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# Translation in Transition 4

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## KEYNOTES

### Re-introducing frame semantics to translation studies

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Frame Semantics and Construction Grammar are two cognitive linguistic theories which have been used in various ways to date to analyse and model translation. However, a unified model on how frames and constructions operate, are operated on and interact in translation, i.e. a translational perspective on and of frames and constructions, has not yet been fully developed. The model proposed in this talk is intended to explore the explanatory power of Frame Semantics and Construction Grammar in the context of translation. In drafting this model, I establish the principle of maximum frame comparability: We would expect that for each expression in the source language which evokes a certain frame, there is an expression in the target language, which evokes the maximally comparable frame in the given context. I furthermore analyse factors which may lead to an override of this principle: For instance, typological differences in how motion events are usually realised (Talmy 2000, Slobin 2004) can lead to frame shifts (cf. Čulo 2013, Czulo 2017). I also present a prototype implementation of the model in the form of a machine translation evaluation algorithm which uses manually annotated frames in parallel texts to calculate semantic similarity of originals and their translations. A newer version of the implementation, currently being developed in a Google Summer of Code project (Kar 2019), aims at automatic frame annotation and evaluation. I also give an outlook on how the currently sentence-based model can be expanded on the text level with the aim of covering discourse phenomena. From the analyses in the talk, I deduce research questions the investigation of which can benefit both Translation Studies as well as the theoretical frameworks of Frame Semantics and Construction Grammar.

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# Weaving translation properties together through the Gravitational Pull

## Hypothesis

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Halverson's Gravitational Pull Hypothesis (GPH) was first put forward as an attempt to account for different hypotheses about translated language by anchoring them in cognitive linguistics. Translated texts have been described as showing both over- and under-representation of typical target language elements. But both claims cannot be generally true or predicated of the same set of data. The truth of one would preclude the truth of the other. However, both have been attested and are supported by (at least partial) evidence. What this suggests is that, as hypotheses, they may be somewhat coarse and stand in need of refinement. Halverson's GPH provides just this, as it posits three possible cognitive causes of translational effects (Halverson 2010, Hareide 2017): patterns of prototypicality in the target language, conceptual structures or the representation of the source language item, and patterns of connectivity. Particular configurations of these factors may lead either to over- or under-representation. In order to test her hypothesis, Halverson (2017) has used a mixed-methods approach drawing on data from corpora, elicitation tasks and keylogging. In this talk I will first review work on the GPH by Halverson and Hareide and then apply their concepts and methods to a number of typical Catalan items: diminutives (Marco & Oster 2018), the verb *caldre* and the pronoun *en*. I will draw on the relevant components of the COVALT corpus—a corpus that is both parallel and comparable. Only corpus data will be reported on, but specific instruments for retrieving other types of data will be designed and presented. Methodological issues will often come to the fore as it is not easy to bridge the gap between data (of whatever kind) and the cognitive structures they are intended to represent.

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## Studying translation through its doings and sayings

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Against a backdrop of practice theory (Schatzki 1996, Reckwitz 2002, Nicolini 2012, Shove et al. 2012), this paper examines some of the conceptual and methodological challenges of studying translating and related practices, with a focus on professional practices as enacted in translation workplaces.

Reckwitz (2002: 256) defines practice as a “routinised type of behaviour” that consists of bodily and mental activities and things. Schatzki (1996: 86) conceives of practice as a “temporally unfolding and spatially dispersed nexus of doings and sayings”. Variations of practice theory have been applied to numerous everyday and professional practices, placing the practice as the analytical focus. I take a similar approach to translation practices, so that material and corporeal dimensions are foregrounded in our accounts of translation, thus responding to calls for scholarship to acknowledge and account for the interplay between material entities and human actors in situated translation practices (Littau 2016, Olohan 2011, 2017).

This is a broadly genealogical approach to practices (Nicolini & Monteiro 2017: 119), in that it traces the trajectories of the elements constituting a practice, in order to understand how the practice evolves, endures or disappears as its elements are configured and reconfigured. We thus seek to understand how bodies and things interact in translating, and how translation practices are shaped and reconstituted by specific configurations of materials and bodies.

Having introduced this practice-oriented conceptualisation, I explore ways in which practices can be researched empirically, focusing both on methods that are already somewhat familiar to translation scholars (e.g. participant observation), and introducing methodological tools that may be less familiar, considering their strengths and shortcomings. I conclude with some reflection on potential implications for translator training that emerge from foregrounding the embodied and materially mediated nature of translation.

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**PAPERS****Bringing subtitling process research to the fore with mixed methods and ethnographic approaches**

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The present paper focuses on the need to overcome the tendency of neglecting processes and people at work while exploring translation practices, both in terms of cognitive functions and modes of working (i.e. the individuals' approach to task, speed, amount of text reduction, technology used) within audiovisual translation (AVT).

Abdallah's concept of Total Quality (2007) will provide the framework to consider quality-defining elements in the social and process dimension, and how these have an effect on the quality of a translated product. Such dimensions will be analysed through a socio-constructivist theoretical framework based on Actor-Network Theory, Social Construction Of Technology, and Human/Machine interaction (Abdallah 2011, Cadwell et al. 2018, Kinnunen & Koskinen 2010, Olohan 2011, 2016, Buzelin 2005, Pickering 1993).

Reinforcing the conclusions reached in some recent studies of Subtitling Process Research (Orrego-Carmona et al. 2016), the paper highlights the importance of integrating fieldwork investigations into process-based studies in subtitling, by looking at professionals in their own working environment.

In the first part of the presentation, I will briefly discuss the theoretical framework and then move on to the ethnographic methodology used while carrying out fieldwork in an international subtitling company, arguing that more field research is needed in order to fully understanding workplaces and practices (especially when these are technology-driven), and to unearth ideologies connected to the current mode of AV content production and distribution (Flynn 2010: 116).

In the second part I will present data related to observed working practices in AVT, providing a contextualised analysis of workplaces, working conditions and modalities, with a specific focus on the role that is assigned to technology in quality management and in the shaping of workflows. The data presented will aim at identifying the dynamics behind organisational and technical decisions, which shape translation processes in the observed context. The ethnographic data collected and presented can play a crucial role in designing better training courses, both at academic and professional levels, that provide the necessary skills but also foster awareness on industry dynamics—and reinforce current knowledge about subtitlers' working conditions.

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## **A case study on branding discourse: Multilingual campaigns on Facebook in English, Italian, and Spanish**

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This paper aims to study the cultural values activated in multilingual promotional campaigns run on the Facebook social media platform. The research focuses on the analysis of branding discourse in a corpus of texts from the Facebook summer/autumn 2017 campaigns of several brands of consumer products. The cultural contexts in contact are the UK, Spain, and Italy.

