



CALL FOR PAPERS
INTERNATIONAL CONFERENCE

HOW CAN AI TRANSLATE?

UNIVERSITY OF NAPLES FEDERICO II
APRIL 22-23, 2024

Description

The translator's role, historically contentious and shrouded in controversy, continues to invite criticism from the very origins of translation. In the context of an increasingly globalised world, a critical examination regarding the elusive and unidentifiable role and identity of translators has long been underway (Cavaliere, 2021). Ethical dilemmas persist, centring on the translator's *(in)visibility* (Venuti, 2018). Should the translator adopt a domesticating approach, seamlessly assimilating into the target language, making the translated work indistinguishable? Or, on the contrary, should the translator inject foreign flavours, challenging the norms of the target language? Centuries of debates echo, and the 'deforming tendencies' within translation fabric remain unresolved (Berman, 2021). *Positionality* (Munday *et al.*, 2022) raises its own set of questions: the notion of translators as neutral communicators is challenged, with some deeming the infusion of ideologies as potentially manipulative, while others, like Tymoczko (2003), assert that translators are active participants in communication. To what extent is it ethical for translators to interject personal convictions and ideologies into the target text?

Against the backdrop of ongoing cultural exchanges, linguistic diversity, and global phenomena such as trade, migration, and human rights standards, the demand for translators has surged. However, this upswing is accompanied by challenges, including the imperative to minimise translation costs and a widespread lack of awareness regarding the significance of the translation profession (Lambert & Walker, 2022). Complicating matters further is the engagement of untrained individuals from disparate fields, such as marketing, finance, business, and education, in translation responsibilities.

In addition, the digital age presents challenges in translation with Computer-Assisted Translation (CAT) and Machine Translation (MT), sparking debates on their impact (Hartley, 2009; Dunne & Dunne, 2011; Jiménez-Crespo, 2013). Tools such as Translation Memory (TM) enhance efficiency, and the ascent of Artificial Intelligence (AI), exemplified by ChatGPT, raises questions, fostering discussions on the 'human-like' quality of machine-translated texts and distinctions between Human Translation (HT) and MT.

The development of CAT, MT, and TM tools relies on corpus-based methods, providing empirical linguistic evidence as well as supplying quantitative data and rigour that intuition alone cannot attain. In view of this, corpus-assisted strategies, first advocated by Sinclair (1987), constitute a relatively new instrument in the world of translation, thus signifying a "new paradigm in translation studies" (Laviosa, 1998). The alignment of source and target text in parallel/comparable corpora enables to contrast an original text against its translated counterpart, offering valuable insights into the varied ways in which distinct linguistic communities articulate and interpret the same underlying discursive phenomenon.

In light of the issues hitherto raised, the conference aims to investigate how contemporary translation can navigate the intricate intersection of ethical considerations, digital advancements and



the evolving demands of a globalised world to redefine the boundaries and its impact on cross-linguistic communication.

This call for papers extends an invitation for contributions spanning a wide array of themes, including, but not limited to:

- The challenges faced by translators in an increasingly globalised world;
- The impact of digital technologies, specifically CAT and MT, on the present and future of translation, including discussions on their efficiency and consistency;
- Audiovisual translation's relevance in the current global scenario and its role in the identity construction process;
- The implications of the rising demand for translators;
- The ethical dimensions of translation, with a focus on the translator's role and the ongoing debates surrounding visibility, positionality and inclusion;
- The engagement of untrained individuals in the translation process;
- The issues raised by the adoption of AI in translation, particularly in the context of machine-translated texts and the potential differences between HT and MT;
- The implementation of corpus-based strategies within the realm of translation, unveiling interlinguistic differences in the representation of discourses across languages.

Submission of abstracts

Authors wishing to submit their contribution are invited to send an abstract of their proposed paper of no more than 350 words (excluding references) in MS Word format by 1st March 2024 to aitransconf24@gmail.com, **Flavia Cavaliere** (fcavaliere@unina.it), **Luisa Marino** (luisa.marino@unina.it) and **Fabio Cangero** (fabio.cangero@unina.it).

Important dates

Deadline for abstracts: March 1, 2024

Notification of acceptance: March 15, 2024

Conference dates: April 22-23, 2024

Submission Guidelines

Proposals must exhibit a clear and organised structure, featuring theoretical and methodological contributions that emphasise the innovative elements of the proposed research. Analyses should distinctly outline the objectives, materials, theoretical and methodological approach(es), and anticipated outcomes. The APA citation style should be employed for references. Electronic submissions are to be sent adopting the template provided via email to aitransconf24@gmail.com, fcavaliere@unina.it, luisa.marino@unina.it and fabio.cangero@unina.it, accompanied by a cover letter detailing the author's name, affiliation, contact information, and contribution title.

Conference venue

The conference is scheduled to be held at the University of Naples Federico II, Accademia Pontaniana, in Via Mezzocannone, 8, 80134 Naples



Registration fee: €75

Fee includes registration costs, lunch and coffee breaks. Travel and accommodation are not included.

Payment details

Please, arrange a money transfer as follows:

Recipient: c/o AGENZIA INTESA SAN PAOLO NAPOLI 95

Account (IBAN): IT23C0306967684577783448865

Amount: €75 (+ €40 if you intend to join the social dinner)

Motive: ISCRIZIONE AITRANSCONF24

Registration form: <https://shorturl.at/gjBCZ>

For those who cannot attend in person, it will also be possible to join the conference online, but presenting papers will not be allowed in this format. Online attendance is free of charge.

Those interested in participating online can request the conference link via email by 16 April and it will be provided accordingly.

Please visit the conference website at the following link: <https://www.cla.unina.it/itransconf24> for updates, accommodation details and information about the social dinner.

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Flavia Cavaliere (University of Naples Federico II)

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