

XXXIV^e colloque de l'Association canadienne de traductologie
« Traduction et journalisme »
34th Conference of the Canadian Association for Translation Studies
“Translation and Journalism”
XXXIV^{to} colloquio de la Asociación canadiense de traductología
“Traducción y periodismo”

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Conférencier invité | Guest speaker | Conferencista invitado
Lundi | Monday | Lunes : 16-05-2022

Translation and Journalism and the Quest for Interdisciplinarity

In this talk I would like to discuss interdisciplinarity as a permanent leitmotif in translation studies, centering on the relationship with journalism, both as a practice and an academic field. Taking the emergence of journalism in the seventeenth century as the point of departure, I will argue that, although the two practices were closely related at the time, the professionalization of journalism from the nineteenth century onwards resulted in a gradual estrangement between translation and journalism that is reflected in the journalists' view of translation as literal language transfer as well as in the absence of academic studies on news translation published in journalism periodicals. The discussion will focus on the conceptualization of translation, the validity and applicability of the foreignization/domestication dichotomy and the limited dialogue between translation and journalism scholarship, as illustrated by the number of publications available and the actual interaction among scholars.

Roberto A. Valdeón is Professor in English Studies at the University of Oviedo, Spain. He is a Member of Academia Europaea, Editor-in-Chief of *Perspectives Studies in Translation Theory and Practice*, and General Editor of the Benjamins Translation Library. He has published over a hundred articles, books and book chapters, including contributions to *Across Languages and Cultures*, *Meta*, *Intercultural Pragmatics*, *Terminology*, *Bulletin of Spanish Studies*, *Target* and *Babel*. He is Honorary Professor at Jinan University (China) and at the University of Stirling (UK).

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MEMRI's Narrative about Egyptian Women Post-25th Jan. Revolution: The Case of Selective Appropriation and Framing

New challenges have emerged in translation studies, transcending mere linguistic matters, and encompassing much broader issues such as cultural, philosophical, political, journalistic studies, etc. Narrative theory is one such theory that sprung from sociology and was recently incorporated into translation studies by Mona Baker in her book *Translation and Conflict* (2006). In her framework, "the articulation of narratives [...] can also be realized through a range of other media" and becomes the method by which we perceive certain events and make sense of the world and experiences (Baker, 2006). This paper will tackle the narrative created by MEMRI (Middle East Media Research Institute) of Egyptian women post 25th of January revolution, specifically in the website's section titled "MEMRI TV project". The research attempts to answer the following questions: How is the selective appropriation of the material posted on 'MEMRI TV' used in the construction of that narrative? How is framing in two sites (titles and introduction of the videos) used in the narrative? What are the recurring themes in the narrative about women in Egypt post 25th of January revolution? The research will discuss the (de)selection of sources and quoted voices in the material published on MEMRI and the emphasis on certain topics over others owing to the foregrounding or backgrounding of social actors. The other tool investigated will be framing in the titles of the videos and their introductions on 'MEMRI TV'.

Mayar Ahmed is a PhD candidate in the Institute of Linguistics and Translation at Alexandria University. She is a full-time Assistant Lecturer at the faculty of Languages and Translation at Pharos University in Alexandria. She obtained a BA in Linguistics and Translation in 2013 and an MA in Audiovisual Translation in 2019.

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Fan(subtitling) in Social Media as a Form of Sharing News and an Act of (In)formal Journalism in the Context of Saudi Arabia

This paper explores the social engagement of Saudi (fan)subtitlers (fansubbers) and the way they have harnessed social media to actively report global news and use it in a way to support their ideologies. It is argued that, due to the lack of powerful news coverage by both national and private TV and media in the Kingdom of Saudi Arabia (KSA), fansubbers have taken the role of reporting and exchanging news by subtitling short clips and posting them on social media. Not only do they simply (co)produce audiovisual content and share it online, but they also address and engage with current (inter)national discourse and trending events through subtitling relevant clips. Taking into consideration the eco-political and socio-cultural events that happened in the last 5 years in Saudi Arabia, Twitter has offered these "consumers-turned-producers" (Pérez-González, 2014, p. 61) a suitable platform for citizen journalism and social activism. Such events of regional tension between KSA and other countries, as Iran and Qatar, along with the outbreak of Covid-19, have been widely covered and promoted by Saudi

fansubbers' "user-generated translation" (Desjardin, 2017, p. 21). For the purpose of developing a profound understanding of the socio-cultural dynamics and intricacies of fansubbing in social media in KSA, four fansubbers are selected to be the main source of data and study. Through the analysis of these fansubbers' subtitled clips posted on Twitter and their online profiles, the paper also provides a detailed analysis of the digital paratexts (Batchelor, 2018) that relate to these clips and tweets. The importance of such paratextual and observational analysis lies in the insight it provides into the motivations of these fansubbers and benefits secured, or forms of capital accumulated (Bourdieu 1984; 1990) through their increased visibility and social engagement in social media platforms in the context of KSA.

Bandar Altalidi is a PhD candidate in Translations Studies at Cardiff University, UK. He is a lecturer at the Translation Department in King Khalid University, Saudi Arabia, since 2017. He works as a freelance subtitler and often works on a voluntary basis. He has been translating with Translators Without Borders organization since 2019. His main areas of interest are audiovisual translation and subtitling strategies and software. He is currently in the process of translating a book from English into Arabic, which may be published in 2022.

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The Protest Paradigm and Black Lives Matter Movements in 2020: How Do US American and German News Differ in their Reports on the Events?

The death of George Floyd in 2020 sparked several world-wide protests speaking up on police brutality, especially against Black people. These events are covered not only by American press outlets but internationally as well. The protests have expanded to several countries as citizens all over the world are enraged by the racism exhibited within and by the US system, as well as within their own governmental systems. Research on news discourse has made it clear that rhetoric and language are a journalist's strongest weapons in creating a narrative that guides the reader's views and opinions on the events. Many newspapers have been found to reproduce racist ideologies and discrimination and thus, there is a need to critically evaluate news reports especially on events and affairs involving minority groups (cf. van Dijk 1991: 5). Based on these events, an analysis was conducted that compared the reports on the protests following George Floyd's murder as published by two American newspapers (*Fox News* and *The New York Times*) and two German newspapers (*Bild* and *Süddeutsche Zeitung*) with different political alignments. The analysis focused on three parameters: the external voices displayed, the use of event-frames, and choice of lexical items and structures. These aspects can be connected to the "protest paradigm": journalists would like to "frame news stories in terms of conflict" (cf. Arpan et al. 2006: 3). Even in non-violent protests, journalists prefer to show isolated violence because these instances are more unusual and "news-worthy" (Arpan et al. 2006: 3). The results showed that based on the political alignment of the newspapers, the reports on the events differed. No news outlet digressed completely from the protest paradigm. The analysis shows that especially the right-wing press is still attached to what is known as the protest paradigm and will be more likely to portray civil unrest in a more negative and ideologically charged manner than center-left papers.

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Lisa-Christine Altendorf is currently finishing her MA in Applied Linguistics at the University of Bonn (Rheinische Friederich-Wilhelms Universität Bonn). She obtained a BA in English Studies and German Studies.

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Ethics and Machine Translation: Perspectives from Canadian Language Professionals

As machine translation (MT) becomes increasingly prevalent in the Canadian language industry, focus is shifting away from the possibility of using MT for professional translation and towards the best practices for implementing it. Developing such practices involves not only practical considerations, but also an analysis of the ethical implications of MT development, implementation, and use. A preliminary step for raising awareness of these issues and encouraging responsible MT use is understanding perspectives of various industry stakeholders: language professionals (e.g. translators, managers), software developers and vendors, educators of language professionals, and others. In 2021, we launched a bilingual online survey of 40 language professionals in Canada, asking them for their opinions about the possible ethical implications of MT use. We focused on six areas in which MT use may entail both benefits and risks: language status, human rights, privacy, the role and status of language professionals, the practice of these professionals, and the nature and quality of translations. We also solicited information about the guidelines and policies in place to guide the use of MT. The responses show that language professionals are particularly aware of potential ethical concerns relating to MT use in the areas most directly relating to their own work (professionals' status and practices and translation quality), and that they typically make decisions about the use of MT relatively autonomously. We will present quantitative and qualitative data from language professionals' responses about their experience, use and views of MT, as well as the guidance they seek in deciding when MT use is or is not ethical. Based on these observations, we will call attention to some areas in which awareness may be raised and language professionals may be better supported in implementing MT responsibly.

Merouan Bendi is a PhD candidate at the School of Translation and Interpretation in the University of Ottawa. He obtained an MA in Translation from University of Algiers. He recently participated in *When Translation goes Digital* (Palgrave MacMillan, 2021), a book exploring how evolving digital landscape is impacting translation and intercultural communication. He wrote chapter 8: "The Reception of Localized Content: A user-centred study on localized software in the Algerian market".

Elizabeth Marshman teaches terminology and translation technologies at the University of Ottawa. She received her PhD in Translation with a Terminology option from Université de Montréal in 2007. Her academic work has appeared in numerous referred journals such as *JoSTrans*, *Glottopol* or *Meta*. Her article "Taking control: Language professionals and their perception of control when using language technologies" (in *Meta* 59(2), 2014) is closely related to the topic of the proposal.