While the common goal of any marketing campaign, regardless of the language, is to eventually convince the consumers to buy the product, the strategies that brands choose to apply for an international distribution are likely to be affected by the cultures and consequently by the unique language systems of the intended markets (Mooij 2014). According to the consumer-psychology model, one way of designing a marketing strategy is by creating a vocabulary of values around the products in order to generate meaningful connections between the brand and the public (Schmitt 2012). The promotional discourse continuously appeals to the general knowledge of the world that may be conceived as organised in frames (see, e.g., Goffman 1974, van Dijk 1977: 124). As we can expect, the latter are by no means universal but tend to vary according to the country, since they represent the expression of what is characteristic or typical in a certain culture.

Among the post types identified in our corpus, product-related posts (Shen & Bissell 2013) are expected to preserve in their multilingual versions much of the vocabulary related to features (taste, elegance, etc.). As regards posts making associations between the brand and the external world (festivities, conventional situations, cultural habits and routines), we expect to find some degrees of adaptation (Adab & Valdés 2004).

We analyse the macrostructure of the posts, including the relationship between picture and text, as well as microtextual aspects, namely the cultural references, the lexicon of values and the tone and mood of sentences in order to describe how brand values are activated in each language version. Findings may reveal the existence of new tendencies in the standardisation and adaptation approaches to the translation of promotional communication on social media.

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## Interpreting Eurosceptic creed statements in the European Parliament

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The European Union with its 24 official languages is a political entity that relies heavily on translation and interpreting in its everyday functioning. During plenary debates of the European Parliament, the voices of Members sound in the original version in the language selected by the speaker and in 23 interpretations into all the other EU languages. The voice of each speaker, therefore, inevitably becomes “filtered” by 23 other individuals. Over recent years, the European Parliament (EP) has become a major setting for interpreting research. Empirical studies have generated a lot of insights into the multilingual functioning of this institution. Some of the studies (e.g. Beaton-Thome 2013, Bartłomiejczyk 2016, Kučič & Majhenič 2018) have shown that interpreters might exert much more influence on the content of plenary debates than assumed by the conduit model of interpreting and that the filtering effect may sometimes considerably modify the speaker's illocution.

This study is a discourse-analytic examination of original and interpreted explicit ideological content that goes blatantly against the mainstream EU discourse. The material for the analysis has been extracted from a larger corpus containing the complete plenary contributions (191) of an extremely Eurosceptic Polish Member of European Parliament: Janusz Korwin-Mikke, elected for the term 2014-2019. One of the trademark features of his discourse is the statement “Therefore, I consider that the European Union must be destroyed” that appears at the end of 76 of his plenary contributions. Other Eurosceptic statements by Korwin-Mikke are more varied and include, for example, the concept of “countries occupied by the EU” instead of the more regular member states. I examine Polish interpretations of contributions delivered in English and English interpretations of those delivered in Polish.

I will present a qualitative comparative analysis to exemplify shifts produced by interpreters that affect the speaker's ideological stance. In most cases, they go in the direction of making this stance less pronounced. It would be very tempting to ascribe such shifts to the ideological clash between Eurosceptic statements and the mainstream views expressed routinely in the EP. However, when focusing on simultaneous interpreting we also have to consider possible influence of other factors, such as the constraints typical for this mode (time constraint, linearity constraint) and specific, local “problem triggers”. In view of such factors, ideological shifts may sometimes only be a side effect.

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## Already a movement or still a debate? Framings of the #MeToo hashtag in German, English and Spanish

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With the recent rise of populism in Europe, the way politicians and the media talk about current political issues is increasingly becoming a pan-European topic of both interest and concern (Madra & Adaman 2014, Dimitrova 2018), as subjective opinion is often presented as objective truth, especially in debates rich in controversy such as immigration (Lawlor 2015) or feminism (Petty]John et al. 2018). However, a lot of work remains to be done to investigate how journalists and politicians contribute to introducing and establishing particular frames (Brüggemann 2014), and especially how this shapes a cross-linguistic, pan-European discourse (Dimitrova 2018).

Focusing on the #MeToo hashtag, depending on the language we look at, we find this hashtag to be framed in rather different ways, most basically by the word that accompanies it, such as “debate”, “movement” or “scandal”, all of which evoke different associations in readers as to the current state of the issue. This study aims to delve a bit deeper into the different framings of the #MeToo hashtag in German, English and Spanish by conducting a two-phase frame analysis (van Gorp 2010) of a corpus of newspaper articles on the issue.

In the inductive phase, the texts are read and analysed by identifying and collecting framing devices (e.g. metaphors, lexical choices, contextualisations) and reasoning devices (e.g. implications, semantic relationships) which may influence the reader’s interpretation of the text (van Gorp 2010: 94). The deductive phase has as its aim to validate the inductively reconstructed frame packages by quantitatively analysing whether they are representative for the texts (van Gorp 2010: 99).

The aim of the study is thus to shed light on how journalists contribute to the perception of current topics by the framings they use, deliberately or not, and what effect this may have, for instance through translation or cross-linguistic influence, on a pan-European discourse on the issues discussed under the #metoo hashtag.

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## Editors as definers of language standards: A comparison of co-published literary translations in Catalan and French (France-Québec)

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Translators are usually the ones who determine a translation's language. Now, proofreaders and particularly editors also play an important role. When two or more enterprises decide to co-publish a translated novel, they sometimes modify the text according to the target territory. However, this phenomenon has some legal and commercial constraints. On the one hand, the kind of publishing house which has first acquired the translation rights is decisive. On the other hand, the social and geographical reach of the target language also determines the appropriateness of changing the text (Buzelin 2005, 2006, 2009). As clients, this decision depends on editors, who provide guidance to translators about the language, sometimes specified on a style sheet (Marco 2017).

Political borders are needed in these cases to delimit the distribution networks. If there are multiple versions, the distribution rights would require an agreement among the publishing houses participating in the project. In addition, if these practices become a social *habitus*, they might help to consolidate communicational spaces, which could be crucial for languages in process of normalisation like Catalan.

In this presentation, with unpublished data extracted from our corpus, we will analyse two parallel cases of translated novels from English, one into Catalan and the other into French, given that the texts have been modified in the versions distributed in Valencia and Canada, respectively. We are especially interested in comparing this phenomenon in Catalan and French because they are considered as two counter-examples: Catalan geographical variation has occasionally been perceived as an inconvenient to reach a common standard, whereas French norm has traditionally been considered as unitarist and rigid. This phenomenon draws some market dynamics which show how societies view languages, and differences are sociopolitical rather than linguistic.

