2015). Pursuing the intent of recreating artistic nuances, this translational practice has also been considered as a form of transcreation in that it gives birth to a "multi-sensory text that recreates the style and emotions of the first" (Neves 2012: 290).

While the existing literature has shed some light on this type of translation and its discursive features (Neves 2012; Hurtado et al 2015), contrastive studies do not appear to have been undertaken. This paper seeks to fill this gap by focussing on issues of discursive representation, construction and mediation across English and Italian ADs (i.e. adjectival constructions, analogies).

The data comes from an ad hoc comparable corpus of ADs which includes museum exhibits, descriptions of galleries and buildings in both languages.

This cross-cultural study adopts an integrated, multi-method framework which combines corpus linguistics techniques and functional grammar. The empirical research implemented here enchances our understanding of the intercultural aspects of this cross-cultural multi-sensory experience.

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Jaroslav Stahl: Scientific and didactic potential of interpreted texts corpora

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The goal of our paper is to present the potential of corpus-based linguistics in simultaneous interpreting research and point out key issues in our project-based planned research. Corpus linguistics has showed good results combined with text linguistic approaches, starting from text linguistic theories of Reiß and Vermeer. In our paper we want to point out the ties between text structures in the comparison of source vs. target texts and the strategic processes of the interpreter as described e.g. by Kalina but also reflecting Gile, which in are also of key importance to the didactics of simultaneous interpreting (further referred to as SI). Here we want to concentrate on how these strategic processes are reflected in texts, focusing chiefly on syntactical coherence vs. logical cohesion, but also include aspects of source text interference. In this context we consider the phenomenon of text and its formal structure as a factor the interpreter has to take strongly into account when identifying the intermediate representation and trying to formulate it in the target language. As for the methodology, we don't want the analysis to be extensive since we want the comparison and inductive conclusions to be an introduction and description of one of the results of an upcoming project, supported by the APVV research and development agency – a national corpus of interpreted texts. Within the project we intend to record and transcribe a great volume of texts, differing in topic, language (English and German into Slovak and vice versa) and difficulty. With the analysis based on a large volume of material we expect to be able to identify text patterns, solutions but also recurring error phenomena that can be well applied in didactics of SI. The use of the project outcomes in didactics is one of the chief goals of our project-based research. The other goal of the project is handing the SI text corpora over to the Ľudovít Štúr Institute of Linguistics as a project partner that will undertake further statistical and text-pattern specific research.

Key words: Simultaneous interpreting, corpus linguistics, text linguistics, text patterns, didactics of interpreting.

Weronika Sztorc: Translation, Interpreting and Culture: Old Dogmas, New Approaches(?)

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Andrzej Bursa, remembered as one of the Polish *poètes maudits*, is famous for his criticism of the Polish post-war reality and for his rebellion against the myths of Polish Romanticism. Intrinsically linked with the Polish reality, his poetry abounds in authentic toponyms both internationally known and typically Polish. Whereas the former are rather easy to translate (the places they denote are internationally known, and their symbolic meaning is clear also for non-Poles; thus, it is enough to find the recognized equivalents), the latter appear more complicated. Some of the Polish toponyms have specific connotations (e.g. the name *Zakopane* denotes a place on the map, but it also connotes a very special attitude Polish writers used to have towards the town); some have several possible English equivalents (should *Kraków* be rendered as *Kraków*, *Krakow*, or *Cracow*?; is it better to transfer the name of *Szczecin*, or use the German equivalent *Stettin*?). Another translation challenge is that the meaning of some toponyms is less clear for the 21st-century Polish reader than it used to be for Bursa's contemporaries.

The translators of Bursa's work into English, Wiesiek Powaga and the duo of Kevin Christianson and Halina Abłamowicz, used a variety of techniques: from transfer through hypernyms, explicitation, explanation, and functional equivalents to omission. The aim of the presentation will be to discuss the challenges posed by Bursa's toponyms together with the solutions applied by the translators. An attempt will be made at establishing how successful they were. What are the consequences of the translation choices for the interpretation of the poems? What is the foreign reader likely to learn about the Polish culture and how might they view Bursa? These are some of the questions that will be asked.

Marketa Štefková: How movement in Europe leads to professional and accessible community interpreting

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Community interpreting (CI) is a broad concept within the interpreting theory and practice that emerged as a direct response to global migration movements and related integration challenges. Community interpreting is used in a wide variety of communicative situations and sectors within the integration of non-native groups in the areas of health care, law or administration. The position and demarcation of interpreters' tasks in these contexts varies from country to country. Only a very limited number of qualified interpreters are available on the market in this area in combinations of LLD's. The background of the interpreter, their interpretation skills, training, language skills and the quality of the final interpretation performance are also very diverse.

