



JOHANNES GUTENBERG
UNIVERSITÄT MAINZ



Fachbereich 06 – Translations-, Sprach- und Kulturwissenschaft
Johannes Gutenberg-Universität Mainz in Gernersheim

Fachbereich 06 – Translations-, Sprach- und Kulturwissenschaft
Arbeitsbereich Interkulturelle Germanistik

Jun.-Prof. Dr. Oliver Čulo
Translationsrelevante Sprachwissenschaft

FTSK
An der Hochschule 2
76726 Gernersheim

Tel. +49 7274 508 35 726

culo@uni-mainz.de

www.staff.uni-mainz.de/culo

Liebe Kolleginnen und Kollegen,

am 29. und 30. Januar 2015 findet in Gernersheim die Konferenz *Translation in Transition 2015* statt. Im Rahmen dieser Konferenz werden zwei Plenarvorträge gehalten, die der FTSK-Öffentlichkeit (Studierenden wie Mitarbeitern) zugänglich sind. Zu diesen beiden Vorträgen möchten wir Sie hiermit gerne einladen, und zwar:

Sandra Halverson, Norwegian School of Economics

What's in there versus what's out there: social and cognitive domains in translation theory

Donnerstag, 29. Januar 2015 um 9:30 Uhr in Raum 328

Michael Cronin, Dublin City University

Digital Ecologies, Translation and the Posthuman

Donnerstag, 29. Januar 2015 um 13:30 Uhr in Raum 328

Die Beschreibungen der Vorträge finden Sie auf den Folgeseiten. Bitte machen Sie auch in Ihren Veranstaltungen auf die Vorträge aufmerksam. Wir freuen uns auf Sie!

Herzliche Grüße

Oliver Čulo, Jean Nitzke

What's in there versus what's out there: social and cognitive domains in translation theory

Sandra L. Halverson
NHH Norwegian School of Economics

Ongoing developments in Translation Studies indicate a true period of transition, as witnessed by, among other things, an increasingly international perspective, various forms of methodological innovation and the emergence of new theoretical tools. One interesting facet of the latter is the development of frameworks designed to handle more than one domain of causal import. Up until now, in several established theoretical approaches, translational phenomena have been tentatively explained through recourse to constructs and models that predominantly emphasize either the social or the cognitive domain. While other domains have also figured historically, these two seem to loom largest in recent and current accounts. Some approaches have acknowledged the need for the other side of the causal coin, while others have not. Interestingly, it would seem that some serious attempts are now being made to create a unified platform that would allow for the social and the cognitive domains to come together in an integrated framework.

The aim of this talk is to take a closer look at this transitional development, and to see how two different attempts at integration might complement one another. First, we shall briefly consider examples of earlier theoretical concepts and how they prioritized one domain, as well as what position they took with regard to the other. For the purposes of this discussion, the established frameworks will be identified as placing highest priority on 'what's out there' (the social) or 'what's in there' (the cognitive). After considering norm theory, actor-network theory, some linguistic approaches, and 'systems' theories, we shall consider some examples taken from cognitive linguistic and translation process research.

Following this introduction, we shall consider the integrated view proposed by Risku et al. (2013, see also Risku 2014). The 'dynamic process perspective' presented in Risku et al. (2013) is a good example of a well-articulated framework that covers several ontological domains. A rather different, and more specifically linguistic, approach is that of Harder (2010). In the talk, I will argue that the two approaches may complement each other, in that they approach the social-cognitive interface in different, and mutually beneficial, ways. I will also suggest some ways in which Harder's linguistic starting point may be adapted to the study of the translational world.

References:

Harder, Peter. 2010. *Meaning in mind and society. A functional contribution to the social turn in cognitive linguistics*. Berlin: de Gruyter Mouton.

Risku, Hanna. Translation process research as interaction research from mental to socio-cognitive processes. *MonTI* 1(1): 331-353.

Risku, Hanna, Florian Windhager, and Mathias Apfelthaler 2013. A cognitive network model of translatorial cognition and action. *Translation Spaces* 2: 151-182.

Digital Ecologies, Translation and the Posthuman

Michael Cronin
Dublin City University

In the first half of the lecture, I will sketch out the background to new thinking around the notion of the human and in the second half, I will examine the implications for translation of a move towards what has been dubbed the 'posthuman' (Braidotti 2013). Central to my thesis is an idea that has been borrowed from the Nobel Prize winning chemist Paul Crutzen and his collaborator, a marine scientist specialist, Eugene F. Stoermer, namely, the idea of the 'anthropocene'. Crutzen's contention is that in the last three centuries, the effects of humans on the global environment have escalated dramatically. As a result, anthropogenic emissions of carbon dioxide are very likely to significantly affect the climate for millennia to come, 'It seems appropriate to assign the term "Anthropocene" to the present,[...]human-dominated, geological epoch, supplementing the Holocene – the warm period of the past 10-12 millennia' (Crutzen 2002: 23). The Anthropocene is traced back to the latter half of the eighteenth century when analyses of air trapped in polar ice showed the beginning of growing global concentrations of carbon dioxide and methane. The principal consequence of anthropogenic climate change is that humans have now become capable of affecting all life on the planet. As Dipesh Chakrabarty pointed out a number of years ago, when the collective actions of humans fundamentally alter the conditions of life on the planet they move from being biological agents to becoming a geological force in their own right, 'For it is no longer a question of man having an interactive relationship with nature. This humans have always had, or at least that is how man has been imagined in a large part of what is generally called the Western tradition. Now it is being claimed that humans are a force of nature in a geological sense.' (Chakrabarty 2009: 207). With this shift in status comes a shift in perspective. It is no longer tenable to conceive of humans as a species apart. We must think again about what it is to be human and if we think again about what it is to be human then we must inevitably think again about one of the activities that humans engage in, namely, translation. The second half of the lecture will focus on the new digital contexts for translation and how these are to be understood in terms of a posthuman ecology of translation.

References:

Braidotti, Rosa (2013) *The Posthuman*, Cambridge: Polity.

Chakrabarty, Dipesh (2009) 'The Climate of History: Four Theses', *Critical Inquiry*, 35, p. 207.

Crutzen, Paul (2002) 'Geology of Mankind', *Nature*, vol.415, 3 January 2002, p.23.