

Webinar — Community Translation: How we can ensure quality and impact

Presenter: Mustapha Taibi (Western Sydney University)

In this webinar we will outline the contextual parameters of community translation as a language service empowering minority or minoritized language groups. We will then discuss arrangements and strategies to ensure quality and impactful translations for target communities. The focus will be mainly on community translators, but quality assurance will also be discussed in relation to other stakeholders.

Organisers: AUSIT and IATIS Training Committee

Time: 10-12 (AEDT), 20 February

Link: <https://ausit.org/ausit-events/>

AUSIT — Recommended Protocols for the Translation of Multilingual Community Communications

AUSIT has recently established a working group to develop recommended protocols for the translation of community resources. The working group included Sonia Moreno, Sam Berner, Saeed Koshravi and Mustapha Taibi. The group have prepared a document outlining key steps and recommendations for organisations planning to create contents and commission translations into community languages. The steps cover:

- Preliminary research: Organisations finding out about existing multilingual resources, literacy levels in the target audiences, cultural barriers, and community preferences in relation to communication strategy.
- Resource development: Making contents available in plain language, using a clear document organisation, focusing on practical advice. There are also tips for different dissemination channels (print, online, audio, video).
- Commissioning translations: Recruiting NAATI-certified translators when available, providing a clear and detailed translation brief, having a revision mechanism in place and ensuring that translations are checked by qualified professionals, etc.
- Post translation phase: Planning distribution, use of social media, involving community organisations, and conducting evaluations of translations and communication strategies.

TV Interview — Celebrating International Translation Day Ineke Crezee (Auckland University of Technology)

Television New Zealand (TVNZ) *Breakfast* host John Campbell had Professor Ineke Crezee and Dr Mustafa Derbashi on the show, highlighting the role of translators/interpreters in a multilingual society. Ineke's wisdom words regarding the role of interpreters, "It's about being their voice. And you have to be humble, because you cannot drown out their voice. You have to represent it as it is." The words also apply to community translators' work. We represent it as it is, so they can receive it as it is. To watch the full interview, [click here](#).

WHAT'S IN THIS ISSUE

Page 2:

- ◆ Special issue of *Multilingua* on linguistic diversity in a time of crisis
- ◆ Communicating COVID-19 Translation and Trust in Ireland's Response to the Pandemic

Page 3:

- ◆ New Voices in Translation Studies 23 (2020)
- ◆ New Zealand's first full Professor of Translation and Interpreting

Special issue of Multilingua on linguistic diversity in a time of crisis

Edited by Ingrid Piller, Jie Zhang and Jia Li

Multilingual crisis communication has emerged as a global challenge during the COVID-19 pandemic. Global public health communication is characterized by the large-scale exclusion of linguistic minorities from timely high-quality information. The severe limitations of multilingual crisis communication that the COVID-19 crisis has laid bare result from the dominance of English-centric global mass communication; the longstanding devaluation of minoritized languages; and the failure to con-

sider the importance of multilingual repertoires for building trust and resilient communities. These challenges, along with possible solutions, are explored in greater detail by the articles brought together in this special issue, which present case studies from China and the global Chinese diaspora. As such, the special issue constitutes not only an exploration of the sociolinguistics of the COVID-19 crisis but also a concerted effort to open a space for intercultural dialogue within sociolin-

guistics. We close by contending that, in order to learn lessons from COVID-19 and to be better prepared for future crises, sociolinguistics needs to include local knowledges and grassroots practices not only as objects of investigation but in its epistemologies; needs to diversify its knowledge base and the academic voices producing that knowledge base; and needs to re-enter dialogue with policy makers and activists.

To have access to the volume, [click here](#).

Communicating COVID-19 Translation and Trust in Ireland's Response to the Pandemic

A report by Sharon O'Brien, Patrick Cadwell and Alicja Zajdel (Dublin City University)