First the presentation pays attention to the definition of social interpreting and translation in the context of Central Europe. The second part provides insights into terminology and translation technology in the context of CI. Technology is bringing about major changes in the way community interpreters deliver their language services to customers. In the training for CI, it is therefore essential to integrate various translation and interpretation-related technologies such as virtual communication tools, computer-based translation tools or terminology management systems into the curricula. In the third and final part of the presentation we will discuss how this will be achieved in the Erasmus+ project of the Department of German, Dutch and Scandinavian Studies at Comenius University Bratislava. The title of the project is PACI - Professional and Accessible Community Interpreting - A Gateway to Migrant's integration, and it aims at creating a quadrilingual terminology database (Dutch, Polish, Slovakian, Czech) in the domains relevant for CI and developing a template model for the training of community interpreters for LLD's.

Jana Štefkovičová and Jakub Absolon: The Impact of Translation Methods on Translators' Productivity: A Comparative Analysis of Human Translation, Post-Editing, and Computer-Aided Translation

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The study analyzes three types of translation methods. We focus on translation as a process, namely on human translation, post-editing of machine translation output, and translation using computer-aided translation tools such as translation memory. We try to achieve results that would prove how productive or effective each examined method of translation is and, based on these outcomes, evaluate the most productive way of translating. To reach this aim, we designed an experiment where fifteen master's students of translation studies took part. The students were divided into three groups. All students translated texts from English into Slovak using all examined methods of translation but in a different order. Our findings clearly show the dominance of translation with translation memory; however, post-editing machine translation surprisingly turns out to be less productive than human translation. The results also show that productivity is depended on the order of translation methods in the groups. These outcomes may change the sometimes underestimated views on human translation as well as point out the importance of teaching students how to work with computer-aided translation tools.

Key words: computer-aided translation, post-editing, human translation, comparative analyses, productivity.

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Ivan Šuša: Literary transposition and hybridity in relation to the source and the target culture

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Many authors present the hybrid overlap with literary genres and themes in their works, not to mention the perception of hybridity as an areal penetration on the axis literature-culture-society. Linguist and translation studies associate professor Zuzana Bohušová points out in one of her studies (Authenticity and identity in language, culture and in interpretation) that "typical signs and features of the current communicates reflect hybrid mixed characteristics. Their dynamics create new identity of the current languages, cultures and communicates, their authenticity has new borders. Texts for translation or products of translation can be regarded as hybrids". Other definitions have been brought forward by Vladimír Patráš (from sociolinguistic and sociocultural aspects), Zoltán Németh, Anita Huťková (from a translation studies aspect) and many foreign authors, e.g. Anthony Pym (Against praise of Hybridity), Albrecht Neubert (Some implications of regarding translations as hybrid texts), Sherry Simon (Cultural-textual Hybridty), Mary Snell-Hornby (The space "in between". What is the hybrid text?) etc.

Our contribution focuses on the relation between hybridisation and literary transposition of texts in relation to the source and target culture. The work *Something Written* (in Italian *Qualcosa di scritto*) by the Italian contemporary writer, literary critic and essayist Emanuele Trevi will serve us as the main text. (This book won the EU Prize for Literature in 2012). Here, Trevi conveyed the literary ideas, procedures, genres of hybridity and thematic-motivic based on Pier Paolo Pasolini's unfinished novel (in Italian – *Petrolio*). We will demonstrate how the translator of the work (from Italian into Slovak) entered the literary process focusing on the relationship between the source and target culture.

Dušan Tellinger: Naturalizing versus Foreignizing in Translation (the Heritage of the Nitra School)

