

Translation Studies in and for Society

A conversation between

Prof Christina Schäffner & Prof Federico Federici

18 May 2021, 4 – 5.30 pm (Microsoft Teams)

The global translation industry has been growing over the last years, despite occasional drops due to crisis situations, most recently the Covid-19 pandemic. The growth, however, is different in types of translation, with major trends currently concerning post-editing machine translation, video translation, and transcreation. The pandemic also raised awareness on linguistic inequalities that pose risks for the whole society. The function of translation service provision in enabling marginalized communities to have access to information is increasing and so are its potentially positive consequences. The role and value of translation, however, is not always visible, and people still have misleading perceptions of its nature. What can the discipline of Translation Studies do to improve this situation? In this conversation, we will talk about potential reasons for the low status of translation in society, the scope for the discipline to address this issue, and present some examples of the value of interdisciplinary efforts.

Organisation:

The Centre for Translation and Interpreting Studies, School of Arts

For the Teams link, please email: LeicesterCTIS@leicester.ac.uk

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Christina Schäffner is Professor Emerita at Aston University. In September 2015, she retired from her post as Professor of Translation Studies, but continues to be research active, e.g. through conference presentations, guest lectures, and refereeing work. Her main research interests are political discourse in translation, metaphor in translation, and translation didactics, and she has published widely on these topics.



Federico M. Federici is Professor of Intercultural Crisis Communication at the Centre for Translation Studies, UCL. His peer-reviewed articles have been published in journals across different disciplines. His research focuses on translators and interpreters as intercultural mediators, online news translation, and the study of translation in crises. He co-authored reports on crisis communication policies and on multilingual communication in the humanitarian sector.