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A Bilingual Characterization of Political Satire: US Sarcasm Translates into Venezuelan Humor

There is a considerable body of research about translating humor, most of which focuses on the quality of the translation and the translator's ability to accomplish the expected result, that is, making people laugh. However, research into the translation of political satire is scarce despite its prominence in today's media. The social and cultural complexity of political satire also challenges typical translation strategies as translating this genre often demands making unorthodox decisions, which require a profound understanding of both the source and target cultures' conventions. This paper aims to identify the satirical devices and strategies that are significant in US English and Venezuelan Spanish by means of examining an ad hoc corpus of political satire. We use a mixed methodology, i.e., qualitative analysis and statistical tests, to delve into the way satire is achieved in each culture and, ultimately, to infer a general strategy to translate political satire into this particular variety of Spanish. While the languages and varieties analyzed here come from two specific countries, we believe the proposed methodology and its underlying thesis are language independent. This study suggests that modern political satire is carried out in a unique way in each culture. For example, the analysis shows that while sarcasm is preferred in the US, humor is the significantly more frequent in Venezuela. Taking persuasion and relevance as guiding principles, we hypothesize that this uniqueness derives from *a)* the culture-specific systems of beliefs that govern satire and persuasion and *b)* the fact that knowledge about each culture's satirized objects is not part of the other culture's cognitive environment.

Diego Burgos is an Associate Professor of Spanish, Linguistics and Translation at Wake Forest University, where he is also Associate Director of the MA in Interpreting and Translation Studies. He holds a PhD in Applied Linguistics and focuses his research on multi-word term description and processing, computer-assisted translation, software localization, and natural language processing. His recent publications include a co-authored paper in *Lenguaje*, "Sentiment Analysis of News Articles in Spanish using Predicate Features" (2019). He is currently co-editing a handbook of Spanish terminology.

Dysnora Morillo is a school teacher, interpreter and translator. She obtained an MA in Interpreting and Translation Studies as well as a BA in Economics.

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La terminologie utilisée par les journalistes pour lutter contre la ségrégation, la discrimination et l'exclusion

Les médias sociaux tels que Facebook, YouTube et Twitter, ainsi que les médias traditionnels comme les journaux, magazines et téléjournaux détenus par certains propriétaires ou conglomérats dont le dogme philosophique relève de l'extrême droite, constituent des instruments propices pour diffuser des idées et des concepts prônant la discrimination raciale, ethnique, sexuelle, religieuse ou sociale. Les géants

du Web ne sanctionnent pourtant pas de façon cohérente les influenceurs qui violent leurs règles en invoquant la liberté d'expression ou en réinterprétant ces règles*. Il va sans dire que les revenus générés par ces influenceurs pèsent lourd dans les décisions prises par les GAFAM**. Pour contrer la désinformation et la manipulation des masses, les journalistes du Canada et d'ailleurs dans le monde rédigent des articles ou publient des reportages audio ou vidéo dont le but est de présenter une information corrective. Ces journalistes emploient ainsi des outils terminologiques (termes, locutions, définitions simplifiées) pour offrir un point de vue divergent, objectif et averti au grand public. Dans le cadre de notre communication, nous examinerons donc la façon dont ces outils terminologiques sont utilisés pour lutter contre la désinformation et la discrimination. Nous présenterons des exemples tirés de sites journalistiques pour illustrer nos propos et étayer les résultats de la recherche.

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**MELVIL, Joshua (2021). « Une lanceuse d'alerte exhorte le Congrès à mieux réguler Facebook », in *La Presse*. [En Ligne].

Philippe Caignon est professeur titulaire à l'Université Concordia, où il enseigne la terminologie et occupe le poste de vice-doyen des services pédagogiques aux étudiant-e-s. Il est également le rédacteur en chef du magazine *Circuit*, la revue de l'Ordre des traducteurs, terminologues et interprètes agréés du Québec. Au nombre de ses récentes contributions à *Circuit*, se trouvent « La langue française se conjugue au pluriel » (2021), « Éthique et déontologie des professionnelles » (2020) et « Les langagières du journalisme » (2020).

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"Try harder" Mia Mottley's COP26 speech in translation

The speech given on the COP26 inauguration day by the Prime Minister of Barbados was one of the most reported, commented, and shared speeches of the event. From a linguistic perspective, several discursive choices are worth of attention: pronouns and constructed identities, metaphors, semantic prosody, intertextual references all contribute to the effectiveness of Mottley's message. This analysis observes the speech against the background of discourses concerning the climate crisis in general and the COP26 in particular, considering the dominant narratives of consumerism and growthism and comparing Mottley's discourse to those of environmentalist movements (Fridays for Future and Extinction Rebellion) and to those of other speeches delivered during the COP26. A speech delivered in English, by a native English speaker, Mottley's speech is at the same time a speech against a colonial and post-colonial mindset and thus raises reflections concerning the hegemony of English and its relationship with the hegemonic neoliberal, capitalistic discourse in Western countries. Is the effectiveness of her global appeal able to reach beyond the barriers of translation? What happens to her elaborate metaphors, to her subtle intertextual references, to the balanced attribution of responsibilities created by her pronouns when the text is abridged, translated, and reported in foreign news outlets? How is the global distribution of this speech representative of the way in which resistant

discourses to the hegemonic ideology resonate beyond their source language as well as within their own language boundaries? Through the linguistic analysis of the discursive strategies employed and the observation of their intralingual, interlingual and intersemiotic translation, this paper observes a case of journalistic translation and offers a reflection on the role of translation in the spreading of resistant discourse.

Maria Cristina Caimotto is a researcher in English Linguistics and Translation at the University of Turin. She holds a PhD in English Linguistics and Translation, as well as an MA in Translation Studies. Her latest contribution, "Translating the News: The Shaping Power of Discourse and the Reshaping Power of Translation," was published in a collective work *Langues et rapports de force. Les enjeux politiques de la traduction* (2021), edited by Céline Letawe, Christine Pagnouille and Patricia Willson.

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(In)Famous Tropes Travel: Intersemiotic Translations of Perpetrator and Victim Profiles in an English-Spanish Corpus on the 'Yorkshire Ripper' Femicides (1975-1980)

This paper understands journalistic genres as 'transgenres' (Monzó, 2003), that is, as transnational discursive conventions constantly subject to adaptations, or intersemiotic (re)translations (Jakobson, 1959) across different cultural and linguistic systems. In these interstitial spaces, nevertheless, communities (re)negotiate much more than their communicative conventions. Constant processes of contrast between local and foreign social values indeed take place, interspersed with the domestication of international journalistic frameworks. Our particular interest lies in a phenomenon sadly often featured in chronicles around the world every day: femicides. How do culturally specific, press-circulated tropes of perpetrator and victim profiles travel across borders when gender-based crimes are concerned, gender being still today a fluid, contested notion? The bilingual corpus analysed here concerns chronicles published between 1975 and 1985, discussing the well-known serial femicides committed by the so-called 'Yorkshire Ripper' (1975-1980), published in two comparable, quality British and Spanish papers, *The Guardian* and *El País*, and retrieved from the NEXIS database. Social, and often literary conventions regarding perpetrator and victim profiles are strongly embedded in the logics of those circulating their portrayals: The Police and, perhaps more importantly, the press, whose lucrative 'transgenres' often fall on the edge of crime fiction. To the *per se* complex power differentials affecting the murder-victim duality, one must add those of gender, seriously indebted to journalism. Dubbed an imitator of the mainly fictional, anonymous Victorian murder of prostitutes, most of Peter William Sutcliffe's 22 victims were falsely identified as 'working girls' on the grounds of their norm-challenging lifestyle or poverty. In this context, prostitution becomes a moral disclaimer of victimhood through a moralising discourse partially absolving the criminal. Via the implementation of Tabbert's Critical Stylistics model (2015), the discursive, perpetrator and victim portrayals present in our corpus have been extracted for analysis. A conclusion has hence been reached on the translatability of such profiles through the contrastive analysis of naming and describing practices, the representation of actions and states; equating and contrasting phenomena; and implying and assuming procedures, among other discursive indicators of ideological value.

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Elena Castellano-Ortolá is a member of the working team for the project "News values and ideology: The discursive, cross-cultural construction of gender and social inequalities in (digital) press through online, real-time corpus linguistics tools. *The Gender Gap Tracker* and *Kaleidographic*". In parallel, she holds a position as a lecturer at the English and German Department in the Universitat de València. She recently published an article in *Meta*, advocating for a transnational feminist critic: "La novela negra como «transgénero»: Éticas transnacionales en la feminización del canon" (2021).

José Santaemilia-Ruiz is a lecturer in legal translation (English-Spanish/Catalan) at the Universitat de València and a professional legal translator. He is the principal investigator in the research project "News values and ideology: The discursive, cross-cultural construction of gender and social inequalities in (digital) press through online, real-time corpus linguistics tools." In collaboration with his colleague Sergio Maruenda-Bataller, he has co-edited *Specialised Translation in Spain. Institutional dimensions* (2017) as well as a special issue of the *Revista Española de Lingüística Aplicada* 30(2).

Sergio Maruenda-Bataller is Senior Lecturer of English Language and Linguistics in the Department of English and German Studies and the Interuniversity Institute of Applied Modern Languages at the Universitat de València. His main research interests are in social and cognitive pragmatics, the interface between corpus linguistics-critical discourse analysis (especially semantic and discourse prosodies in the negotiation of meaning) and translation. He is a member of the research group GENTEXT, where he works on the discursive analysis of socio-ideological texts in the digital media. He has published a book chapter on news values on violence against women in the Spanish and British press (2016).

