

智慧语言服务

——全球化与本地化国际会议论文集

Proceedings of the CFLC International
Forum on Smart Language Services:
Globalization and Localization

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付 静 Jonathon Ryan(新西兰) / 副主编



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责任编辑:周 洁
责任校对:余 芳
封面设计:墨创文化
责任印制:王 炜

图书在版编目(CIP)数据

智慧语言服务:全球化与本地化国际会议论文集:
英文 / 李萍主编. —成都:四川大学出版社, 2016. 12
ISBN 978-7-5690-0172-3

I. ①智… II. ①李… III. ①语言学—文集—英文
IV. ①H0-53

中国版本图书馆 CIP 数据核字 (2016) 第 290732 号

书名 智慧语言服务——全球化与本地化国际会议论文集
Proceedings of the CFLC International Forum on Smart Language Services:
Globalization and Localization

主 编 李 萍
出 版 四川大学出版社
地 址 成都市一环路南一段 24 号 (610065)
发 行 四川大学出版社
书 号 ISBN 978-7-5690-0172-3
印 刷 郫县犀浦印刷厂
成品尺寸 185 mm×260 mm
印 张 35
字 数 1089 千字
版 次 2016 年 12 月第 1 版
印 次 2016 年 12 月第 1 次印刷
定 价 98.00 元



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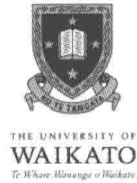
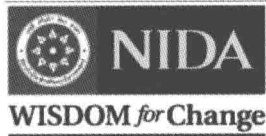
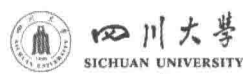
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Organizers:

College of Foreign Languages and Cultures, Chengdu University,
China

Sichuan Provincial Research Institute of Thai Studies, China

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Welcome Note

Respected professors and scholars,
Distinguished guests,
Ladies and gentlemen,

On behalf of the CFLC committee, I would like to welcome all of you to the International Forum entitled “Smart Language Services: Globalization and Localization”.

We gather here in Chengdu University in this sunny summer, on an enchanting and peaceful day. It gives me great privilege to be here to extend, on behalf of all faculties of Chengdu University, my cordial welcome to all participants who are taking time out of their tight schedules to come and attend this forum, and my sincere gratitude to all members of the organization committee for your hard work in the preparation.

I sincerely hope all of you presenting here today may love this beautiful and time-honored university. Our university, founded in 1978, is approved by the Ministry of Education of the People’s Republic of China as a full-time institution, and traces its name back to the “National Chengdu University” established by Mr. Zhang Lan, the former Vice Chairman of China, in 1926. This university is now run by the People’s Municipal Government of Chengdu, and jointly administered by both Sichuan provincial and Chengdu municipal authorities, with the latter as its dominant financial supporter.

Insisting on “reform, innovation, transformation, upgrading and implementation of high level performance standard”, our university advances steadily its multiple strategies of developing talents and characteristics as well as promoting internationalization. The university fosters a comprehensive development process that is both innovative and coordinated, a process that is environmentally conscious, open and shared by the campus community. By overall upgrading its talent cultivation, scientific research, social service, cultural inheritance, and innovation level, Chengdu University will develop into a distinguished and influential comprehensive university, with its undergraduate and graduate education. Chengdu University is particularly known for its outstanding contributions to the development of Chengdu city and close links to the ongoing development status of the city. As for its overall strength, Chengdu University would rank in the first matrix of comprehensive universities among China’s sub-provincial cities and provincial local colleges and universities.

Since this forum is themed as “Smart Language Services: Globalization and Localization”, we need to observe the significance of language and language services, in particular when we face the national strategy of “the Belt and Road” initiative. In this era of change, globalization provides us with eyes to browse magnificent lands beyond our boundaries, while localization offers all guests from foreign lands opportunities to learn about us in a vivid way. Language services are the bridge for us to communicate better and easier, so that our achievements may be plentiful. Nowadays, Chengdu University has established contacts and cooperative relationships with over 40 colleges and universities from more than 20 different countries and regions around the world, such as the United States, New Zealand, and Thailand. Without language and language services, we cannot establish such friendly relationships and achieve such fruitful results with our counterparts abroad.

I hope with all your efforts and great minds shared in this forum, we can improve the comprehensiveness of our disciplines and promote the cross-synthesis of subjects, so that we can keep cultivating high-quality applied talents with sound scientific methodology and humanism.

Ladies and gentlemen, I look forward to hearing your wisdom and insights about language service in the era of globalization and localization. As the saying goes, “small things add up to become something really big”. I sincerely hope your ideas can encourage us to push forward and forward.

Finally, I wish all distinguished guests a good stay in Chengdu University. And I wish this forum a resounding success.

Thank you !

Dr. Wang Qingyuan, Professor

President of Chengdu University

Director of Sichuan Provincial Research Institute of Thai Studies

Host Speech

President Wang Qingyuan,
Respected professors and scholars,
Dear colleagues and friends,
Distinguished guests,

Good Morning!