Executive Summary: Public communication in a crisis needs to be timely, accurate, trusted, and appropriate, especially when that crisis is health-related. This is especially true for unfamiliar ideas such as those that emerged during the Covid-19 pandemic. Our research on crisis settings has confirmed that very little attention had been given to the increasingly multicultural and multilingual nature of many societies and, therefore, the idea that 'crisis information' must be communicated in many languages, through translation. In pandemics in particular, ensuring all language communities are aware of crisis messaging, understand it, trust it, and act appropriately on it is vital because no-one is safe until everyone is safe. Our rapid response research project sought to understand the maturity level of translation as risk communication in the Covid-19 pandemic in Ireland and its role in behaviour change among diverse language communities. We did this by investigating documentary evidence of what was translated in Ireland, for whom, by the government

and state bodies such as the HSE. We interviewed nine stakeholders representing three broad categories: (1) Commissioners of translated content; (2) Providers of translated content; and (3) Recipients of translated content, all of whom were living in Ireland during the pandemic. Although Ireland's official emergency response policies and guidelines take little cognisance of the multilingual nature of Ireland's society (O'Brien et al. 2018), there is evidence of emerging good practice in relation to multilingual crisis communication. The HSE provided information in English, Irish, Irish Sign Language and at least 24 other languages. This content was provided via different formats, taking issues of literacy into account. Some good business practices relating to translation service provision were in evidence. The readability level of the English source text was such that it could be understood easily by 13-15-year-old students. Nonetheless, there were a number of issues linked with multilingual communication which can serve as lessons to be derived for ongo-

ing crisis preparedness. We highlight some of the main issues here. The provision of multilingual information was considered to be rather slow, reactive and random. The provision of content in Irish and Irish Sign Language was seen to lag behind in the early stages. Most importantly, one way, top-down provision of information by state bodies is inadequate. Those who are targeted by that approach are unlikely to use websites such as the HSE's to gather information, turning instead to resources in their own languages and outside Ireland, which may provide incorrect information. While health-related information was crucial, people needed other kinds of translated information too, relating to workers' rights, mental health, and visa renewal arrangements, for example. Digital literacies also need to be considered. Connecting with community stakeholders to ensure accurate and culturally-appropriate translation is essential for ...

Continue on PAGE 3

PAGE 2 Continued... both preparedness and response to crises such as the Covid-19 pandemic. This approach is also more likely to garner trust, an essential component in public health re-

sponses. This report provides numerous recommendations that could allow us to learn from these lessons, build on the successes, and lead to an increase in the maturity of Ireland's crisis commu-

nication policy.

Report available at: https://www.dcu.ie/sites/default/files/inline-files/covid_report_compressed.pdf

New Voices in Translation Studies 23 (2020)

Edited by Ruth Abou Rached, Edmund Chapman, David Charlston, Kelly Pasmatzi, M. Zain Sulaiman, Marija Todorova

Editors' introduction: Issue 23 of *New Voices in Translation Studies* has been published against the background of the Covid-19 pandemic and its multiple influence on academic research. We are proud that we have maintained the impressive continuity of two issues per year despite increasingly stressful conditions, but this does not imply that we are insensitive to the personal and professional challenges many colleagues have faced. As a team, we are extremely

grateful for the extra work and commitment shown by authors, reviewers and other colleagues. Without this, we couldn't have produced this Issue. Issue 23 contains an impressive range of article from around the world, a highly topical book review and two abstracts from recently completed PhDs. This issue boasts abstracts in a record number of languages: English, Arabic, French, German, Romanian, Serbian, Spanish, and we hope to include a video

abstract in American Sign Language as soon as the recording has been made. Our contributions come from eight countries: Australia, Belgium, Germany, Lebanon, New Zealand, Serbia, South Africa and the United States of America.

To read the full introduction, [click here](#)

To have access to all articles, [click here](#)

New Zealand's first full Professor of Translation and Interpreting

Congratulations to ICTRG member Ineke Crezee, who has been appointed to the position of Professor, effective from 1 January 2021. Professor Crezee has won multiple awards for her contributions to translation/interpreting studies and services. She received Vice-Chancellor's teaching awards in 2001 and 2012 and a student union award in 2011, and was made Officer of the New Zealand Order of Merit in 2020.



Upcoming Conferences

◇ International Conference on Interpreting and Translation 2021

Copenhagen, Denmark

10th-11th June 2021

For details, please [click here](#)

◇ 7th IATIS Conference 2021

— The Cultural Ecology of Translation

International Association for Translation and Intercultural Studies

Universitat Pompeu Fabra - Barcelona, Spain

14th-17th September 2021

For details, please [click here](#)

◇ International conference in cooperation with the University of Applied Sciences Zwickau

— Translation and Migration

Université Polytechnique Hauts-de-France in Valenciennes, Valenciennes, France

14th-16th October 2021

For details, please [click here](#)

ICTRG

We make community translation accessible and understandable to communities!

ICTRG MISSION STATEMENT

- ◇ To create an international research community capable of leading and conducting quality research into Community Translation;
- ◇ To facilitate cross-fertilization of ideas and international research partnerships;
- ◇ To raise awareness of Community Translation needs in different countries;