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## Comparable corpora: A tool to describe features of Arab Muslim women's anglophone literature?

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Many research works on the Arab anglophone literature, including Arab women anglophone literature and Arab Muslim women anglophone literature (Salaita 2007, Maleh 2009, Hassan 2011), focused on the literary framework that best fits these narratives as well as the influence of agency. I am rather interested in the translational aspects of these narratives.

The Anglophone Arab Literature is indeed a “promising” research field for me, not only because it is concerned with minor literature (Deleuze & Guattari 1986), but also – and I agree with Sarnou here – because it “represents an important bridge of communication between the West and the Arab/Muslim world” (Sarnou 2014: 77).

The reason she argues for this importance is that these writings “offer the Western readers an authentic portrayal of the Arab world and Arab Muslim women, away from a false representation transmitted to them through manipulated media and channels” (Sarnou 2014: 77). From a translation point of view (cf. Bhabha's (1994) Cultural Translation, the Third Space and Hybridity), these writings neither represent the “pure” Muslim perspective, nor the “pure” Western perspective. It is a perspective “in between”, a “double sighted” (Anzaldúa 1999) perspective, qualifying a “hybrid identity”. Thus, from a translation point of view, these are “authentic portrayals” or “authentic translations” just because they do not represent a “pure” Muslim or Western perspective.

These authentic translations are very important for both real life instances of translation and translation studies as well. I consider “real life instances of translation” what Bassnett & Trivedi (1999) described when they said that “the word *translation* seems to have come full circle and reverted from its figurative meaning of an interlingual transaction to its etymological physical meaning of locational disrapture; translation seems to have been translated back to its origin”.

To illustrate and deepen the understanding of such an etymological meaning of translation, I will propose a comparable corpus model to account for the linguistic and cultural aspects of the Arab Muslim women's anglophone literature.

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## The interference between different triggers of cognitive load in simultaneous interpreting: A corpus-based study

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Substantial work has been done on cognitive load in simultaneous interpreting (Gile 2009, Seeber 2011), but the models put forward lack solid empirical grounds. Seeber & Kerzel (2012) present experimental data, but the scope of their study is limited in terms of both subjects and analysed phenomena. Korpál (2016) investigates a side-effect of cognitive load, viz. stress in interpreters for a broader array of parameters. Finally, Plevoets & Defrancq (2018) use filled pauses (*uh(m)*) as indicators of cognitive load studying various predictors in both the source speech and the interpretation itself.

This paper draws on Seeber's (2011) suggestion that task-interference is itself a trigger of cognitive load, in that cognitive load will increase if different simultaneous tasks are structurally similar (see also Wickens 2002). Using data from the EPICG corpus (Plevoets & Defrancq 2018), this study analyses how delivery rate, lexical density, frequency of numbers, formulaicity (i.e. frequency of n-grams) and syntactic complexity interfere with each other in predicting cognitive load. Cognitive load is measured by the frequency of filled pauses and the predictive effects (and their interactions) are obtained with a Generalised Additive Mixed-effects Model (Wood 2017), which allows potential non-linear patterns in the data to be detected automatically. The results show a pronounced interference between lexical density and formulaicity in the target text, in the source text and between frequency of number and syntactic complexity in the source text. However, none of the other interactions are strongly statistically significant. This points to various strategies which interpreters employ in managing cognitive load.

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## **Advance translation as a means of improving source questionnaire translatability? Findings from a think-aloud study for French and German**

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In large-scale multilingual surveys, the source questionnaire to be translated into 25+ language versions is often the cause of translation problems or errors. For minimising such problems and enhancing translatability, some surveys carry out systematic “advance translations” in order to detect such problems before finalising the source text. For doing so, translation teams carry out translations of pre-final versions of source questionnaires, with the purpose of spotting translation problems. These comments are considered when finalising the source text. The problems pointed out range from intercultural adaptation issues to, for instance, grammatical or syntactical structures requiring complicated translations into a specific target language that may have a negative impact on the comparability between all resulting final translations when fielded. Changes in the source text triggered by advance translation range from rephrasing source text elements to adding footnotes to explain ambiguous source text terms.

The author tested the usefulness of this method in a series of think-aloud tests: experienced questionnaire translators translated 22 questions – in their version before and after the advance translation – into French and German while thinking aloud. The think-aloud protocols were analysed in a mixed-methods approach, both qualitatively (by summarising and comparing the observations that were made) and quantitatively (by coding the utterances and calculating chi-squared statistics).

The usefulness of advance translation for enhancing the translatability of source questionnaire was confirmed in this think-aloud study. This paper describes the method of advance translation, some typical source questionnaire issues detected and addressed, as well as the think-aloud study and its results.

Conclusions are drawn for questions such as: does the success of advance translation depend on the source text problems detected or on the changes made because of advance translation? Which role does the interplay of languages of advance translation and think-aloud study play? Is think-aloud a valid method for evaluating advance translation?

## Marked Themes, do editors change them? Editorial influence on Theme in English

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This study examines thematic differences between edited and unedited English texts. In Systemic Functional Grammar, Theme is defined as “the point of departure of the message” (Halliday & Matthiessen 2014: 89), which roughly equates to the beginning of a clause. In German declaratives, almost any element may be placed in Theme position, while English is mainly restricted by the SVO order, with limited positional flexibility. If any element other than the Subject is positioned first in German originals, English translators must either keep this element in first position, known as a marked Theme, or make the Subject the new Theme of the clause.

Corpus studies both on general and on translation-specific editing (Kruger 2017, Bisiada 2017) have shown that editorial intervention leads to different frequency distributions of linguistic features in the final text product compared to the version submitted by translators or authors. However, Freiwald et al. (Submitted) have shown that the thematic structure of unedited English translations from a controlled laboratory experiment matches the patterns in texts of translation corpora (Niemietz et al. 2017). This suggests that editors are more likely to keep frequency distribution similar to the source language and instead change linguistic features that are more common in the target language.

Theme differences between edited and unedited English texts are studied to assess the influence of editing on the Theme zone. For this purpose, we will analyse thematic structures in a corpus that includes both edited and unedited texts in four varieties of English (Law 2019) by comparing the most frequent part-of-speech sequences at the beginning of the sentence in both types of texts. Any sequence that does not begin with a nominal group strongly suggests a marked Theme structure. Even though these texts are English originals (rather than translations), the results may still reveal general editorial effects on thematic structures that are also relevant for the editing of translated texts.

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## Post-editing skills: Common ground for the industry and the professionals

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Machine translation post-editing (MTPE) is becoming mainstream in the workflow of an increasing number of language service companies (LSCs), and a significant task for all language professionals. With the aim of bridging the gap in the post-editing market between LSCs' requirements and post-editor profiles, we ran two surveys: one addressed at LSCs who do MTPE (66 responses), and one addressed at linguists (142 responses). The survey data is now contrasted.