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The Extents and Limits of International News Translation

Conventionally, 'translation' is understood as either inter/intralingual, intersemiotic or intercultural phenomenon. These views of 'translation', however, cannot reveal the complexity involved in news text production, where instances of "translation proper" are only snapshots of temporary stages and situations. On the other hand, we find that journalistic research, which is supposed to share news texts as a common object of study, predominantly, investigates journalism as a social phenomenon shaped by politics, economics, culture, technology, etc. Often, the issues of language mediation are taken for granted or taken in a narrow, interlingual sense of translation. It follows that, in news translation, 'translation' is researched mainly as a language-based phenomenon while in journalism studies 'translation' is subsumed under journalism — a social phenomenon. Guided by the insights from actor-

network theory, news sociology and philosophy of translation, this presentation will inquire into the sociological dimension of news translation at Inter Press Service (IPS), an international news agency. The discussion will cover sociological extents and limits of the object of study called “news translation” in the context of globalization/virtualization and as well as sociomaterial networks of new production. Next, a meta-semiotic concept of *sociological translation* will be introduced. The concept bridges the gap between tackling news as (a) social practices and (b) a language-based phenomenon. It will be suggested that *sociological translation* stands for any linguistic, material-semiotic transformations and social articulations, which characterize the practices of IPS affiliates. It will be followed by the brief discussion of the methodology (‘method assemblage’) used to research this sociological but translative phenomenon of *sociological translation* as well the visual techniques used to represent it. This research aims to illuminate the complexity of news translation in the age of globalization. It contributes to the development of macro-sociological approach in news translation research as well as the development of the conceptual research method.

Elena Cherchari holds a PhD in Translation and Interpretation from University of Ottawa. She is an academic researcher, whose interest involve journalism, news translation, communication studies, and communicative AI.

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De la difficulté d’étudier les processus de traduction journalistique sur le terrain

Plusieurs chercheurs et chercheuses actives* dans le domaine de la traduction journalistique préconisent le recours à des enquêtes de terrain (axées sur le processus) pour compléter l’analyse de nouvelles (axée sur le produit) (entre autres, Davier 2014 et 2017; Tesseur 2017; Matsushita 2019; van Rooyen 2019; Xia 2019; van Rooyen et van Doorslaer 2021). Pour autant, une enquête de terrain résout-elle tous les problèmes posés par l’analyse d’articles ou de vidéos ? Quelles difficultés peuvent survenir sur le terrain? Je répondrai à ces questions en m’appuyant sur les données que j’ai collectées entre 2016 et 2017 dans deux médias basés dans la région de la capitale nationale au Canada : un journal (*Le Droit*) et le bureau régional du radiodiffuseur public (Radio-Canada Ottawa-Gatineau). Premièrement, l’accès au terrain est un obstacle de taille, comme j’ai pu le vivre en faisant face au refus des rédactrices de deux médias anglophones établis dans la même région. Deuxièmement, certaines participantes qui m’avaient accordé un entretien se sont montrées réticentes à participer à une journée d’observation. Dans ce cas de figure, les entretiens ont buté sur les limites de leur théorie explicite et ont produit des données flottantes sur les pratiques traductives. Troisièmement, certaines sessions d’observation se sont révélées peu fructueuses, car les participantes étaient disposées à être observées pendant la collecte d’information, mais pas pendant la phase de rédaction. Quatrièmement, j’ai parfois dû renoncer à trianguler des données sur le processus et le produit pour dissimuler l’identité de mes participantes. En effet, à l’ère d’internet, il est possible de retrouver un article et son autrice à partir d’une seule citation. Ces difficultés sont illustrées par l’utilisation de vignettes ethnographiques, qui donnent la possibilité de reconstruire des situations réelles sans pour autant révéler d’informations qui pourraient compromettre la confidentialité des participant-es.

**utilisation des principes suivants d’écriture non sexiste : doublons, accord de proximité, féminin générique pour ne pas révéler l’identité de mes participantes.*

Lucile Davier est maître-assistante à la Faculté de traduction et d'interprétation de l'Université de Genève. Titulaire d'un doctorat en traductologie et sciences de la communication réalisé en cotutelle à l'Université de Genève et à l'Université Sorbonne-Nouvelle, la chercheuse s'intéresse à la traduction journalistique et aux approches ethnographiques en traduction. Elle a publié plusieurs articles sur la traduction journalistique, et ses deux prochaines contributions paraîtront dans *Target: International Journal of Translation Studies*, « Translational phenomena in the news: Indirect translation as the rule », et dans *JosTrans: The Journal of Specialised Translation*, « 'People have probably offered to buy me a dictionary 20 times since I've been here': Risk management within a community of journalists in francophone Canada ». Ses travaux et projets se trouvent sur son site luciledavier.com.

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Du bilinguisme wolof-français à la traduction dans la presse sénégalaise : enjeux, problématiques et perspectives

La situation de beaucoup de pays d'Afrique est marquée par un bilinguisme. En contexte francophone, presque tous les États font usage du français. Mais, cette langue a trouvé, chez les individus, une langue première acquise dès le bas âge : c'est la langue de culture. Ainsi, dans les interactions, les deux langues sont souvent sollicitées. Au Sénégal, cette dynamique est la conséquence d'une traduction permettant aux journalistes de communiquer avec les populations. Comment se manifeste la traduction dans le journalisme au Sénégal? Dans quel sens se fait la traduction entre le wolof et le français? Quelles sont les problématiques impliquées dans ce processus? Les journalistes disposent-ils d'un stock terminologique leur permettant d'assurer une meilleure traduction? Nous émettons l'hypothèse selon laquelle la traduction journalistique met en exergue la dynamique sociolinguistique du Sénégal et les difficultés des journalistes à proposer une traduction adéquate, car les deux langues ont des dispositifs lexicaux différents. Néanmoins, une politique terminologique, dans le cadre de la traduction journalistique, permettrait à la langue wolof d'utiliser ses propres matériaux afin de dénommer les réalités politiques, économiques, culturelles, etc. contemporaines. D'abord, il s'agira de faire un panorama descriptif du contexte sociolinguistique sénégalais en insistant sur le bilinguisme officiel wolof-français. Ensuite, nous essaierons de faire une description des domaines du journalisme où l'on peut noter les trois différentes formes de traduction. Enfin, nous définirons les problématiques de traduction dans le journalisme sénégalais et les perspectives autour de la politique terminologique qui pourrait être faite afin d'aider les journalistes dans leurs pratiques linguistiques. Cela suppose que nous donnerons la parole aux journalistes.

Moussa Diène est traducteur wolof-français et doctorant à l'Université Cheikh Anta Diop de Dakar. Sa thèse de doctorat portera sur la traduction de la paire de langues wolof-français en contexte sénégalais et s'appuiera sur des théories traductologiques comme sociolinguistiques. Il a publié des articles en lien avec son sujet de recherche, notamment « La traduction littéraire wolof-français au Sénégal : approche diachronique et critique » (dans *CRITIC* n°1, 2021) et « La langue wolof à l'épreuve de la COVID-19 : Entre sensibilisation, renouvellement lexical » (coécrit avec Dramé Mamadou et paru dans *ANADIS*, 2021).

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Le journalisme comme traduction : une approche militante

Les relations qui peuvent être établies entre la traduction et le journalisme touchent nos travaux de recherche comme c'est le cas de peu de travaux. En effet, nous avons mené, en parallèle avec nos études universitaires et nos activités de chercheur, des activités de journalisme militant. La question s'est donc un peu imposée d'elle-même : quelle est la relation entre ces deux pratiques? D'abord, la traduction de textes journalistiques nous intéresse peu. Cela dit, si nous embrassons la traduction dans son sens large (Tymoczko 2007; Cronin 2017; Basalamah 2018), le journalisme militant peut alors être conçu comme une forme de traduction d'une réalité, et, dans le cas de nos analyses, une réalité sociale et politique. Enfin, selon nous, il serait impossible de mener des analyses tant soit peu postcoloniales, antihégémoniques, à moins de s'affairer également à traduire le sud, et ce, en étant présent sur le terrain.

Alexandre Dubé-Belzile est traducteur-pigiste, journaliste-collaborateur et militant indépendant. Polyvalent, il mène en parallèle une maîtrise en études langagières ainsi qu'un doctorat en traductologie à l'Université d'Ottawa. Adeptes de la recherche de terrain, il collabore depuis quatre ans à la revue politique indépendante *L'Esprit Libre*, pour laquelle il a écrit près d'une trentaine d'articles et effectué des voyages d'enquête au Nicaragua, au Salvador et au Honduras, et ce, en contexte de crise politique et de manifestations violentes en 2019. Il a présenté ses travaux de recherche au Canada et à l'étranger, en Algérie, en Jordanie, au Maroc, au Pakistan, au Gabon, en Iran et au Brésil. Sa dernière contribution, « Pour une traduction de la libération en francophonie », a paru dans l'ouvrage pluridisciplinaire *Francophonies nomades : Déterritorialisation, reterritorialisation et enracinement*, aux Éditions L'Harmattan en 2021, dirigé par Richard Laurent Omgba et Yvette Marie-Edmée Abouga.

