



**Challenges in Multilingual Specialised
Communication in the Digital Era:
New Translation Scenarios and Professional Profiles**

**Translating Europe Workshop
European Commission**

**Retos de la comunicación especializada multilingüe
en la era digital:
los nuevos escenarios y perfiles profesionales
de la traducción**

**Translating Europe Workshop
Comisión Europea**

Salamanca, 17th November 2022

Facultad de Traducción y Documentación
University of Salamanca
C/ Francisco Vitoria, 6-16
37008 Salamanca (España)



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Translation plays a fundamental role in the transmission and dissemination of contents for citizens created by official bodies and experts in certain scientific-technical, socio-economic, legal or humanistic areas in the globalised and digital era. In a context in which institutions show a clear commitment to inclusion and accessibility, identifying the challenges of effective communication of information between institutions, specialists and the general public becomes more urgent than ever. Reflection is particularly needed on the specific skills and competencies required of the various types of professionals in the translation and translation-related fields who participate in different phases and processes of the current flows of multilingual specialised communication.

Drawing on the expertise of representatives from **universities, institutions and the profession**, this **Translating Europe Workshop** financed by the **European Commission** aims at enhancing our understanding of these new professional realities and at identifying the **challenges** for training programs to adequately equip the trainees to develop professional profiles in accordance with current realities and emerging demands.

This is especially needed in languages such as **Spanish**, in which a large volume of specialised texts and contents (new regulations, policies, procedures, recent advances in a variety of scientific domains, etc.) reaches the public through different translation acts which combine various types of linguistic, textual, intersemiotic, cultural and technological processing. Indeed, as specialised written and oral texts are increasingly disseminated through digital channels to reach their addressees, a trend which has become more clearly marked during the COVID-19 pandemic, the debate on the features of multilingual specialised communication in the digital era will need to focus on the workings and stakes of translation in these technology-driven scenarios.



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This Translating Europe Workshop will contribute to identifying the challenges faced by training programs, institutional bodies and the profession in these transformed scenarios and will draw on examples of best practices in the academic, institutional and professional spheres. The experience(s) of representatives from institutions and organisations, from various EMT and Spanish universities and from translators trained in the University of Salamanca will be harnessed during this event.

The workshop consists of three roundtables with 3/4 participants each that will bring together perspectives from the institutional, academic and professional spheres and that will be followed by videoclips of former USAL students whose professional experience is linked to the topics discussed in each of the roundtables.



**VNIVERSIDAD
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CAMPUS DE EXCELENCIA INTERNACIONAL



**Máster en
Traducción y
Mediación
Intercultural**

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PROGRAMME

9.00 Inauguration by [Nicolás Rodríguez García](#), Vice-Rector of Postgraduate Degrees at the University of Salamanca; [José Luis Vega Expósito](#), Head of the Spanish Language Department, DGT, European Commission; [José Manuel Bustos Gisbert](#), Head of the Department of Translation and Interpreting of the University of Salamanca; [Rosario Martín Ruano](#), Director of the MA Programme in Translation and Intercultural Mediation of the University of Salamanca.

Opening address: [Rosario Martín Ruano](#), Director of the MA Programme in Translation and Intercultural Mediation, University of Salamanca, member of the EMT Network. Short videoclip by alumna [Laura Egido](#) (translator EN/FR/PT>ES).

9:30-11:15 ROUNDTABLE 1: Effective, Inclusive and Accessible Institutional Communication

The challenges of communication by institutions in a context in which they have opted for inclusion will be analysed. Special attention will be paid to the challenges of accessibility and clear communication in multilingual contexts:

Moderator: [Daniel Linder](#) (USAL)

Participants:

- [Jesús Torres del Rey](#) (USAL): Technological Challenges of Accessible Communication.
- [Silvia Rodríguez Vázquez](#) (University of Geneva): Translation Challenges for Easy-to- Understand Communication.
- [Gianluca Pontrandolfo](#) (University of Trieste): Challenges of Institutional Translation for Diverse Audiences.
- [Montserrat Beltrán Poveda](#) (DGT, European Commission): Challenges for Institutions in Translating Content for Citizens: Clear Communication and Inclusive Language.

Q/A. Short videoclips by alumni working in institutional settings: [Miriam Campos Carrión](#) (European Parliament).

Coffee break



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11:45-13:15 ROUNDTABLE 2: Challenges in the Specialised Communication of Science and Technology in the Globalised Era

The challenges faced by languages such as Spanish in a context characterised by the hyper-central position of English will be analysed and the important role and challenges of translation in these dynamics will be reflected upon.

Moderator: [Goedele De Sterck](#) (USAL)

Participants:

- [Imma Aguilar Nàcher](#) (Director-General of FECYT, Spanish Foundation for Science and Technology): Challenges in the Field of Specialised Production and Communication of Science and Technology in Spanish.
- [Joaquín García Palacios](#) (University of Salamanca; President of AETER, Spanish Association of Terminology): Challenges in the Field of Terminology and Neology.
- [Luis González Jiménez](#) (DGT Field Officer in Spain): The Role of Institutions in the Construction and Standardisation of Specialised Languages from a Multilingual Perspective.
- [Vicent Montalt](#) (Universitat Jaume I). Current Challenges for the Training of Specialised Translators.

Q/A. Short videoclips by alumni will be projected during the session: [Andrea Fernández Vivanco](#) (freelance interpreter in the railway sector) and [Elisa Martínez Noreña Fernández](#) (Airbus Commercial and Airbus Defence and Space – Getafe (Custar SL)).

Lunch break



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15:00- 16:30 ROUNDTABLE 3: Dissemination of Specialised Information to the Public: The Role of Translation in Scientific Communication in the Media

The challenges posed by the transfer of knowledge to society will be discussed, and the role of translation in cutting-edge science communication as well as in popularisation of science for the mainstream media will be analysed.

Moderator: [Beatriz de la Fuente Marina](#) (USAL)

Participants:

- [Elea Giménez Toledo](#) (Spanish National Research Council; Lead Researcher of a project on COVID-19 in Spanish, *The Conversation* Advisory Committee Member): The Challenges of Disseminating and Translating Science for Society
- [M. José Hernández Guerrero](#) (University of Málaga, Spain): Translation in the Media: Professional Profiles
- [Juan Gabriel López Guix](#) (Universitat Autònoma de Barcelona): Professional Challenges for Translators in Journalism.

Q/A. Short videoclips by alumni will be projected during the session: [Carla Bauzá López](#) (founder and president of OGMA Language Studio) y [Alberto Sesmero González](#) (translator EN/FR>ES).

16:30 - 17:00 Conclusions and wrap-up

- [Iris Holl](#) (USAL) and [Rosario Martín Ruano](#) (USAL).
- [José Luis Vega Expósito](#), Head of the Spanish Language Department, DGT, European Commission.
- [Rosa López Alonso](#), Dean, Faculty of Translation and Information Science, USAL.



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As in previous initiatives, a website with the programme and with information on the event has been created:

<https://diarium.usal.es/TEW>

<https://diarium.usal.es/mastertrad/en/translating-europe-workshop-2/>

The language of the event is Spanish. Streaming will be available with professional interpretation into English:

<https://diarium.usal.es/tew/en/streaming-2/>

Organising Committee:

Rosario Martín Ruano (mrmr@usal.es)

Daniel Linder (dlinder@usal.es)

Goedele De Sterck (desterck@usal.es)

Iris Holl (irisaholl@usal.es)

Beatriz de la Fuente Marina (fuentemarina@usal.es)

Contact: mastertrad@usal.es