Insofar as post-editing is founded on the translation competency model, we will focus our attention on a few differing skills. The key topics researched are post-editing-related tasks, post-editing skills, criteria to recruit post-editors, and MTPE training content. The divergence between the practice and views by the linguists, and the practice and views by the industry stakeholders will determine which aspects need to be thoroughly analysed to meet common ground in the near future.

It is hoped that our work will help to better define the professional profile of an MT post-editor and will pave the way for new resources to appear. Training courses in MTPE are the main resource to be developed<sup>1</sup>. We suggest that they build upon two core skill sets: the Effective Editing Skill Set (EESS), and the Input Instrumental Skill Set (IISS).

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<sup>1</sup>Traditionally researched by O'Brien (2002), and more recently implemented by some authors, such as Blagodarna (2018), Guerberof & Moorkens (2019), Sycz-opoń & Gałuskińska (2017), or Maarit Koponen; and already existent in some LSCs, such as SDL, Transperfect, or ASAP Translations. Even some associations, like TAUS, have developed a course on MTPE.

# Representations of the Catalan national identity in the German press: A corpus-based approach

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In recent years, a number of studies has been dedicated to the role of translation in the representation of images of national identities in the global press (Bielsa 2010, Bielsa & Bassnett 2009, van Doorslaer 2012: among others). My study, which follows this research trend, aims to describe how the image of the Catalan national identity migrates from one country to another through the press. More specifically, my analysis focuses on the relationship that can be established between different images of Catalonia, as they were presented in the German and Catalan mainstream press shortly before and after the Catalan independence referendum of 01.10.2017. By comparing the linguistic features and the discursive strategies that are used for the representation of these images, I aim at describing and problematising the role that translation may have in the migration of images of national identities from one culture to another through the press.

My ongoing research is based on a number of interrelated theoretical frameworks such as Imagology, Critical Discourse Analysis, Frame Semantics and Translation Studies. To achieve my research objectives, I analyse a corpus composed of a wide selection of online Catalan and German newspaper articles. The distant reading of this corpus allows me to single out linguistic features that, by evoking certain conceptual frames, contribute to the definition of the image of Catalonia in the Catalan and German press. The results of the corpus analysis make it possible to formulate a number of hypotheses about the textual and discursive strategies behind the use of these linguistic features and the conceptual frames they evoke, the validity of which is tested by a detailed study of a selection of fragments extracted from the very corpus.

By combining quantitative and qualitative analyses of the corpus, I aim at achieving a blended reading of the results and a holistic description of the various images of the Catalan national identity in both the Catalan and German press, as well as identifying, to a certain extent, the implications of these representations at an ideological and sociocultural level.

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## Developing translation competence by means of active subtitling

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The present study is situated within the field of the didactics of translation and focusses on the relationship between the didactics of translation and active subtitling as a pedagogical tool. Active subtitling is a relatively recent activity that has generated a lot of interest particularly in the field of second-language acquisition, but it is also present within both the didactics of translation and language teaching for translators. It is interesting to analyse the level of inclusion of these new resources into the existent curricula and observe to what extent these different teaching methods are being used in the translation classroom. Although subtitling has already become an independent discipline of study and it is considered to be a type of translation on its own, it is necessary to do further research on the different didactic varieties that this type of audiovisual translation offers. Several empirical experiments prove that interlinguistic active subtitling allows for acquiring and developing certain general and specific translation skills and therefore the usefulness of this pedagogical tool has already been validated.

However, after carrying out an accurate analysis of the different teaching curricula within the BA in Translation and Interpreting offered by several universities in Spain, it is found out that there is still a lack of curricular evidence about the use of this didactic resource in a general pedagogical context such as general translation. In order to verify these findings, both students and professors of this discipline have been interviewed by means of online questionnaires about the actual didactic practices that are taking place in the translation classroom. Therefore, the main objective of this empirical study is to analyse the degree of inclusion of subtitling as a pedagogical tool into the current teaching plans and to observe to what extent this resource is being used in general translation courses.

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## Dialogue-oriented evaluation of Microsoft's Skype Translator between Catalan and German

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Automatic language processing, auto speech recognition and MT are considered valuable innovations by the language industry. However, progress in this field is still viewed skeptically, which in turn calls for continuous evaluation of the aforementioned systems, especially when it comes to dialogic interactions between humans and MT. Microsoft's Skype Translator will serve as a case study, as it offers real-time translation in ten languages in voice chats and 60 languages in text chats.

To highlight how MT evaluation can be applied to services like the Skype Translator and how it has to be modeled on the dialogue-oriented level, the project combines research in the fields of language policy (Gerhards 2011), communication research (Henne & Rehbock 2012) and machine translation (Alonso 2005, Porsiel 2017). Additionally, this project aims to examine the behaviour of conversation participants when an MT engine is involved.

To achieve these goals, an exploratory, eye-tracking-based field study is currently being carried out. In this study, Skype Translator-mediated text chats between German and Catalan native speakers are captured in order to identify where the participants are looking during this type of conversation (Jakobsen & Jensen 2008).

The linguistic data output produced in these sessions is subsequently compiled in a bilingual parallel corpus, containing both the German and Catalan source texts as well as their respective MT texts. These texts are then analysed for linguistic features (Lapshinova-Koltunski 2016) and MT quality (Ramelow 2009, Lommel et al. 2015), focussing on dialogical elements such as turn taking signals (Stivers et al. 2009, Beißwenger 2012).

Based on their text chats of 15 minutes duration each, containing 10–15 turns respectively, the participants in the piloting sessions gave positive feedback on the fluency of their conversations and provided indications of possible fields of application. On the negative side, idiomatic and lexical issues were most frequently mentioned. Nevertheless, the dialogue-oriented evaluation is completely new and therefore must still be operationalised on MT-mediated chats.

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## Mixed methods approach in discourse analysis of multilingual health information websites

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The purpose of this talk is to demonstrate examples of quantitative techniques that can reduce the subjectivity of the qualitative textual analysis – which has previously been conducted in team research – in a project conducted by an individual. The aim of that project is to determine via two pragmatic determinants – technicality of vocabulary and writer-reader role relationship – whether multilingual health communication websites in English, Spanish, and Catalan are appropriately written with regard to health literacy. The ideal multilingual health information website is comprehensible to all readers. Natives and immigrants should have websites that impart the facts, encourage prudent health decisions, and ultimately reduce disease in the community. The use of specialised vocabulary and the attitude of the writer, as conveyed through the text, influences the reader's decision-making process. A comparable corpus of multilingual health information websites is being analysed employing a qualitative methodology based on an adaptation of Clerehan, et al.'s (2016) Evaluative Linguistic Framework. This framework and methodology have been used in research run by teams, whose collaboration reduces subjectivity. As this is not available in an individual project, developing a mixed methods approach was necessary. In this presentation, preliminary results will demonstrate a way to incorporate quantitative elements that improve the objectivity of the analysis and strengthen the study overall. The mixed methods approach should be of interest to individual researchers, and the study's results should be compelling to researchers and professionals in the translation and language sciences as well as the public health field for, respectively, future studies and techniques to improve the composition of multilingual health information text.