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Translating the Cultural Other During Covid: A Comparison of Italian and UK online News Coverage During the Pandemic

This paper presents some preliminary findings of a larger study on Italian and UK online news that examines how self – and other – representations are constructed in early reporting on Covid (February – March 2020), focussing on two discursive events from that period. We conceive of journalists as translators in the broadest sense: they mediate information for their audiences. Furthermore, because the journalists were reporting on events that took place in a foreign societal context, they are considered translators of another culture (e.g. Beliveau et. al., 2011; Brownlie, 2010; Conway, 2012). That said, many scholars have demonstrated that reporting on other cultures is often characterized by “negative mediation” (Valdeón, 2007; c.f. Filmer, 2021; Riggs, 2020). Here, we discuss our analysis of the verbal discourse of the headlines and ledes (including identifiable instances of translation and “transediting”) in our corpus and the multimodal discourse constructed via the accompanying images to answer the

following questions and identify similarities and differences between the two bodies of news. We will focus on questions such as: How does the interplay of discourse and image convey negative stereotypes? Who is quoted at the beginning of articles, and how are “transquotations” (Filmer 2020; Haapanen and Perrin 2019) constructed? Who is represented visually, and how? Who is silenced? Are there identifiable tendencies in the choice of images within a corpus/across the corpora/according to political affiliation? Do they accompany, reinforce or contradict the verbal content? Our work adds to the body of cross-cultural news translation research in the context of Covid; explores intralingual, interlingual and intersemiotic aspects of journalistic translation (Jakobson, 1959: 233); and contributes to filling the significant gap in research on multimodality in news translation.

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The Ethics of News Translation

Since the early 2000s translation studies have seen a return to ethics (Pym 2001; Drugan & Tipton, 2017) as a way to counteract the pressures of the multiple challenges on individual nations or individual cultures. As reliable press ensures the survival of democratic societies, there is a dire need for an ethically oriented discussion on the impact of translation on the intercultural and globalised news flow. However, the ethical problems of news translation remain largely unexplored. This contribution will then tackle this issue with the purpose of looking at the practice of news translation to detect its main ethically problematic aspects. The case studies will focus on the English-Italian language pair and will be drawn from leading Italian newspapers and newswires. The ethical problems raised by the case studies which will be discussed are the following: (a) The uncertain identity of the translator and the plurality of agents involved before, during and after the translational act. This leads to redefining translatorship and deepening the ethical perspective on the translator's responsibility and accountability. (b) The social responsibility of the agents involved. Given the deep social impact of news and the role played by translation in determining such impact, there are deep ethical implications connected to misinformation coming from erroneous translations. (c) The lack of professional news translators (Matsushita, 2020). This implies that translation tasks are carried out by non-experts (Davies 2015), increasing the risk of misrepresentation of facts or content in the source or target text (Chesterman 2019). This widens the ethical debate on translation quality and translation errors. The interdisciplinary methodological framework for the theoretical analysis will be drawn from research on news translation and ethics from the perspective of translation scholars (Davies et al. 2018; Valdeon 2020) and research on ethics in Journalism Studies (Bartzen Culver 2017; Ferrucci et al. 2020).

Eleonora Fois holds a Ph.D. in Philological and Literary Studies. Her research addresses the translation of the dramatic text and the issues connected to the theatrical dimension such as performability and the (re)writing. She recently published a monograph on Italian translations of Shakespearean plays. She also works on women's translation in Early Modern England and in eighteenth-century Italy. She has contributed the chapter titled "'A Good Day to Bury Bad News': Intertextuality in News Translation" to the book *Intertextuality: Intermixing Genres, Languages and Texts* (2021).

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Stages en traduction : l'importance des données

La notion de stage en traduction n'est pas nouvelle. Même les moines qui traduisaient les textes bibliques pendant l'Antiquité entraînaient des apprentis qui se familiarisaient avec la profession en regardant leur maître faire. Notre vision de l'apprentissage expérientiel a beaucoup évolué depuis, certes, mais son esprit demeure. Maintes étudiantes* en traduction effectuent un séjour dans un milieu professionnel avant la fin de leur parcours universitaire afin de s'imprégner du savoir des traductrices maîtrisant déjà l'art auquel elles se destinent. Toutefois, lors de la rédaction de notre mémoire de maîtrise sur l'apport pédagogique des stages, nous avons découvert que peu de données avaient été amassées pour quantifier l'importance des stages dans la formation des traductrices québécoises. Nous avons donc entrepris une collecte de données préliminaire en sondant des étudiantes ayant effectué des stages au cours des cinq dernières années, des directions de programme et responsables des stages d'universités québécoises et l'Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ). Dans le cadre de cette communication, nous proposons donc de présenter les conclusions que nous tirons de notre collecte de données et les perspectives à venir pour les stages en traduction. Alors que ceux-ci semblent prendre de plus en plus de place dans les universités québécoises, l'OTTIAQ ayant même demandé à celles dont le diplôme mène à l'agrément sur reconnaissance des études de les rendre obligatoires, il est essentiel de s'assurer que les étudiantes tirent le maximum de leur expérience et ressortent grandies de ce séjour dans le monde professionnel. Qu'elles puissent prendre part à un stage oui, mais surtout à un stage *enrichissant*. Notre recherche nous a permis de déterminer quels types de stages avaient offert aux étudiantes l'occasion d'améliorer leurs compétences, d'en acquérir de nouvelles et de gagner en autonomie et professionnalisation. Nous présenterons quels facteurs, rassemblés en 5 grands thèmes, ont contribué à l'acquisition des compétences chez les étudiantes interrogées : le moment du stage, son milieu, l'encadrement offert, le lien fait avec les notions apprises en classe et la confiance gagnée par les stagiaires. Nous tenterons également de démontrer comment, en tant qu'enseignantes ou que chercheuses dans le domaine de la pédagogie de la traduction, nous pouvons contribuer à mettre ces facteurs en place et nous assurer que tous les stages offerts à nos étudiantes sont des stages enrichissants.

** Vu la prépondérance d'étudiantes féminines dans les programmes de traduction et celle des femmes dans la profession, nous utiliserons le féminin générique.*

Émilie Gobeil-Roberge est responsable adjointe des stages pour les programmes de traduction à l'Université Laval. Elle a obtenu son diplôme de maîtrise en traduction avec mention et poursuit actuellement sa formation avec un doctorat en linguistique, option traductologie. Son mémoire de maîtrise, présenté en 2021, portait sur le sujet de l'expérience professionnelle durant les études en traduction : *Maximiser le potentiel des stages : s'assurer de leur apport pédagogique.*

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Translation vs. Non-Translation of English-Language Social Media Quotes in Norwegian and Spanish Digital News Texts: Effects of Assumed Levels of Reader Proficiency?

Content on social media platforms such as Twitter and Facebook is increasingly being used as a source of quotes and often included in a news text in the form of a screenshot of the original post. Such quotes are often in a language different than the main text (typically English) and appear either untranslated or fully or partially translated somewhere in the surrounding text. Some have suggested that the main reason these are often not translated is that they are used as purely graphic elements (Hernández Guerrero 2020). Given that the prototypical function of translation is to render understandable something that is not understandable to a given group of recipients, could the choice to translate or not have to do with the journalist's assumption of their readers' degree of understanding of the source language? To answer this question, we have studied the translational patterns of screenshot social media quotes (SSMQs) for two different language pairs, English/Norwegian and English/Spanish, chosen because of a well-documented contrast in the degree of ESL proficiency between speakers (Norwegian speakers having been found to be more proficient than Spanish speakers). If SSMQs are left untranslated more frequently in the Norwegian news texts than in the Spanish texts, this could indicate that assumed ability to understand the SSMQ plays some role in influencing which translation strategies are chosen. Examining 60 English-language SSMQs in three Norwegian digital newspapers and another 60 in two Spanish digital newspapers, we found that there is a sizeable degree of similarity in strategy use in the two language areas, which suggests that source-language proficiency is actually *not* a strong predictor of choice of translation strategy. Rather, explanations must be sought among factors such as the overall textual-communicative functions of quotes.

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Lucía Aranda is a professor at the University of Hawai'i, where she teaches Spanish-English Translation and Interpretation, and chairs the Department of Languages & Literatures of Europe & the Americas. She is also the director of the Center for Interpretation and Translation Studies. She published the *Handbook of Spanish-English Translation* (Lanham, Maryland: University Press of America, 2007), an accessible book for translation students. She is currently working on a project with Greenall called *Translating Social Media*.

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Traduire pour démocratiser le savoir : le cas des humanités numériques

Nous présenterons notre projet de traduction du site Web de l'Alliance of Digital Humanities Organizations (ADHO), un organisme scientifique axé sur les humanités numériques. Le site diffuse des appels à communications, des résumés de colloques et des renseignements sur l'organisme. Le contenu est publié exclusivement en anglais, même si des regroupements scientifiques canadien, français, mexicain, espagnol, japonais et taïwanais y sont représentés. Le caractère unilingue du site renforce les barrières systémiques et coloniales aux humanités numériques. Pourquoi les connaissances sont-elles diffusées en anglais alors que les organismes partenaires représentent des communautés linguistiques variées? Avec ce projet pilote, nous souhaitons démontrer la faisabilité d'un partenariat multiuniversitaire à faible budget et à rendement élevé. L'équipe est composée de deux professeures, de deux étudiantes au baccalauréat en traduction et d'une doctorante en humanités numériques. Au rythme de rencontres virtuelles mensuelles, nous mettons à profit nos connaissances et notre expertise pour traduire le site de l'anglais vers le français et l'espagnol. La terminologie est complexe et technique, empruntant à la fois au vocabulaire scientifique des sciences humaines et des technologies de l'information. Les sources multilingues sur les humanités numériques étant rares, nous sommes confrontées à un défi de taille. Pour y remédier, nous créerons un lexique trilingue qui sera offert en accès libre sur le site de l'ADHO. Nous sommes conscientes que nos langues cibles représentent elles aussi des forces coloniales, mais notre démarche a pour but d'ouvrir la voie à de futures traductions tout en élargissant la portée du site actuel. De plus, nous documentons le processus de manière à démocratiser notre expertise en gestion de projet multilingue. Nous espérons que notre projet pilote ancré dans la démocratisation du savoir et la décolonisation des humanités numériques servira de pierre d'assise à d'autres projets de traduction multilingues.