The objective of the paper is to describe the confrontation between two basic translational principles – naturalizing and foreignizing. This paper regards translation as an activity that renders mankind a great service by playing a central role in communication between people speaking different languages and from different cultures. Translators, as bilingual mediators of cultures, transfer words through the dividing borders of languages on the one hand and emotional and cultural situations on the other. In the process of globalization, new tasks require the extension of the translator´s knowledge. While the linguistic aspect of translation cannot be neglected, in recent decades cultural and ideological knowledge has been very important. As a result, translation has become a form of cross-cultural and cross-ideological transfer. Translators as cultural mediators and political agents have to be aware of the strategies necessary for transferring cultural terms and political ideas into the target language. The roots of this thinking in Slovak translation studies spring from the heritage of a group of scholars around Anton Popovič (Nitra School) in the 1970s. These scholars were responsible for a number of important insights into the complexity of intercultural factors in literary translation. Every translation requires overlapping the source and target culture. A. Popovič stated that this might be due to the fact that the translator is more under the influence of his own culture or consciously wants to retain something of the foreignness of the original (with the inclusion of source language realia). Each language contains elements (above all realia) which are derived from its culture and the translator can either borrow them (the principle of foreignizing) or look for their equivalents in the target culture which have the same function (the principle of naturalizing, i.e. the adaptation of an original text). A. Popovič researched how the transposition of original text occurs into a foreign cultural "time-space". His research offers a substantial theoretical basis for describing and explaining the role of culture in successful translation. Cultural substitutions in translations are bound with shifts defined by A. Popovič as correct or incorrect translational solutions caused by understanding or misunderstanding on the part of the translator.

Jana Ukušová – P. Kopecký: Migrant Crisis and its Implications into Sworn Interpreting and Police Practice

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The issue that is being examined in this paper belongs to the field of community interpreting, and more precisely it relates to sworn interpreting within the judicial and police environment. It draws on the works of A. Klimkiewicz and her model of community interpreting as trialogic communication (professional – client – interpreter), D. Gile, and É. Fusilier. The paper deals with the fact that in the light of the current migrant crisis in Europe, sworn interpreters find themselves nowadays also in the position of social and humanitarian workers with ethical and moral responsibilities. Their role becomes even more complex when children are involved in the process, as pointed out by K. Balogh and K. Salaets, because other persons, i.e. social workers or UNHCR representatives may have a say in the given process.

Rather than presenting a general and theoretical approach to interpreting, the paper reflects a more context-based position. The methodology consists mainly of phenomenological and empirical approaches; we provide and analyse specific real-life cases from the police and investigators' environment and the presence of interpreters when dealing with migrants. The stress is also put on the flexibility of deploying interpreters and the related risks which may arise when the deployment flexibility is bad and interpreters are called too late. Finally, it also indirectly points to interpreter education, more specifically to educating and preparing interpreters who will master other languages that the ones used so far in order to be able to respond to new challenges and needs in providing interpreting services to migrants.

Gözde Begüm Uyanık: Thinking Sports Interpreting as Community Interpreting: Some Preliminary Thoughts

Istanbul University & Marmara University, Turkey

As Translation Studies expands its scope on both theory and practice due to its interdisciplinary character, new forms of translation and interpreting have started to emerge or legitimize themselves within the field. Sports has been one of the intensely practiced interpreting fields either professionally or unprofessionally due to its global character, yet it was not a subject of Translation Studies until the last decade. Although scholars of Translation Studies did not regard it as a field worthy of their attention before, now it has become an area to study on with growing interest among translation researchers. Therefore, this type of interpreting should be carefully defined considering its multidimensional character. One of its dimensions is the relation to community interpreting. This paper aims to discuss the dimensions and dynamics of sports interpreting and focus on its characteristics, thus, illustrating the similarities between community interpreting and sports interpreting. The paper deals with issues mostly experienced in and specific to community interpreting, yet observed in sports interpreting as well, such as ethical issues and professionalism. After a comprehensive literature review, the corpus of the study is presented. Exemplary cases from the media and one-to-one interviews with sports interpreters in Turkey are analysed with a special focus on professionalism. The similarities between sports interpreting and community interpreting are also analysed. As a result, the paper can contribute to the definition of sports interpreting and foreground its overlooked dimension – the so-called community interpreting – within interpreting settings, thus locating this type of interpreting in Translation Studies.

Keywords: sports interpreting, community interpreting, interpreting in context, professionalism, ethical issues

Eva Viola: Rhetorics and Translation: Challenge or Tradition?

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Introduction: The present study observes and attempts to explain shifts in the rhetorical structure of 20 English missionary texts and their translated Hungarian counterparts. These shifts reflect the challenging task of the translator, who is supposed to render the message of the text and fit it into the framework of the traditions of the Target Culture.

Method: Based on the criteria of modern homiletics, the characteristic features of missionary texts are observed, then using the methodology of Rhetorical Structure Theory (Mann and Thompson, 1986, 1988, Stede et al. 2017), we inspect the behavior of missionary texts in the process of translation. Aiming to reveal the uneven distribution of the typical coherence relations in the translated corpus, we are invited to concentrate on the frequency of MOTIVATION relation in comparison with SOLUTIONHOOD, ELABORATION, and JUSTIFICATION relations.