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# Detecting and analysing translationese with probabilistic language models

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There is a rich body of research on translationese in corpus-based translation studies (cf. Baker 1993, Olohan & Baker 2000, Teich 2003), where a set of predefined features (for instance, type-token ratio, lexical density and sentence length) are typically applied and tested for significance, as well as in computational linguistics, where translationese detection is treated as a task of automatic text classification (cf. Ilisei 2013, Rabinovich & Wintner 2015, Rubino et al. 2016, Volansky et al. 2015). Common limitations of both approaches are that (a) relevant features might be missed, (b) interpretation of results in terms of the kind of effect (normalisation vs. shining-through) is difficult and (c) it remains unclear what the exact loci of an effect are (e.g. which sentences).

To address these issues, we present here an approach based on probabilistic language models (LM) employing two measures commonly used to assess the quality (fit) of an LM, *relative entropy* and *perplexity*. The corpus setup we use is the EuroParl-UdS corpus (Karakanta et al. 2018) with a focus on the language pair English→German. First, using lexical models, we employ relative entropy to detect potential translationese features (see Figure 1). Second, focusing on shining-through, we train delexicalised models based on part-of-speech *n*-grams and employ *perplexity* to measure the performance of LMs trained on English originals and German originals. We filter the sentences in the corpus of English→German translations for which the English model obtains lower perplexity scores compared to the German model as an indication of syntactic shining-through. Our analysis shows specific syntactic patterns common for English but not for German. We further discuss how the findings from the two measures can be combined to reveal the interplay of lexical and syntactic choices.

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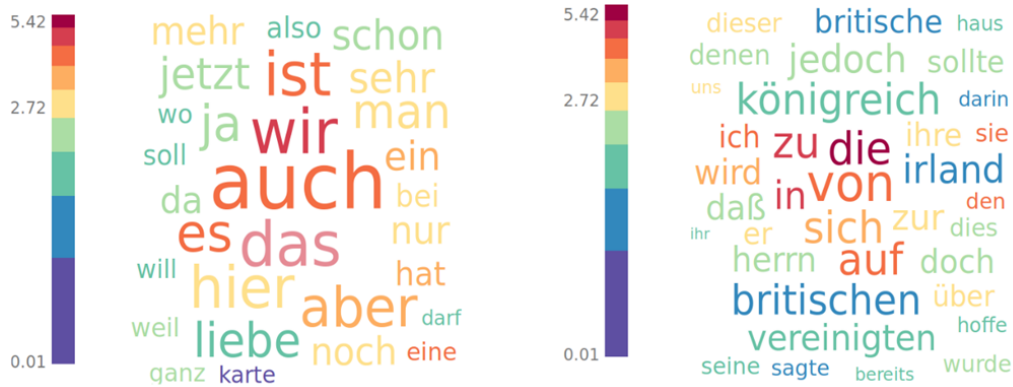


Figure 1: Typical words for originals vs. translations (left) and translations vs. originals (right). Color and size denote relative frequency and relative entropy, respectively.

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## The internationalised text and its localised variations: A bilingual parallel analysis of Arabic and French localised blurbs

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While translation is becoming increasingly unavoidable in our lives (Baker 2011), localisation, represented in GILT (Munday 2008), plays a pivotal role in enriching the web pages by several versions that address various sociolinguistic communities. However, the localisation process still lacks clarity in terms of determining the cultural appropriateness for the target locale, as defined by LISA (Esselink 2000).

Knowing that the source text is internationalised, i.e. simplified to suit the localisation languages and to avoid potential problems (LISA 2004, from Jiménez-Crespo 2010), it is important to look at the various versions resulting from such a text and see the localisation approaches used in the promotional discourse. Although adaptation was called for in translation besides the notion of the appellative intention to persuade the receiver (Nord 2005), adaptation is considered the additional component that localisation provides (Jiménez-Crespo 2013). This underlines the need for functional texts in most localised genres in a way that incorporates any established conventions in the receiving locale (Jiménez-Crespo 2013).

This paper will look at promotional blurbs, translated from English, as a widely used language on the web (Cronin 2013), into Arabic and different French variations. The web pages will be selected from international corporations that provide daily-use products and target a wide base of purchasers. This bilingual parallel corpus (Saldanha & O'Brien 2014) should help in exploring different interpretations of the internationalised text and the way it is transferred into the other language and culture. The analysis will highlight the different approaches of adaptation as a main strategy in translation and a requirement in localisation. The results are expected to show where the localised version meets the audience's expectations (Ranzato 2016) and whether it reflects the localiser's sense of values of the target culture (Hofstede et al. 2010), and their competence of the target culture represented by the comprehensibility of the verbalised information from the TT receiver's point of view (Nord 2005: 110).

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## **Lexicogrammatical specificity of out-of-English translations across two target languages**

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In this research we compare professional and student translations from English into two different languages (German and Russian). We believe that their specificity is reflected in a range of lexicogrammatical features that can be analysed with corpus-based methods. On the one hand, we compare the language pairs with regard to differences between the two translational varieties, arguably related to competence and translation quality. On the other hand, we want to trace any similarities in translational behaviour when English is the source language (SL), allegedly, a “shining-through” effect shared by the two target languages (TL). To this end we measure the relative distance (1) between translations and the TL reference texts and (2) between translations and their source texts. While we represent English, German and Russian texts as vectors of comparable and linguistically interpretable register features, we can establish whether the same features contribute to the differences and to what extent.

Methodologically, this research is based on multidimensional analysis, with PCA-LDA technique as a primary tool. This approach includes a number of visualisation strategies and quantitative validation of the results. Our research collections for each language pair include both parallel corpora – professional and student text pairs – and comparable corpora – non-translations in Russian and German. The English–German part of the research relies on data from the CroCo (Hansen-Schirra et al. 2012) and VARTRA (Lapshinova-Koltunski 2013), while the English–Russian data comes from the Russian Learner Translator Corpus (Kutuzov & M. Kunilovskaya 2014) and the Russian National Corpus.