Marie-France Guénette est professeure adjointe au Département de langues, linguistique et traduction de l'Université Laval. Depuis 2021, elle est titulaire d'un doctorat en traduction de l'Université de Montréal. Elle a publié un article intitulé « Insights into Technical Translation Course Design » dans la revue en ligne *Current Trends in Translation Teaching and Learning* (2021). En co-rédaction avec Marie-Alice Belle, elle fera paraître deux chapitres, notamment « Connected identities: representing women in 17th-century English translation and print » dans *Translation in the Early Modern Period*, Vol. 2 et « Translation and print networks in seventeenth-century Britain: from catalogue entries to digital visualizations » dans *New Technologies in Medieval and Renaissance Studies III*.

Cecily Raynor est professeure agrégée au Department of Languages, Literatures and Cultures de l'Université McGill. Titulaire d'un PhD en espagnol, Cecily Raynor travaille sur la littérature contemporaine d'Amérique latine, la culture et les humanités numériques. Elle a publié l'ouvrage *Latin American Literature at the Millennium: Local Lives, Global Spaces* (2021). Elle codirige un collectif sur la culture numérique en Amérique latine, à paraître aux presses de l'Université de Toronto.

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Censor Me If You Can: Translation, Digital Authoritarianism, and the Viral Reproduction of a COVID-19 News Story on Chinese Social Media

Tangled discourses about the COVID-19 pandemic have engendered “ongoing critical concerns around socio-cultural power, injustice, and inequality” (Craig 2020, 1025). Ubiquitous around the globe, this phenomenon is particularly salient in China, where non-governmental discourses, though heavily censored, keep clashing with the official rhetoric produced by state-run news agencies. In “Translation and Censorship,” Piotr Kuhiwczak calls for a further examination of translation censorship in news (re)production in the digital age because the seemingly unstoppable flow of information complicates knowledge production and its censorship (2011, 364). In light of this, the dynamics between nation-state rhetoric and dissenting voices on Chinese social media regarding COVID-19 are explored in this study. With the blueprint laid out by Kuhiwczak, I will investigate the censoring and the viral reproduction of a COVID-19 news story on Chinese social media. The text in question—发哨子的人 [“The Whistle Dispatcher”]—is a feature story about Dr. Ai Fen, one of the whistleblowers who exposed China’s mishandling of the first COVID-19 outbreak. First published on WeChat—a popular Chinese social media platform—by the state-run magazine *People* on March 10, 2020, the article was soon deleted by local censors, which stirred a colossal wave of online exasperation. Chinese netizens not only widely shared screenshots of the original article but also resorted to more creative ways to reproduce the message, including translating the feature story into classical Chinese, English, German, and Klingon, as well as rewriting it in Morse code, hexadecimal code, and emojis. In this paper, I will explain in detail how Chinese netizens rallied to save the feature story about Dr. Ai Fen through my analysis of three interconnected nodes: “platform,” “event,” and “practice” (Davier and Conway 2019, 5). Drawing on select examples, I will reveal the internet users’ two-fold purposes in turning the (re)production of this news story into a viral event: the sharing of content and the ridicule of censorship. By examining this event, I will argue that translation played a crucial role in the viral reproduction of “The Whistle Dispatcher.” Translation’s carnivalesque nature was revealed as it challenged and destabilized the Chinese Communist Party’s “digital authoritarianism” (Khalil 2020, 6), albeit temporarily.

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Translation: A Missing Gate in News Gatekeeping Theory

This contribution will approach the question of translation in news production contexts from a theoretical perspective. Inspired by Vuorinen's work *News Translation as Gatekeeping* (1997), we will employ a model of gatekeeping proposed by communication and journalism studies scholars Shoemaker and Vos (2009). This model, which provides an insight into the processes of news production and the factors that govern such processes, helps to set the stage for a description of translation in the overall context of news production. Shoemaker and Vos (2009, 1) define news gatekeeping as "the process of culling and crafting countless bits of information into the limited number of messages that reach people each day [...]". To elaborate on this process, they use, for instance, the concepts of *channel*, *gate* and *force*, which respectively refer to the news media, each of the processes involved in news making (e.g., information selection and editing) and the factors (e.g., organizational and social constraints) that can influence news production processes. In view of the key role that translation often plays in news production (e.g., Bielsa and Bassnett 2009), we will propose that translation be considered one of the gates in the process of news gatekeeping. Then, we will describe the various possibilities of cooperation between translation and other gates and will argue about the forces that can govern the workings of 'translation gate' in a news production channel. Our discussions will, for example, show that depending on the forces that control the passage of information through 'translation gate', journalistic translation can be a process of "largely faithful" reproduction of already selected parts of information sources (see, for instance, a case study by Pan 2014, 557) or, by contrast, it can be a process that involves various degrees of message transformation. We will conclude by arguing that the proposed conception of journalistic translation has high explanatory power for describing translation in news production settings.

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Murdered for his Journalism?

Shōhei Osada (1879-1930), a journalist for the Japanese language Canadian newspaper *Tairiku Nippō*, was reported dead by his employer at his residence from suffocation. Challenging the existing narratives, this article contends that Osada did not die from natural causes. I will engage in an invisible translation of diachronic texts written in Japanese: Osada's hyperbolic history of Japanese sex trade in Canada in the 20th century and Miyoko Kudō's ethnographic research inspired by Osada's text. Kudō's and Tomoko Yamazaki's research seemed to inspire Ayaka Shimizu's ethnographic research written in English. Examining this corpus, my theoretical framework includes Karl Marx' capitalism, anti-prostitution, and Meiji gender ideology. I plan to use findings from my analysis to argue that Osada was murdered by his enemies, encompassing procurers – among them, a well-known historian, a critic of evolution science, and university graduates who were capable of doing legitimate work – and sex workers' families. These people demanded respectability, although they felt shame. Osada believed that the Japanese sex trade was responsible for the 1907 anti-Asian riot and the concomitant Gentlemen Agreement that forced Japan to decrease numbers of their immigration to Canada. He espoused anti-prostitution reform to eradicate Japanese prostitution in Canada. In addition, Osada's journalism promoted Meiji gender ideology – good wives and wise mothers – the traditional Japanese women's virtues. Consequently, Osada incurred hatred from people in the sex trade who benefitted from the capitalist economy in the Japanese community. Moreover, when sex workers were murdered for money problems, perpetrators were rarely caught by the police. Osada's counterpart of anti-prostitution reform – John Endicott Gardner – constantly experienced threats to his life from thugs and finally fled to America in 1895. In 1930, Canada experienced an economic depression. In order to meet their financial needs, clandestine gang groups might have eliminated Osada.

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News Translation in the Face of a Pandemic: Challenges and Possibilities

The prolonged pandemic caused by the continued spread of the novel coronavirus (SARS-CoV-2) and its variants has been fueling appetite for related information worldwide. People are constantly checking the news via mass and social media, much of which reaches readers in translation. While the role of translation in the global dissemination of news can be viewed positively in terms of information equality, it can also be criticized for bringing about an *infodemic* by contributing to the overabundance of information, including false, erroneous or unfounded claims (WHO, 2020). Japan was put in a unique position in early 2020 when hundreds of COVID-19 positive passengers were found on the cruise ship *Diamond Princess* anchored off its coast. This happened more than a month before the WHO declared

the situation a pandemic, so official information was limited at that point. To fill the void, people turned to both mass and social media, where they could find news and information from overseas translated by “journalators” (van Doorslaer, 2012) and other non-professional translators, some of which were later proven to be unevidenced (MIC, 2020). Against this backdrop, this study explores the impact of translation in pandemic news. Specifically, it focuses on two phenomena: (a) the spread of misinformation in the media as a result of translation and (b) the repeated use of transliterated terms such as “lockdown” and “overshoot,” which acted as false alarms because they were not applicable to the situation in Japan. Through text analysis combined with observations by and interviews with media insiders, this study aims to examine how misinformation occurs by means of translation and considers ways to manage such risk during times of crisis.

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Déjouer la censure en se donnant accès à la langue écrite : An Antane Kapesh

La première écrivaine innue, An Antane Kapesh, a produit deux œuvres fondatrices en littérature autochtone (Fontaine, 2020), tout en se trouvant à la périphérie des systèmes littéraires canadiens, à un moment où les Autochtones rédigeaient peu dans leurs langues, et les femmes autochtones encore moins, du fait que leur langage n’était pas autorisé (Bourdieu, 1975). Dans les années 1970, l’ethnolinguiste québécoise José Mailhot vivait chez les Innus afin d’apprendre leur langue et de se familiariser avec leur culture. Grâce aux liens d’amitié noués entre Kapesh et Mailhot, cette dernière a donné une « voix écrite » à la première en l’aidant à écrire dans sa langue maternelle, la langue innue, jusqu’alors langue orale. Le résultat était la publication bilingue (en langue innue et français) de *Eukuan*

nin matshi-manitu innushkueu /Je suis une maudite Sauvagesse (1976) et la publication en langue innue de *Tante nana etutamin nitassi* et en français de *Qu'as-tu fait de mon pays?* (1979). Dans cette communication, nous présenterons d'abord brièvement l'histoire de la censure (au sens de réduire au silence de Bourdieu) des peuples autochtones du Canada. S'ensuivra la présentation et l'analyse du rôle de la collaboration productive entre une femme dissidente issue de la société colonisatrice, José Mailhot, et une femme peu conventionnelle membre d'une communauté colonisée, An Antane Kapesh. L'analyse se penchera sur les négociations entre langage autorisé et non-autorisé des femmes et le discours dominant dans le cadre d'un système politique « démocratique » qui composait (et compose encore) avec le processus de décolonisation et le mouvement féministe.