Results: The structural and qualitative differences between ST and TT structures can be explained by the different localization of the emphasis that the author and the translator places in the texts due to the divergent ways of interpretation of the author's intentions by the translator. Nevertheless, rhetorical traditions in writing missionary texts can also contribute to the uneven distribution of coherence relations.

Conclusions: Considering what Rhetorical Structure Analysis provides for TS, visible shifts in the rhetorical structure of ST and TT is the proof that slight alterations of the writer's intentions can result in the change of the text style or tone. These are apparently influenced by the translator's traditionalistic view of a missionary text. Acknowledging possible differences can help translators to improve their translations of missionary texts.

Katarína Welnitzová and Daša Munková: Specific Errors of Machine Translation from English into Slovak

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Machine translation (MT) is becoming an effective device in the process of translation, preferably deployed in the translation of technical documents, instruction manuals, news, or weather forecasts. MT outputs of such texts provide the reader with the translation of acceptable quality. In this study, we identify and clarify the situation in the MT of publicistic texts. We analyse errors in four texts in the direction English – Slovak according to the framework devised by Vaňko (2017). The given typology of errors tracks in more detail morpho-syntactic and syntactic-semantic relations - the areas showing numerous and significant errors of machine translation in the given direction. We classify, analyse and explain the occurrence and causation of the errors within a different typology of the languages (English – analytical language, Slovak - synthetic language). Based on our findings we can state that the majority of the errors concern sentence syntax and lexical issues. Nevertheless, the errors have a different impact on the comprehensibility of MT. Although the occurrence of nouns and adjectives is higher than of verbs and verb expressions, errors related to nouns (subjects) have a less serious effect on the recipient´s understanding of the MT output than those related to verbs (predicates). On contrary, we have not identified numerous errors in sentence structure, as sentences in publicistic texts are usually clearly and simply structured. The conclusions and implications of the study might be helpful for post-editors, MT developers and further scientific research in the given area.

Keywords: machine translation, errors, typology of errors, typology of languages, publicistic style, comprehensibility

Büşra Yaman: (Un)familiar hybridity in *Unveiled* and its Turkish translation

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This study aims at identifying and comparing the signs of hybridity in immigration literature produced by a Turkish woman writer and its Turkish translation to question both texts as a translation product. To this aim, a comparative and critical approach is adopted to find out how textual and sociocultural hybridity affects the translational aspects of both texts. The corpus of this study is comprised of two autobiographies: *Unveiled* (1930) by Selma Ekrem and its Turkish translation *Peçeye İsyan: Namık Kemal'in Torununun Anıları* [Rebellion Against the Veil: Memoirs of Namık Kemal's Granddaughter] (1998) by Gül Çağalı Güven. The signs of textual and sociocultural hybridity are defined in both texts and their trans/formation is analyzed in relation to the surroundings of both texts, namely paratexts, author, translator and context. In addition to textual analysis, changing context, identity and/or status of author and its repercussions for translation into Turkish are discussed with a contextual perspective.

Keywords: hybridity, translation, sociocultural hybridity, context, identity

Marta Zabłocka: The creators of the Polish colonial idiom. Early translations of British colonial fiction into Polish

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English fiction and non-fiction writing was the second most popular foreign language literature translated into Polish until 1939, with the extreme popularity of colonial writing by such authors as Rudyard Kipling or Henry Rider Haggard. Polish citizens of the newly politically independent country (from 1918) were obsessed with the ideas of colonisation and sea exploration, which led them to looking for inspiration in the British colonial experience. This is evident mostly in popular literature, adventure novels with exotic settings and the *imperial romance* sub-genre of the adventure novel.

What influenced these translations were not only the individual translator's writing style but also political censorship as well as the translator's own ideological preferences, self-censorship and the way and scope of understanding of British colonial politics, its social problems and – broadly speaking – society and culture awareness. Another feature that should be mentioned is the British colonial idiom. This was a distinctive feature present in e.g. Anglo-Indian writing translated into Polish, and it influenced both Polish literary fiction and journalistic nonfiction writing. It was also present in the public discourse and had an impact on the interwar society.