Our experiments indicate that, given our corpora, feature sets and extraction procedures, the two language pairs differ in how much professional translators tend to accommodate source language patterns: for the English–Russian pair the shift of the professional translations towards the English end of language contrast linear discriminant was greater; they were reliably distinguished from the comparable non-translations. Quite unexpectedly, for this language pair only, we found that student translations displayed less shining-through than professional ones. Finally, translationese was captured on the axis orthogonal to the language contrast. The shining-through effect as the major marker of student translations is doubtful for both target languages.

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## **Cognitive grammar as a predictor of differential cognitive effort in translation from Japanese into English and Spanish**

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We investigate source-text features that lead to high levels of cognitive effort during written translation. Understanding the nature of such features can assist with gaining insight into the translation process as well as with designing pedagogical materials for novice translators or second language learners. Naturally, these features and the effort they induce depend on the language pair. Cognitive grammar predicts differences in cognitive effort patterns for Japanese-to-Spanish and Japanese-to-English translation, for example in the areas of subject expression and indirect expression.

To test these predictions, we prepared short, general Japanese texts containing features like the ones discussed above. Participants translated these texts into Spanish or English. We examined variability in cognitive effort during translation of areas of interest in the source texts. Variables we considered were target-language (Spanish vs. English) and translator's L1 (Japanese vs. Spanish or English).

Cognitive effort is frequently assessed through pauses in eye movements measured by an eye-tracker and pauses in keystroke activity measured by a keystroke logger. In this study, we used a relatively new approach to measuring cognitive effort. Wide variability in the target-texts produced by different translators indicates that high cognitive effort is exerted as translators resolve uncertainty over their chosen translation solution. The degree of variability is quantified by translation entropy HTra (Carl et al. 2016), which has its origins in information theory.

We probed deeper into the standard concept of translation entropy, distinguishing between variability due to difficulties in source-text comprehension (manifested by high translation entropy and errors in the two target-languages) and variability due to translation difficulty (manifested, for example, by differential entropy measures in the same areas of the two target-languages). This work extends a pilot study presented at Congreso CANELA, 2019.

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## Analysing the dimension of Mode in translation

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The focus of this paper is on the variation in translation that involves the dimension of Mode, i.e. variation between spoken and written language production. We believe that the resulting variation is reflected in the product (of translation or interpreting), more precisely in its linguistic features, e.g. preferences for modality meanings, proportion of nominal or verbal phrases. These features should allow us to analyse and model the dimensions involved. Methodologically, we focus on quantitative distributions of these linguistic features reflected in the lexico-grammar of texts.

On the one hand, we rely on the studies on “interpretese” (Kajzer-Wietrzny 2012, Defrancq et al. 2015, He et al. 2016, Bernardini et al. 2016, Ferraresi & Miličević 2017, Dayter 2018), according to which interpreted texts possess linguistic features that differentiate them not only from translated texts but also from other language products. On the other hand, we follow the work by Shlesinger & Ordan (2012), who claim that modality (corresponding to our notion of Mode dimension) exerts a stronger effect than ontology, i.e. the distinction between oral vs. written represents a more powerful influence than that between translated vs. original.

In our approach, we use a set of features known to be good at automatically differentiating non-translated spoken and written texts. These features are based on genre/register studies (Biber 1995, Neumann 2013, Halliday & Matthiessen 2014) and using these features in supervised text classification in WEKA (cf Frank et al. 2016), we are able to tease apart non-translated spoken vs. written texts with ca. 93% accuracy. We receive the same result (93% of accuracy) in classification between translated and interpreted texts using the same set of features. Besides that, we test if the same features are responsible for prediction of Mode in translated/interpreted vs. original texts. For this, the attribute selection technique is applied. The results show that the features partly overlap: for instance, modal verbs with the meaning of obligation, pronouns and abstract nouns occur in both lists.

In our presentation, we will show the data, the features used and the methods applied, and will report on the results in more detail.

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## **Approaching corpus studies using video games: The interactive dimension**

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Being a product whose origins date back no further than to the early 1960s, video games constitute a particular object of study whose characteristics and thus translation process differ to a certain extent from those of audiovisual texts as they have been known until now. As such, video games represent a modern audiovisual medium very close to cinema, and their narrative configuration is based on film language. Nonetheless, there is a unique feature in video games: they have a third channel of communication in their semiotic construction, the tactile channel, and the visual channel can also operate bidirectionally in some cases. This complexity in their semiotic configuration, based on interactivity, needs to be taken into account when carrying out empirical research on video game localisation, more specifically, using a corpus of study constituted by video games.

The aim of this presentation is to describe a proposal to approach empirical research using video games as the corpus of study. In order to do so, a brief definition of what video games are and how they operate as (interactive) audiovisual material will be given, followed by an outline of how to integrate these semiotic particularities in the empirical analysis of the corpus. A proposal on how to narrow down the analysis choosing from a catalogue of video games will also be presented, focussing on the specific case of dubbing as one of the translation modes that can be analysed within the whole process of localisation of a set of video games. The specific feature analysed using this empirical approach will be synchronisation in the dubbing of interactive audiovisual products, but the core of the presentation will be the description of the methodology used in this innovative research.

## **Simulating and investigating mediated and unmediated patient-physician interactions through drama-based methods**

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Understanding what goes on both verbally and non-verbally in mediated and unmediated interactions between physicians and patients in multilingual and multicultural healthcare settings is crucial to improving the communicative performance of translation and healthcare professionals alike, and to empowering patients and their relatives (Ong et al. 1995, Jr. et al. 2009). Part of this understanding can be (and has been) achieved by in-depth interviews (Donovan et al. 2014) or by direct observation of “real” interactions in the framework of Ethnography (McCoy 2005, Ellingston & Rawlins 2014), Conversation Analysis (Koenig & Robinson 2014) or Interaction Analysis (Bell & Kravitz 2014). For example, recordings of “real” consultations and analysis of the linguistic corpora obtained have shed light onto specific verbal aspects. However, these methods present a number of limitations, some of which will be discussed in this paper. My methodological claim is that “constructing” simulated interactions through drama-based methods (DBMs) can complement and be combined with other methods to provide empirical insights into processes and participants. DBMs are rooted in the principles of simulation, a tool widely used to train and to do research in many scientific and technical fields, and a theory of human cognition (Shanton & Goldman 2010). It will be argued that DBMs can offer embedded, embodied and enacted data and understanding of what goes on in interactions taking place in the medical consultation and the informed consent. Role-play is a drama-based method widely used as an educational tool for learning about communication in medical education to help medical students and professionals to deal with communication problems and to adapt to new linguistic and cultural contexts. Drawing on models developed at the Interactive Studies Unit (University of Birmingham, UK), the National Health Service (UK) and the Refugee Council (UK), I will discuss procedures, empirical data and reflections from two funded research projects (one by the Spanish MINECO, the other by Universitat Jaume I) carried out by the GENTT group in the last three years and still in progress.