Today, I am very happy to see some of our old friends, Dr. Wang Huashu, Dr. Ren Wen, Dr. Monica Chiu, Dr. Annop, Dr. Pittipong. I am also very delighted to meet many new friends. They are distinguished guests and scholars from eight different countries and from more than 20 different universities, and two representative language service enterprises. On behalf of the College of Foreign Languages and Cultures and Sichuan Provincial Research Institute of Thai Studies, I would like to extend my warm welcome to all the scholars and experts from home and abroad. Thank you for coming. Thank you for coming to share. Thank you for coming to give new perspectives.

As we all know, the “Belt and Road Initiative” has created an increasing and diversified demand for language services globally. Today, we are here to share and communicate on how to gain a better understanding and cooperation between and among people from different language and cultural backgrounds through language services. With a focus on language teaching and study, our college holds a belief that it is our interest, passion, obligation and responsibility to make a platform to share and communicate about research and practice experiences in the field of language services, particularly about how language services can be accelerated and enhanced by technologies against the background of globalization and localization.

The College of Foreign Languages and Cultures (CFLC) is a college of Chengdu, by Chengdu, and for Chengdu. In accordance with the “Belt and Road Initiative” and the internationalization strategy in our CDU and in our Chengdu city development, our college spares no efforts to cultivate language service talents for the city and provide multi-language services to the city in connection to the outside world.

At present, the CFLC is working closely with Chengdu Municipal Foreign and Overseas Chinese Affairs Office in hatching language-serving talents with humanism and broad

visions, and is actively collaborating with language service enterprises in Chengdu to help our students to gain real experiences in language services. To this end, we have developed mechanisms for college-city-enterprise cooperation and interaction, for example our cooperation with China Telecom Enterprise — “Tyfo”, our cooperation with Winshare, our cooperation with Hanban, and with Tongyi Translation Organization.

The CFLC is also working closely with our counterparts in universities home and abroad. Beijing Foreign Studies University and Shanghai International Studies University, Sichuan Foreign Studies University, Sichuan University, and others are all giving our college help and support in the field of teaching and research. 90 percent of our teaching staff have learning or working experience in universities in foreign countries. The University of New Hampshire in the States, Chiang Mai University and NIDA Thailand, Bournemouth University in Britain, Grenoble University and Lyon 2 University in France, Waikato Institute of Technology in New Zealand, University of Prince Edward Island in Canada, and still many other universities in other countries are on the list of mother universities of our teaching staff.

To further the development of language services in the era of globalization and localization, in the year 2016, CDU has set up a Foreign Language Service Center. So far, it has two language service labs (translating lab and interpreting lab), a reference room and three language service teams, which are the interpreting team, cross-border e-commerce team, and the TESOL team.

Ladies and gentlemen, in this world of rapid development, communication and exchanges through language services are becoming more and more essential. It is no exaggeration to say that “language services are very much in need and very important in deed”. Globalization has forced us to keep up with this more closely-interacted world, while localization requires us to domesticate things from foreign lands.

Yes, the future world will need more language services.

The future world will need more language services talents.

The future world will need more language service innovation and development.

This event demonstrates the first move to uplift the forum to an international reference level in the arena of smart language services, which includes language services and ICT enablers. The forum receives a great honor from academia and professionals from all over the world. Four leading keynote speakers from Sichuan University (China), Localization Service Committee of Translators Association of China, Waikato Institute

of Technology (New Zealand) and the University of New Hampshire, USA brought to the conference their frontier knowledge in the fields of “Translation and Interpreting”, “Translation Technology”, “Language and Learning”, and “Graphic Narratives”.

With the support of the reviewers around the world, thirty six papers are accepted. These research works are classified into four categories, which contributed cross- and multi-disciplinary perspectives to the filed knowledge of language services.

I would like to dedicate my thanks to our university president Dr.Wang Qingyuan, who has squeezed time out of his very tight schedule to come and give his welcome speech. My deep appreciation goes to all attendees, the conference boards and committees, especially the organizing team, for their generous support and kind assistance to make this conference viable.

Li Ping, Professor

Dean of College of Foreign Languages and Cultures

Executive Director of Sichuan Provincial Research Institute of Thai Studies

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Research Frontier

Summary of the keynote speech entitled

Translation and Interpreting Ethics in the Age of Smart Language Services

Prof. Ren Wen

Sichuan University

1 Introduction

Recent years have witnessed rapid development of language service industry in China. According to the *Report on the Development of China's Language Services 2012* released by Translators Association of China (TAC), language services include T/I (Translation and Interpreting) services, localization services, R & D of language technology and supporting tools, translator & interpreter training, multilingual information consultation, etc. This means T/I has become a major part of the thriving language service industry, and there's more that translators and interpreters can do than before.

Then here comes some questions: In the age of smart language services, do we need to redefine T/I and why or why not? With the quick advancement of language and translation technology and language service industry, what changes have taken place in T/I practice? How would these changes impact translators' and interpreters' ethical decisions before, during and after a translation/interpretation event? What kind of ethical model(s) do we need to guide translator's and interpreter's ethical practice?

2 (Re)defining Translation

Numerous definitions have been given to translation and/or interpreting by scholars across the world. The following are a few much quoted definitions of translation as an umbrella term to include both written and oral translation:

Translation converts a written text into another written text, while interpretation converts an oral message into another oral message. (Seleskovitch, 1978)