The main aim of the paper is to present the major problems of the Polish reception of British colonial literature and to find out *who really were* the translators – to a large degree –responsible for the people's understanding of Otherness in interwar Poland. The case studies are based on early Rudyard Kipling's (*From Sea to Sea*, *The Jungle Book*, selected short stories) and Henry Rider Haggard's (*She*, *King Solomon's Mines*) translations by selected translators of different prominence and cultural background: Józef Birkenmajer, Jerzy Bandrowski, Józef Czekalski and Maria Gąsiorowska.

The methodology and areas important for the paper are mostly Reception Studies and Translator Studies. In this context they are understood as inseparable sources of methodological tools and inspirations for the writing (or re-writing) Translation History of Polish modern literature.

Andrej Zahorák: Translation and editing of dialogue lists of fairy tales, or The translator's walk through a fairy-tale garden?

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Translation and editing of dialogue lists of audiovisual works primarily intended for children belong among the topics which have not been thoroughly explored in the Slovak academic context. Both theoreticians and practitioners in the field have mainly focused on the translation and editing of dialogue lists in general rather than the ones intended for a specific audience.

This paper is draws on the research of children's and young adult literature (Kopál, Tučná, Doderer and others) and the translation specifics of this kind of literature (transferring language and culture specifics, proper names, etc.). As to the audio-visual level, the paper is based on the representative works of domestic and foreign theoreticians in the field of translation and editing of dialogue lists (Paulínyová, Makarian, Jüngst, Gorshkova etc.). The theoretical level presents basic characteristic features of children's and young adult literature including its reception-specific features, such as the children's aspect – the main feature distinguishing the art for the adults from the art for the children (and we also discuss the issue of its applicability in audio-visual works) – and the age determining the genre variability of children's and young adult literature. The paper also gives a brief description of a dialogue list edition/translation work and the specifics related to this kind of transfer.

The confrontational and comparative analysis serves to examine the translation and editing of dialogue lists of specific audio-visual formats in a foreign language intended for children. We work with the original (German) version and the Slovak language version or, more precisely, with its translated and edited dialogue list. We also provide an analysis of individual translation procedures and strategies while trying to point out parallels based on the specifics of children's and young adult literature within the context of translation communication.

Moreover, the editor has to take into consideration that the dialogue list is intended as a basis for an oralized discourse and, consequently, adapt the choice of linguistic and stylistic means. While analysing the translated and edited dialogue list, we therefore

focus not only on the semantic accuracy, but also on naturalness, source language interference, line continuity, etc.

Chenglong Zhou: Translation under the "Red" Shadow – On German Leipzig School's Marxist Features

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This research tries to give a historical interpretation of the translation theory of German Leipzig School[1], with the emphasis on the interrelations between the Leipzig theory and the general social history of East Germany after WWII. Using the method of historical analysis and deduction, close ties are found between the Leipzig translation theory and Marxist literary criticism, and this verifies the Leipzig School's Marxist origin. Specifically, after a broad literature review on the political culture of East Germany and Soviet policy in the occupied zone, archival materials illustrate a "compulsory study of Russian language and Marxist social science" at East German universities, especially Humboldt University and Karl Marx University since the 1950s; moreover, military forces were dispatched to "admonish" students and scholars "on the follies of spontaneous criticism"; most importantly, intellectuals who had indulged themselves in a more creative, humanitarian view "were seized by the state security service and charged with 'counter revolutionary plotting'" (Croan, Friedrich 2015: 45). It is thus justifiable to claim that scholars unpurged at Karl Marx University must have accepted Marxist indoctrination to some degree. Based on this, we may assume that Kade's[2] translation theory might have its origin in Marxist literary criticism. After a close comparison between Kade's communicative theory of translation and Marxist literary criticism, a lot of common ground has been found, particularly in that both emphasize the relationship between the text and its social historical context. Furthermore, Kade's preference for non-literary texts might be the result of the Soviet ideological eradication of capitalist ideas in East Germany. Therefore, translation is not only switching codes, rendering texts or communicating between partners, but also a historical activity closely entangled with specific

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[1] The Leipzig School of translation studies emerged in East Germany, the Soviet Occupied Zone from 1945 till 1990, as a translators' training school at Leipzig University (then named Karl Marx University) in the 1950s and continued to thrive and gain international reputation in the later decades.
[2] Otto Kade, the pillar of the Leipzig School, whose pioneer work included the introduction of communicative theory into translation studies, non-literary translation theory, as well as the clarification of translation terms.

historical conditions in particular historical epochs. Having said this, this research clearly shows that a re-definition of translation must absorb the element of historicity.

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The organizers wish to thank the following companies for their financial support:

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