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## Stylistic normalisation in translation: The case of the Czech transgressive (Analysis of the English-French-Czech part of the InterCorp parallel corpus)

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The Czech transgressive is a non-finite verb form expressing adverbial meanings, such as concomitant circumstance, means or manner (cf. Dvořák 1983, Nádvorníková 2010). In Haspelmath & König (1995), this form is considered a converb, along with the French *gérondif* and the English participial -ing forms. In contrast with the English and French forms, however, the Czech transgressive is used very rarely (and only in written texts), because of its archaistic stylistic mark. For this reason, English and French converbs are usually translated in Czech by a (coordinate or subordinate) finite verb form (73% in English, (see Malá & Šaldová 2015), and 65% in French, (see Čermák & Nádvorníková 2015)). The use of finite equivalents, however, entails explicitation (of tense, mode, person and logical relation with the matrix clause) and may overweigh the target sentence (and make the translator split it in two, cf. Nádvorníková 2017).

In this paper, we will analyse occurrences of transgressive in translated texts in comparison with non-translated ones, in order to find out whether its use is influenced by the effect of normalisation (see e.g. Baker 1996, May 1997, Vanderauwera 1985). The research is carried out on the English-French-Czech part of the InterCorp parallel corpus, limited to fiction, and on a comparable translation corpus of Czech (*Jerome*). Preliminary results indicate that the frequency of transgressive in translations is lower than in non-translated, original Czech texts. Our objective is to identify contexts in which transgressives are maintained in translation (e.g. for a comic, parodic effect). By the means of questionnaires sent to translators and to editors, we will also explore the assumption that normalising effects appear later on in the process of publication (see e.g. Bisiada 2018).

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## **Cultural orientations and tourism discourse: A multimodal analysis of *agriturismi* and *masserie*'s websites for German speaking tourists**

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This project aims to analyse the language of tourism as a specialised discourse as well as to investigate the way cultural orientations affect tourists' choices in the before-travelling stage. To this end, a multimodal discourse analysis-approach has been applied to the promotional strategies implemented on websites of *masserie* and *agriturismi* which wish to attract German speaking users.

Websites as hybrid media (Antelmi & Santulli 2007: 218) are particularly worth investigating due to their multimodal nature. Not only words, but also visual and auditory cues are here taken as useful tools to decode culture. The multimodal approach focuses on the usage of visual representations, according to the parameters set by Kress and van Leeuwen's (2006) visual grammar. Our findings will be interpreted according to the Cultural Communication Grammar model set up by Manca (2016) and the Cultural Dimensions model by Hofstede et al. (2010).

A corpus-based investigation of the texts from the websites will then integrate the data of the multimodal analysis in order to make assumptions about the persuasion strategies within the two cultures and their linguistic concretisations. The ensuing results have been applied to the evaluation of translations into German of Italian tourism-related texts. This has allowed us to assess to what extent the translation strategies currently adopted take into account the cultural expectations of their potential readers. Early results already reveal significant differences between the two cultural systems and also with reference to how verbal and nonverbal language are at work in tourism promotion.

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## Content-based and quantitative analysis of speech and discourse translations to detect translation shifts in target texts and meaning discrepancies between two target texts

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In this paper, we present the translation information accuracy ratio in the lexical word algorithm that we developed to measure the information content isomorphism (similarity) or heteromorphism (differences) between source and target segments of two different speeches. We consider isomorphism as a translation result and standard that promotes literal translation and the same volume of information in the target segment over other translation solutions which result in a discrepancy of information volume (a different information content), which we have called heteromorphism. The degree with which the target segment differs from the source segment is measured with real numbers by the presence or absence of lexical words compiled automatically by the lexical word algorithm. With the translation information accuracy ratio, the lexical word algorithm ranks all segments automatically and allows the screening of segments for manual analysis and translation precision comparisons.

We also discuss the results of the methodology applied to two typical translation assessment situations. We first describe the Spanish translation of the English discourse of Barack Obama in Cuba on March 22, 2016, and the translation shifts that the algorithm automatically detects for screening. Second, we present the results of the comparison of two different French translations of the same English source speech made by Theresa May on Brexit on January 17, 2017. The first translation is the official version of the speech translated anonymously in French for the UK government<sup>2</sup>. A French journalist working for *L'Obs* magazine signed the second translation<sup>3</sup>. While the official translation follows the wording of the official retranscription of the English speech, the second translation follows the retranscription of another English retranscription published by *The Independent*<sup>4</sup> which varies slightly from the official English retranscription.

We expect that the formal approach described here will open up new perspectives in empirically-based translation research and contribute to the categorisation of translation shifts in speech and discourse translations.

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<sup>2</sup><https://www.gov.uk/government/speeches/the-governments-negotiating-objectives-for-exiting-the-eu-pm-speech>

<sup>3</sup><https://tempsreel.nouvelobs.com/brexit/20170117.OBS3936/comment-va-se-derouler-le-brexit-le-discours-de-theresa-may-traduit-en-francais.html>

<sup>4</sup><https://www.independent.co.uk/news/uk/home-news/fulltexttheresamaybrexitspeechglobalbritaineeuropeanunionlatest-a7531361.html>

## The translator's imprint: Influences of Borges's writing style on his translation of *Orlando* by Virginia Woolf

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Stylistics has traditionally been a neglected area in the field of translation studies. In the last two decades, however, thanks to the work of some researchers such as Schiavi (1996), Baker (2000) or Boase-Beier (2006), to name just a couple, stylistics in translation has experienced a rising interest among scholars that has resulted in the apparition of a new area of research coined “translational stylistics” (Malmkjaer 2004).

The development of this field has greatly benefitted from the utilisation of innovative methodologies and cutting-edge tools to analyse data, such as corpus-based analysis software. The adoption of corpus stylistics (the use of corpus methods in the stylistic analysis of translations) has enabled groundbreaking discoveries in this area of interest.

Following Halliday's functional model of language (1973) and Leech & Short's stylistic analysis framework (1981), this paper studies Borges's translation of *Orlando* by Virginia Woolf. The objective of the analysis is to isolate those typical stylistic patterns in Borges's writing that emerge in his rendering of *Orlando*, thus conforming his individual stylistic profile as both fiction writer and translator.

Through the utilisation of corpus stylistics tools and methods, I intend to, firstly, isolate Borges's typical stylistic traits and linguistic patterns in a purpose-built corpus of his works of fiction, secondly, identify those patterns which have been transferred to the target text at a microlinguistic level, and finally, investigate how said stylistic and linguistic traits influence the macrolevel of the translation, thus impacting on the final result of the Spanish translation of Woolf's novel.

