



**The Department of British, American, and German Studies  
Faculty of Letters, University of Craiova  
in partnership with  
The Romanian Society for English and American Studies (RSEAS)  
The European Society for the Study of English (ESSE)**

**announces**

**THE 4<sup>TH</sup> "TRANSLATION TIMES" INTERNATIONAL CONFERENCE**

**to be held online on Google Meet on 5-6 December 2024**

### **CALL FOR PAPERS**

New forms of translation have emerged in the past decades, powered by a constellation of factors, which suggests an exciting evolution in how we communicate and transform language across mediums and cultures.

The remarkable progress in research on the automation of text and speech translation (machine translation, speech synthesis and recognition, articulation between image and text, evaluation metrics, etc.), grouped under the blanket term of Artificial Intelligence (AI), has broadened the scope of application of translation tools. These developments and the democratisation of neural machine translation invite us to rethink the operating methods and organisation of the professions linked to them (Froeliger, 2023: 3).

Among the newly emerged forms of translation, transcreation stands out as a complex phenomenon, whose "role in the translation field, the position it takes in the workflows of the advertising and marketing industries, and the different types of brief [...] in this professional context" (Carreira, 2020: 26) have to be investigated within interdisciplinary landscapes. Focusing on blending AI with transcreation, we can state that transcreation is able to create a more nuanced and emotionally resonant form of meaning transfer and transformation -bridging linguistic and cultural gaps as well as enhancing translators' empowerment and dynamics of trust.

In the light of all of the above, we invite the submission of individual abstracts, workshop/roundtable proposals that explore all aspects of this topic. Conference **sub-topics** and **sections**:

- ❖ Translation studies: vantage points
- ❖ AI and human translation
- ❖ Creative translation
- ❖ Translation and transcreation
- ❖ Collaborative translation
- ❖ Multimodal translation
- ❖ Localization

- ❖ Retranslation
- ❖ Translation in other disciplines
- ❖ Translation and technical writing, revision, and post-editing

#### **KEYNOTE SPEAKERS:**

**Prof. dr. Nicolas Froeliger, Université Paris Cité, France, Co-head of ILTS UFR EILA, Vice-president of AFFUMT, Member of the EMT Council**

**Oliver Carreira, PhD, Independent Researcher, Spain**

**Prof. dr. hab. Attila IMRE, Sapiientia University of Cluj-Napoca, Romania**

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Oliver Carreira, PhD, Independent Researcher, Spain

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Prof. dr. hab. Onoriu COLĂCEL, "Ştefan cel Mare" University of Suceava, Romania

Prof. dr. hab. Daniel DEJICA, Politehnica University of Timişoara, Romania

Assoc. Prof. dr. Oana DUŢĂ, University of Craiova, Romania

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Prof. dr. hab. Attila IMRE, Sapiientia University of Cluj-Napoca, Romania

Prof. dr. hab. Anca PĂUNESCU, University of Craiova, Romania

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Prof. dr. Nadina VIŞAN, University of Bucharest, Romania

Prof. dr. hab. Titela VÎLCEANU, University of Craiova, Romania

#### **Organising committee:**

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Mădălina- Gabriela VÂLCU, University of Craiova, Doctoral student

### Submission instructions

Please fill in the registration form below and send it to the contact person: Prof. dr. hab. Titela VÎLCEANU, [titela.vilceanu@edu.ucv.ro](mailto:titela.vilceanu@edu.ucv.ro), by 23 November 2024. The language of the conference is English.

### Registration form:

1. Name of presenter: \_\_\_\_\_
2. Academic title: \_\_\_\_\_
3. Affiliation: \_\_\_\_\_
5. E-mail address: \_\_\_\_\_
6. Title of paper (20-minute online presentation): \_\_\_\_\_
7. Section (thematic area): \_\_\_\_\_
8. Abstract (maximum 200 words): \_\_\_\_\_
9. 5-7 keywords: \_\_\_\_\_
10. Bionote (maximum 100 words): \_\_\_\_\_

### Conference fees: No fee

### Publication

A selection of papers will be published in the conference proceedings. Previous issues are available at <https://www.degruyter.com/journal/key/opli/html#overview>

**We look forward to receiving your abstracts and to enjoying together the 4<sup>th</sup> edition of *Translation Times*.**