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Denise Merkle est directrice du Département de traduction et des langues de l'Université de Moncton. Professeure titulaire, elle enseigne la traduction depuis près de 20 ans et a publié de nombreux articles dans des revues scientifiques comme *TTR*, *Babel* et *Target*. Elle a publié l'entrée « Censorship » dans le *Routledge Handbook of Translation and Politics* (2018), et son chapitre intitulé « Le prisme culturel du traducteur : l'exemple des *Trois légendes de mon pays* de Joseph-Charles Taché » paraîtra dans l'ouvrage *Traducteurs et interprètes face aux enjeux sociaux et politiques : La neutralité en question*.

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La traduction journalistique au Bénin : étude des informations en langues nationales Yoruba, Fon et Dendi sur Radio Bénin Alafia (ORTB)

Au Bénin, comme dans la plupart des pays africains, les informations en langues nationales occupent une place prépondérante à cause du taux élevé d'analphabétisme. Par ce canal, des hommes et femmes de presse se font le devoir d'informer les populations ne comprenant pas le français, langue officielle du pays, puisque l'actualité est, pour la plupart du temps produite en français. L'Office de Radiodiffusion et Télévision du Bénin (ORTB) s'est doté d'une radio exclusivement en langues nationales avec dix-huit langues en présence, dont trois font l'objet de la présente étude, et la traduction du français vers ces langues nationales est le quotidien des professionnels des médias qui y travaillent. L'objectif est de cerner comment ces journalistes, traducteurs de fait, concilient ces deux composantes indissociables de leur métier et les problèmes auxquels ils sont confrontés en vue de proposer des solutions idoines pour une meilleure pratique de la traduction journalistique au Bénin. Une approche méthodologique mixte faite

d'entretiens avec les acteurs concernés et d'une analyse de quelques enregistrements d'informations dans les trois langues à l'étude a été appliquée. L'étude révèle que les journalistes en langues nationales ont deux manières de livrer les informations aux auditeurs. La première consiste à procéder à une traduction des informations sur papier avant d'aller au micro. La seconde quant à elle consiste à prendre note des fils conducteurs et à traduire au fur et à mesure une fois en direct. Le choix de l'une ou de l'autre des méthodes dépend de l'aptitude linguistique du journaliste dans les deux langues de travail, de son expérience professionnelle et des domaines techniques qu'aborde ladite information.

Rissikatou Moustapha est titulaire d'un doctorat en linguistique anglaise appliquée, spécialisation en traduction, et enseigne la traduction à l'Université d'Abomey-Calavi ainsi qu'à l'Université de Parakou, au Bénin. Le Conseil Africain et Malgache pour l'Enseignement Supérieur lui a décerné le titre de Maître de Conférences en linguistique anglaise appliquée en 2020. Au nombre de ses travaux récents sur la traduction se trouve l'article « Pragmatic Transfer Analysis in Adjarra English Students' Translation », paru dans la *Revue Internationale de Littérature et de Linguistique Appliquées* (2020).

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La génétique de la traduction et le surtitrage au théâtre

Dans l'introduction du très récent ouvrage *Genetic Translation Studies : Conflict and Collaboration in Liminal Spaces* (2021), les co-directrices Ariadne Nunes, Joana Moura et Marta Pacheco Pinto célèbrent l'émergence de la génétique de la traduction et sa prise en compte de la matérialité et des processus de traduction. Les chercheuses en génétique de la traduction composent ainsi des « dossiers génétiques » à partir d'« avant-textes » (brouillons, manuscrits, tapuscrits, épreuves, correspondance, entretiens, et même parfois les rééditions et réécritures) pour reconstruire le processus de traduction et en observer les opérations. Nunes, Moura et Pacheco Pinto rappellent cependant que si l'approche génétique a été particulièrement productive pour l'étude de la traduction littéraire, elle serait également utile pour celle de la traduction audiovisuelle, dont les objets conservés ou archivés évoquent la production collaborative par des agents multiples au cours de plusieurs étapes distinctes ou poreuses. Dans cette communication, nous proposons de revenir sur les principes de la génétique de la traduction afin d'explorer les possibilités de cette approche pour l'étude des documents protéiformes du surtitrage au théâtre. Pour ce faire, nous aborderons un corpus dont la surtitreuse Gunta Dreifelds, pigiste à la Canadian Opera Company et au Théâtre français de Toronto, nous a fait don : des documents électroniques dématérialisés, des cahiers de régie imprimés, des photos des équipes de production et des programmes de soirée de spectacles surtitrés. Nous expliquerons comment nous avons commencé à analyser ces documents pour identifier les types d'intervention dans le processus de surtitrage, en créant un premier guide d'analyse faisant place à la description, à la comparaison et à l'inférence. En rendant ainsi compte de notre propre méthodologie collaborative, nous soulignerons certaines des particularités de la génétique de traduction audiovisuelle pour le théâtre.

Nicole Nolette est titulaire de la Chaire de recherche du Canada en études des minorités et professeure adjointe au Département d'études françaises de l'Université de Waterloo. Pour son livre *Jouer la traduction. Théâtre et hétérolinguisme au Canada francophone* (2015), elle a été lauréate du prix Ann-Saddlemyer de l'Association canadienne de la recherche théâtrale et du Prix du meilleur ouvrage en

théâtre de la Société québécoise d'études théâtrales pour la période 2014-2016. Depuis 2018, elle est présidente de la Société québécoise d'études théâtrales et rédactrice adjointe francophone de la revue *Theatre Research in Canada/Recherches théâtrales au Canada*. En 2021, elle a publié le chapitre intitulé « Games Translators Play in French-Canadian Theatre » dans l'ouvrage *Ludics: Toys, Games and Play from Antiquity to the Present*.

Anushka Birju est étudiante à la Maîtrise en Études françaises à l'Université de Waterloo, où elle a obtenu son baccalauréat en Études françaises et Études espagnoles et latino-américaines. Elle a publié l'article « Contrer l'insécurité linguistique au Canada francophone » dans *Circuit. Le magazine d'information des langagiers* (2021).

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La traduction d'affiches électorales au Québec en tant que lucarne sur l'évolution de la société

Les pratiques et politiques de traduction au Canada ont été largement étudiées, en particulier en ce qui a trait aux langues officielles du pays – français et anglais. Bon nombre de travaux ont été menés sur la traduction institutionnelle, de même que sur la traduction littéraire et dans des domaines de spécialité. Il reste toutefois, des angles morts dans notre connaissance de l'histoire de la traduction dans ce pays, notamment en ce qui concerne la traduction politique, et plus particulièrement les pratiques de traduction des divers partis politiques. Seule Chantal Gagnon (2014, 2016) a fait une incursion dans ce secteur en s'intéressant à la traduction des sites Web de partis politiques canadiens. Notre communication s'inscrit dans la lignée de travaux de Delisle sur l'histoire de la traduction au Canada et de Gagnon sur la traduction politique au Canada. À la frontière de l'histoire de la traduction et de la traduction politique, nous dresserons un aperçu historique des pratiques de traductions d'affiches électorales produites par les principaux partis politiques québécois. Nos recherches dans les archives nationales du Québec et du Canada, de même que celles de partis politiques, de musées et sociétés historiques indiquent que jusqu'à l'adoption de la Charte de la langue française (1977), les affiches électorales québécoises bilingues ou en anglais sont relativement fréquentes. Elles ont ensuite tendance à disparaître, et ce, même si elles ne sont pas assujetties à la Charte ou Loi 101. Ces affiches ne sont toutefois pas complètement disparues du paysage québécois, et la pratique de traduction d'affiches électorales est aujourd'hui, bien que timide, davantage ciblée. Les affiches électorales constituent ainsi un reflet de l'évolution de la société québécoise au fil du XX^e siècle et leur étude nous en dit davantage que le simple message d'incitation à voter qu'on y voit de prime abord. En ce sens, et dans la foulée de ce qu'écrivait Brisset (1998), ce n'est pas ici le texte, mais le lieu culturel et les événements marquants de ce lieu qui suscitent la traduction, ou la non-traduction.

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Marc Pomerleau est professeur de linguistique et de traductologie au Département Sciences humaines, Lettres et Communication de l'Université TÉLUQ. Il collabore également à la section des langues modernes et au groupe de recherche en Histoire de la traduction en Amérique latine (HISTAL) de l'Université de Montréal. En collaboration avec Esmail Kalantari, il a écrit l'article « La traduction d'affiches électorales : enquête auprès de l'électorat québécois », à paraître dans *Meta : journal des traducteurs*. Marc Pomerleau s'intéresse particulièrement au contexte catalan, comme en témoignent deux publications récentes : « Tension in translation: Spain's and Catalonia's discourse on Independence » (à paraître dans la revue *Perspectives: Studies in Translation Theory and Practice*) et « L'indépendantisme catalan en mode multilingue », parue en 2020 dans la revue *Politique et Sociétés*.