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## Conceptual and event structures of translated legal terms

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Previous approaches based on frame semantics (e.g. Faber & León-Araúz 2014, L'Homme 2018) have demonstrated that the identification and description of specialised knowledge associated with legal terms can be enhanced through conceptual frames. The shortcomings of frame semantics have been discussed in the literature (e.g. Talmy 2003, Hanks & Pustejovsky 2005, Evans & Green 2006) and some of these problems apply to the aforementioned studies as well. The present paper proposes an approach of studying the semantics of multilingual legal terms that combines a corpus-driven approach (e.g. Tognini-Bonelli 2001) with conceptual and event semantics (e.g. Davidson 1967, Kim 1976, Jackendoff 1983, Parsons 1990, Rothstein 2004).

In the first part of the paper, I will demonstrate how the underlying structures of the cross-linguistic legal terms can be identified in the parallel corpus of EU case law (EUCLCORP). This description will be based on the local grammar approach to collocational dependency relations (e.g. Gross 1997, Hunston & Sinclair 2000). Local grammars consist of ad hoc categories identified through the observation of distributional properties of lexical items in the corpus.

In the second part, I will first show how semantics of corresponding lexical items can be represented terms of the elements of event and conceptual structures such as Time, Location, Aspect, Path or Figure. It will be argued that such structures serve as logical representations of meaning and that such representations provide a fine-grained description of meaning of the corresponding legal terms. It will also be shown that the meanings of legal expressions rarely denote physical situations that can be perceived by human senses, which creates serious difficulties for the approaches to meaning based on frame semantics. It will be suggested that the approach proposed here can overcome such difficulties.

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## Investigating post-editing behaviour at the European Commission

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The main focus of this controlled eye-tracking and key-logging study is to analyse the behaviour of professional translators from the European Commission's Directorate-General for Translation (DGT) when detecting and correcting different error categories in neural machine translated (NMT) and post-edited (NMTPE) texts. The experiment was informed by quality analyses of authentic DGT corpora which included both automatic (*Hjerson*, Popović (2011)) and manual (*MQM framework*, Lommel (2014)) error annotations to identify characteristic error categories in NMT and NMTPE of the DGT. These corpus results show that lexical errors – particularly mistranslations, terminology errors, and stylistic errors – pose the most frequent problems to post-editors.

For this study, carried out in Translog II (Carl 2012), the effort involved in detecting and correcting the three error types “mistranslations”, “terminology errors”, and “stylistic errors” is operationalised through eye movements and typing behaviour of the DGT professionals when editing test sentences which include the above-mentioned error categories compared to control sentences without these errors. 30 professional DGT translators post-edited 100 English–German neural machine translated sentences from the DGT corpus. We will examine the effect of the three error types on early (first fixation durations, gaze durations) and late eye movement measures (e.g., total reading time and scan path measures) as well as on typing behaviour. Using linear mixed effects regression models, we will be able to study the error recognition and correction behaviour of DGT professionals during the post-editing process. In addition, the behavioural data of the DGT professionals will be compared to those of a group of 30 translation students. Behavioural differences in the two groups will allow for further conclusions regarding the effect of expertise on the post-editing process.

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## Towards the study of computer-aided literary translation in real-world settings

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Machine translation (MT) has been used sporadically in the production of literary texts. MT outputs have been treated by writers as linguistic material that can serve as an input to the creative process (see Dibbell 2000, Lee 2011). Such endeavours can be seen from a translation-theoretical point of view as helping to deliver the kind of non-communicative, foreignising translation advocated by Benjamin (1923/2012) and Venuti (2008). More recently, the ability to customise statistical and neural engines, the availability of plentiful training data and incremental improvements in MT, have encouraged a shift to the use of MT for the “communicative” (Venuti 2008) translation of literary prose (see Toral & Way 2015, Moorkens et al. 2018, Toral & Way 2018), where the aim is to produce fluent output and dynamic equivalence, after Nida & Taber (1969). Such studies have been conducted in standard experimental settings. Thus far, there have been very few studies of how real literary translators of literary prose themselves use, or could use, MT, in realistic translation commissions.

In this paper we investigate the use of MT by a highly experienced English-to-German literary translator in a more ecologically valid setting. We track the translator's use of a commercially available neural MT system, in the production of a text for which we already have appropriate human-translated control data, and use corpus linguistic methods to compare the translator's post-edited MT output with their human translation produced twenty years previously. Our analysis focuses on the translator's stylistic choices (Kenny 2001, Winters 2013, Winters 2018), and also draws on a post-task interview, in order to elicit both objective data about translation outputs and subjective data on the translator's experience. Finally, we critique our own research design, including the professional and ethical issues (see Taivalkoski-Shilov 2018) it both raises and addresses.

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## Localising “the other”: Perspectives from Chinese fansubbers and Russian-speaking fandubbers

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Fan translation refers to a broad range of products (e.g. movies, TV series, manga, games) that are translated by fans for fans (e.g. Díaz-Cintas (2018), Vázquez-Calvo et al. (2019)). Genres such as fansub and fandub (fan-made subtitles and dubbing) gained importance with the increasing consumption of popular culture, previously controlled by official industries. Meanwhile, fan translators exploit their technological, linguistic and sociocultural knowledge to creatively render foreign cultural products attractive to the local audience.

In this paper, we analyse this endeavour in two fan communities dedicated to: fandubbing of the show *My Little Pony: Friendship is magic (MLP)* from English into Russian and fansubbing of Hispanic television series and films into Chinese. Based on previous ethnographic work of these groups (Zhang & Cassany 2016, Shafirova & Cassany 2019), we combine the perspective of intercultural translation (Nornes 1999, O'Hagan 2008, Venuti 2008, Wolf 2010) and discourse analysis (Gee 2011) to analyse how fans translate idiosyncratic expressions and mediate meaning between distant cultures.

Results show that fan translators use different localising strategies depending on the target audience. For instance, the Chinese group localises vulgar idioms into traditional proverbs, and the Russian speaking group, as fans of MLP, conserves fandom-specific items in the translation. When translating discourse of other ethnic groups, such as accents or code-switching, both groups adapt them to the audience: the Chinese group employ the Internet language (memes), and the Russian group find an equivalent solution in the local context.

Our study contributes to the emerging terrain of fan translation studies and provides a combination of discourse and translation analysis on the transference of idiomatic expressions. As Díaz-Cintas (2018) suggests, audiovisual translation has moved beyond the analysis of linguistic minutiae to embrace wider sociocultural concerns, which affects profoundly how fan communities operate in response to the particular audience's needs.

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