Esmail Kalantari est titulaire d'un doctorat en traductologie de l'Université de Montréal, où il a soutenu sa thèse intitulée *On the conceptual and methodological aspects of (political) journalistic translation research* en 2019. Il est actuellement auxiliaire de recherche au Département Sciences humaines, Lettres et Communication de l'Université TÉLUQ. Ses principaux intérêts de recherche sont la traduction journalistique et l'analyse du discours politique. Il a contribué au *Routledge Handbook of Translation and Media* en y publiant une entrée co-écrite avec Chantal Gagnon : « Media translation and politics in multilingual contexts » (2021).

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Journalistic Adaptation of Direct Discourse across Languages: Case of Euronews

Adaptations of direct discourse are not rare in journalistic practice. Interview quotes are often adjusted to the journalistic style and media format with minor omissions that are not supposed to distort the speaker's message. In the process of newswriting, quotations undergo multiple transformations, including recontextualization, transformation of direct discourse to indirect, style adaptation, and translation. This paper focuses on the linguistic means of discursive identity construction contained in the original primary discourse and analyses their transformation when quotes are translated into a different language in multilingual news production. Based on discourse-historical approach, the research suggests that strategies of unification and appeals to we-group are often blurred in news texts when a quote is translated for the target culture. At the same time, such linguistic tools of identity construction will be more likely to remain preserved in the news texts intended for the source culture. Taken from political discourse, a quote will often shift its function from persuasive to informative; however, it may also be used to keep the readers' attention or to reinforce impartiality by quotation marks. According to the theory of *Skopos*, the mentioned changes in the function of a quote will also define its translation. The findings of this paper are based on a chapter of the doctoral dissertation titled "Translating identities in multilingual news" that included comparative analysis of *Euronews* text corpus in English, German, French and Spanish languages.

Lesia Ponomarenko is a postdoctoral researcher in the Faculty of Translation and Interpreting at the University of Geneva. She received her PhD in Translation and Intercultural Studies from the Autonomous University of Barcelona in 2019. She holds an MA in Political Science and another in Translation and Interpreting. Her research focuses on multilingualism and identity as shown in her doctoral dissertation "Translating Identities in Multilingual News". In 2020, she contributed an article titled "Migrant Crisis in European Multilingual Media: Identity Construction across Languages" to the *Journal of Intercultural Communication*.

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Literary Translation in the *Montreal Review of Books*: Periodicals and Translation Reception in Anglo-Québec

"Periodicals help to build modern culture and capture the cultural atmosphere of an era. Moreover, they focus on the reception of literary works, international cultural exchange, cultural flows, and channels of literary transfer" (Fólica *et al.* 2020: 3). So write the editors of *Literary Translation in Periodicals*, proposing a new interdisciplinary field of study, between translation and periodical studies. This disciplinary intersection opens new avenues of research, which allow us to better understand the reception of translators and translated works, the development of (un)conventional conceptions of translation at a given time and place, as well as the nature of institutional and independent networks responsible for the dissemination of literary translations. In this presentation, I will be discussing literary reviews of translated works published between 2000 and 2020 in the *Montreal Review of Books*. The interest of this Anglo-Québécois literary periodical lies in its unique position in Canadian literature, that is, at the intersection of the francophone and anglophone literary "systems" (Even Zohar 1990). My results demonstrate the development of prevailing notions of what constitutes "literary translation" in Anglo-Québec. Reviews indicate a shift from linguistic to cultural conceptions of translation over the years, and credit attributed to translators and mentions of translation in the reviews show the kinds of publications that qualify for the title of "translation." I will also be presenting some of the methodological difficulties encountered during the study of this corpus, namely pertaining to archive digitization, "distant reading" of multimodal data, and sparse but representative qualitative data.

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L’outil Ultrad de la Presse canadienne

En 2022, cela fera 100 ans que la Presse canadienne (PC) fait la traduction de ses dépêches. Fondée en 1917, l’agence a inauguré un service de traduction à l’été 1922 afin de desservir les journaux francophones qui, jusque-là, traduisaient eux-mêmes les articles de ce qui s’appelait en fait à l’époque la *Canadian Press*. Même après la création d’un service de langue française en bonne et due forme, avec des journalistes francophones, en 1951, la traduction a toujours été au cœur des activités de la PC, surtout de l’anglais vers le français. En 2019, la PC a implanté Ultrad, un système de traduction automatisée. Ultrad est en fait un module d’apprentissage automatique se greffant aux services infonuagiques Cloud Translation de Google. Il a été mis au point à partir d’un lexique propre à l’agence, dont le *Guide de rédaction (Stylebook, en anglais)* fait office de modèle en matière d’écriture journalistique dans les deux langues officielles au Canada. Ultrad est un des rares systèmes d’intelligence artificielle à être utilisé quotidiennement par des journalistes au pays. Même si l’outil est censé apprendre de ses erreurs et s’améliorer avec le temps, toutes les traductions d’Ultrad sont impérativement revues par un rédacteur ou une rédactrice avant d’être publiées dans la langue cible. Notre communication porte sur les particularités de l’outil Ultrad en ce qui a trait à sa conception, à son utilisation par les journalistes francophones de l’agence (y compris leurs réserves), ainsi qu’à l’évaluation des traductions qu’il fournit et des ajustements par les journalistes. L’évaluation des traductions (anglais vers français) s’appuie sur la constitution d’un corpus parallèle de traduction et repose sur une analyse empirique des paires de segments qui sont susceptibles de fournir des indications sur les patrons stylistiques de traduction propres au discours spécialisé qu’est celui de la Presse canadienne.

Jean-Hugues Roy est professeur de journalisme à l’UQAM et journaliste pour la Société Radio-Canada. Au nombre de ses plus récentes publications se trouvent deux articles scientifiques : « Instagram. La une de l’ère mobile », paru dans *Les Cahiers du journalisme* (2021), et « Un demi-siècle de recherches uqamiennes sur le journalisme : état des lieux et perspective d’avenir », publié dans un numéro spécial de *Communiquer* (2020) en collaboration avec Yves Gingras et Caroline St-Louis. Son étude « Kittens and Jesus: What would remain in a Newsless Facebook ? » a paru dans *Social Science Research Network* en 2021.

Éric Poirier est professeur de traduction à l’UQTR et traducteur professionnel. Il détient un doctorat en traduction de l’Université de Montréal. En collaboration avec Jean-Hugues Roy, il a travaillé sur un article intitulé « Analyse outillée des décalages informatifs dans l’évaluation de la qualité de la traduction de l’ensemble des lois codifiées du Québec ». Il a également publié l’article « Repérage des décalages informationnels de traduction au moyen du criblage automatique des segments hétéromorphes d’un corpus bilingue parallèle » dans la revue *Traduction, Terminologie, Rédaction* en 2019.

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Journalism as Ongoing Cross-cultural Translation: Parallel Labelling Practices (English and Spanish) in 21st-century Newspaper Reporting of Violence Against Women

Newspapers throughout the world tend to deal with the same key topics, yet in subtly (or not so subtly) divergent ways. It is a huge challenge how to conceptualise, understand or translate key terms in contemporary societies, such as *gender*, *sexuality*, *marriage* or *motherhood* – to name just a few. When dealing, for instance, with *violence against women* (VAW) in different languages, things tend to revolve around very much the same aspects, topics or issues. However, and in spite of the feeling of globalised meanings, VAW or *victim* or *perpetrator* are locally-constructed realities. They are devoid of universal meanings, as they live unendingly in translation, as parallel or comparable realities. Terms like these are subjected to constant cross-cultural redefinition, while maintaining the illusion that they are *the same* in all languages. Flotow & Scott (2016) refer to the difficulties of transferring a term like *gender* into other languages – i.e. French *genre* hardly means what it (supposedly) does in English, and Spanish *género* barely reproduces the richness of connotations of the original term (Santaemilia 2013). In this paper we will focus on the main labelling (or naming) practices surrounding the VAW phenomenon as depicted (and translated) in English (*The Guardian* and *The Times*) and Spanish (*El País* and *El Mundo*) quality papers. We are able to witness a parallel process of translating – i.e. of (re)inscribing a highly sensitive social issue into the very fabric of its society – through various processes: favouring some socio-ideological labels over others, publishing longer or shorter news stories about VAW episodes; choosing minimally divergent adjectivation to qualify the phenomenon or the actors; being more or less specific in adjudicating blame or social understanding, and showing preference for certain linguistic or rhetorical devices. The ideas of *cultural translation* or *cross-cultural rewriting* can be invoked here, meaning “the capacity to serve as a vehicle for new ways of seeing and being that enable us to question the received ideas that structure the worlds in which we live.” (Maitland 2017: preface). We will be drawing on our ad-hoc, comparable, highly-specialised NEWSGEN corpus (1980-2020). It comprises 100 million words and includes news stories revolving around sexual (in)equality issues, such as gender-based violence, abortion or homosexuality. A combination of qualitative and quantitative analyses (as suggested, among others, by Baker et al 2008, Baker & Levon 2015, Caldas-Coulthard & Mund 2010) is essential if we wish to grasp both the linguistic and the ideological underpinnings of the texts we are investigating. Thus we are able to explore huge quantities of texts, which constitute an enormous comparable library of texts on the same social reality, thus unveiling a constant process of translation, dialogue and transference of meaning(s). Journalism can be hypothesised as carrying out an immense translational task in transferring information, values and ideology across geographic, linguistic and cultural boundaries, and in generating ideological definitions of sensitive terms, which are later recirculated as influential socio-ideological discourses.

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José Santaemilia-Ruiz is a lecturer in legal translation (English-Spanish/Catalan) at the Universitat de València and a professional legal translator. He is the principal investigator in the research project "News values and ideology: The discursive, cross-cultural construction of gender and social inequalities in (digital) press through online, real-time corpus linguistics tools." In collaboration with his colleague Sergio Maruenda-Bataller, he has co-edited *Specialised Translation in Spain. Institutional dimensions* (2017) as well as a special issue of the *Revista Española de Lingüística Aplicada* 30(2).

Elena Castellano-Ortolá is a member of the working team for the project "News values and ideology: The discursive, cross-cultural construction of gender and social inequalities in (digital) press through online, real-time corpus linguistics tools. *The Gender Gap Tracker and Kaleidographic*". In parallel, she holds a position as a lecturer at the English and German Department in the Universitat de València. She recently published an article in *Meta*, advocating for a transnational feminist critic: "La novela negra como «transgénero»: Éticas transnacionales en la feminización del canon" (2021).

Sergio Maruenda-Bataller is Senior Lecturer of English Language and Linguistics in the Department of English and German Studies and the Interuniversity Institute of Applied Modern Languages at the Universitat de València. His main research interests are in social and cognitive pragmatics, the interface between corpus linguistics-critical discourse analysis (especially semantic and discourse prosodies in the negotiation of meaning) and translation. He is a member of the research group GENTEXT, where he works on the discursive analysis of socio-ideological texts in the digital media. He has published a book chapter on news values on violence against women in the Spanish and British press (2016).

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Print Media Attitudes Towards Minoritized Communities in Northern Ireland During *The Troubles*

This paper explores minoritized communities who were Othered throughout the Troubles (1969-1998) in Northern Ireland (NI). In addressing the narrative and discursive templates which allowed communities to be constructed and translated into roles of Self and Other by local print media, this paper argues that Othering during the conflict was subject to temporospatial shifts in dynamic and context-specific scenarios. This paper thus focusses on Othering of ethnic minorities, LGBTQ+

communities and women, extending long established binaries of Otherness as between Catholics and Protestants in NI. Considering in particular the effects Othering has on LGBTQ+ communities and on women, media discourse has influenced perceptions of and attitudes towards these groups, which has longstanding effects on these communities, creating what Pierson labels a 'morally conservative society' in NI (2018, 52). Similarly, racial discourse in the region has allowed the continual ostracization of ethnic minorities, with NI gaining the title of 'The Race Hate Capital of Europe' (Knox 2011). While these groups have undoubtedly experienced Othering throughout and after the conflict, academic and media attention has been directed more towards the ethno-religious conflict between Unionism and Nationalism. This paper highlights that 'common ground' was found by Catholic and Protestant communities through Othering minoritized groups, fuelled by religious and moral anxieties. Focussing on local print media such as the *Belfast Telegraph* and the *Ulster Herald*, this study uses a mixture of Critical Discourse Analysis and Narrative Analysis in what Souto-Manning (2014) describes as 'Critical Narrative Analysis' in order to examine 'macro-level power inequities and micro-level interactional positionings' (Souto-Manning 2014, 159). This paper contributes to the debates on how different discursive domains are engaged in sites of continuous power struggles, specifically addressing how these communities are translated into stereotypical and harmful identity tropes.

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How Geopolitics and Political Agendas Affect Journalistic Translation of Reports by Human Rights Watch

Translation and journalism have a complex relationship that includes a combination of several procedures and overlapping strategies that are influenced by several factors. Following a descriptive qualitative empirical approach, this paper investigates how ideology and the geopolitical relationships among three Middle Eastern countries (Egypt, Saudi Arabia, and Qatar) influenced news translation of Human Rights Watch (HRW) reports that were issued about three events that include severe violations of human rights: (1) the massacre of Rab'a in Egypt; (2) activists' rights and the assassination of the Saudi Arabian journalist Jamal Khashoggi; (3) the working conditions of migrant workers in Qatar in the preparations for the FIFA World Cup 2022. This study draws on key concepts from both disciplines of translation studies and journalistic studies such as gatekeeping and trans-editing along with the theoretical foundation of van Dijk's theory of ideology and how ideology relates to language, discourse, and hence translation. The analysis and explanation of the data collected are conducted in the light of the dual lens of critical discourse analysis and narrative theory. Key findings of this paper suggest a critical role of ideology and political agendas in employing translation shifts as well as equivalence to support constructed narratives and reconstructing frames. Contextualizing non-obligatory deviations from the formal correspondence within the confinements of the narratives they are embedded in, suggests that shifts were employed to produce variable effects based on who the report is about and what is being reported. While recognizing the limitations of this research, this paper concludes that

within the scope of this study, translation shifts in journalistic translation are not arbitrary or merely editorial but may be ideologically driven.

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The Power of Naming: Definite Descriptions Lost and Found in Translation

It is no news that words have the power to shape, distort and maneuver reality and foist one's preferred worldview upon unsuspecting readers. In the digital age, information verification and critical reading have become indispensable tools for any well-informed reader, but locating the source information might be, at the end of the day, an impossible task; especially if said piece of information underwent a series of translations and re-translations. Such fluid shifts between source and target languages inherently create some leeway for various discursal practices and larger thinking schemes, granting news media the ability to carefully craft the perlocutionary effect without necessarily changing the content itself. This paper does not, by any means, attempt to encompass the entire scope of shifts, transformations and jiggery-pokery occurring in translation-based news reporting, but focuses on the subtle art of naming. By choosing a convenient definite description, the same piece of utterance can be attributed to a seemingly very different speaker, and aid in shaping one's mind towards the preferred reading. This paper investigates a series of news reports, centered around Greta Thunberg, that were, either fully, partially, or inconspicuously, translated from English to Czech and performs lexical analysis of the employed references, demonstrating that Czech and English readers are oftentimes presented with a very different Greta.

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La COVID-19 dans la presse écrite canadienne : caractérisation d'un corpus d'articles

La pandémie de COVID-19 a propulsé la publication de nombreux articles scientifiques, mais aussi d'un grand nombre d'articles journalistiques. Ce contexte a mis en relief l'importance de la communication des concepts scientifiques au grand public. La dangerosité et la complexité de la maladie, la rapidité de sa propagation ainsi que les événements tragiques survenus dans différentes situations ont généré dans la population des réactions diverses : angoisse, dépression, voire déni. D'un seul coup, des concepts spécialisés complexes ont été révélés au grand public : la communication des autorités sanitaires est rapidement devenue fondamentale, et l'information scientifique diffusée dans les médias a pris une

importance majeure. Les médias se sont vus envahis, depuis maintenant près de deux ans, par un vocabulaire abscons pour les profanes, accompagné d'explications parfois déroutantes pour le commun des mortels. Selon McCulloch (2019), la pandémie constitue un défi majeur pour la traduction. La communication avec le grand public et l'accès de ce dernier à une compréhension suffisante des concepts constituent toujours un défi, d'autant que la terminologie n'est pas toujours cohérente au sein d'une même langue (Bowker 2020). C'est la raison pour laquelle nous nous interrogeons sur la manière dont les notions spécialisées reliées à la COVID-19 sont exprimées, avec quelle terminologie et quelle phraséologie, dans la presse écrite anglophone et dans la presse écrite francophone au Canada depuis le début de la pandémie. Dans la présente communication, nous nous attacherons à caractériser un corpus d'articles de presse écrite, en anglais et en français, traitant de la COVID-19. Nous viserons, notamment, à mieux comprendre la dynamique de publication (lieux de publication, auteurs des articles) et nous nous attacherons à expliciter les défis inhérents à la constitution d'un tel corpus, en particulier en matière de repérage et de caractérisation des articles sur le plan thématique.

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Common Practices in the Quebec Translation Industry with Respect to Canadian English Usage

After a flurry of activity in the 1990s and 2000s, lexicographical publications on Canadian English (CanE) as a standardized variety of English have dried up, forcing translators, professional writers, editors and journalists to rely on the increasingly outdated *Canadian Oxford Dictionary* as their spelling and vocabulary resource, or to turn to US-based online resources like WordReference.com. But Canadian English—as a settler colonial variety of English—has its own particularities. If it is characterized by the presence of French as a co-official language, leading to numerous borrowings and influences, and contact with Indigenous languages, particularly regarding place names and vocabulary, to what extent might those features be erased in the absence of standardized resources? Since translators and other

language professionals have a strong influence on language use, I conducted a survey and follow-up interviews to investigate common practices. The participants were English translators who have French or other languages as their source language, whether they work as freelancers, employees at translation agencies, or federal or provincial government workers, and who are for the most part based in Quebec. Seeking to take stock and eventually make practical recommendations, I examined three areas: spelling and style issues like capitalization and italics; maintenance of French terms, expressions, and names of organizations in English texts; and treatment of names, place names and other terms related to Indigenous Peoples. Drawing on the insights and contributions of the participants, I offer some preliminary conclusions on the role and continued relevance of Canadian English from an interdisciplinary perspective, touching on broad social debates like power imbalances resulting from the growth of English as a lingua franca and efforts towards decolonization in Canada.

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