MCCC: A Working Group on Multilingualism and Cross-Cultural Communication in the framework of the Compostela Group of Universities

History of the new thematic network MCCC

A Proposal for a Working Group on Multilingualism and Cross-Cultural Communication (MCCC) was submitted to the Compostela Group of Universities (CGU). This new WG was approved in 2006.
The first draft of the proposal (attachment 1) was sent to all the partners and several universities expressed their interest and send the names of colleagues, active in the domain of MCCC and willing to play an active role in the further elaboration and activities of the thematic network (attachment 2).

Proposals for further action in phase two:

- The creation of a MCCC-webpage linked to the Compostela Website. The webpage is managed by dr. Rita Temmerman.
- The creation of a DOKEOS based project website for communication, documents database, links, etc.
- The creation of SIGs.

We propose the following five groups:

SIG 1 Intercultural Communication (and Diversity): very wide area.
SIG 2 Multilingualism and Multicultural Communication in the Media.
SIG 3 Second and Foreign Language Learning.
SIG 4 Translation and Interpreting Studies.
- Translation Studies
- Interpreting Studies
- Screen Translation
- Translation and Technology
SIG 5 Multilingualism and Multiculturalism in Domain Specific Languages, Knowledge Management and Terminology

More Special Interest Groups could be added or the names and interest fields of some of the groups can be modified.
- ➢ Depends on the number of persons interested in the different areas.

Each SIG has one or more contact persons who will co-ordinate the activities of the group and who will propose and organise activities.
A DOKEOS based website could be created.

Possible activities of SIGs:
- To set up research projects
- To enter project proposals in response to e.g. European calls for proposals (thematic network, curriculum development, intensive programme, Erasmus Mundus, research in 6th – 7th Framework Programme, bids, …)
- To organise conferences and workshops
- To publish collections of conference papers or articles
- To set up a Web community on the subject
- To exchange teaching staff and students and researchers
- To create links with other, similar groups, world wide.

What follows is a first draft of possible activities for each of the eight SIGs
For some of the SIGs we filled out the name(s) of (a) contact person(s) already, for other groups the space was left blank. Interested colleagues are invited to contact the MCCC co-ordinators if they are interested in becoming the contact person of a SIG or if they want to become a member of one of the SIGs.

Rita Temmerman- MCCC: A Working Group on Multilingualism and Cross-Cultural Communication in the framework of the Compostela Group of Universities
26 August 2006

1

Special Interest Group 1: Intercultural Communication

Contact person : Gabriella Klein (gabriella.klein@tiscali.it)

The focus of the SIG on **Intercultural Communication** may be on:

- communicative conflict in intercultural negotiations
- communicating and adapting across cultures: living and working in the global village
- the study of transculturation as a bridging process that critically involves the negotiation and the adaptation and integration of socio-cultural identity (EhB is coordinating an Erasmus Intensive Programme – 06/07 – called "Teaching and Diversity", the outcomes of which can be disseminated through the MCCC network as it will be done through the UNICA network. Some CGU universities are partner in this IP. The International Association for Intercultural Communication – www.iaie.org – will be involved)
- the study of the necessity of multicultural education, the components of multiculturalism, the benefits of multiculturalism, the fears for change that may affect people's ethnocentric view of reality.
- the construction of a pedagogy and overall learning environment where classroom tasks and activities take account of the importance of inter-personal and cross-cultural communication that can be extended outside the classroom.
- the development of a pedagogy geared to transculturation and directed towards individuation of learning needs that guide teachers and students away from a focus on technical and intellectual study to a management of teaching and learning appropriate within the overall socio-cultural context
- to study the concepts underlying ethnocentrism, prejudice, cultural identity development, and verbal and nonverbal interaction analysis, cultural value systems implicitly or explicitly expressed within families, among peers, in organizations, through the media, and in communities (reference is made to the creation of an UNICA expert group in Diversity. The idea is to plan a MCCC seminar day in Spring 2007, when the UNICA group meets in Brussels, so both groups could meet and discussion inter-network cooperation)
- to study cross-cultural competence related to attitude, knowledge and behaviour
- to study the affective, cognitive, and behavioural components that mediate between multiple-self identification and effective identity negotiation processes.

Rita Temmerman- MCCC: A Working Group on Multilingualism and Cross-Cultural Communication in the framework of the Compostela Group of Universities

26 August 2006

2

Special Interest Group 2: Multilingualism and Multicultural Communication in the Media

Contact person: Dr. Martina Temmerman : ([martina.temmerman@docent.ehb.be]( ))
Erasmushogeschool Brussel

The focus of this SIG is on **media and journalism**.

- one possible research topic is the journalistic style related to different languages and different cultures. Especially in multilingual countries, journalistic approaches may be very different depending on the linguistic community and the cultural background journalists belong to
- another research topic is the globalisation and localisation of the news. Globalisation not only affects brands and products, it also affects information and news transfer. 'Global news' is a booming business. The impact of broadcasters like CNN or Al-Jazeera on the perception of events worldwide is not the be underestimated. Questions raised concerning global news are: 'what kind of information is likely to be interesting for e.g. all inhabitants of the European Union or all people of the Western World or even of the whole globe?', but also 'how is this information translated for the different cultures and communities?' (from EhB side the RITS department – TV and broadcasting – could be involved, and so similar departments of the MCCC network)
- the transfer from one language to another and from one culture to another is mostly carried out by journalists and not by professional translators. It would be interesting to meet with scholars from different backgrounds to investigate which factors play a role in the translation of news (interdisciplinary approach, a possible outcome is an online specialised module at MA level)

Rita Temmerman- MCCC: A Working Group on Multilingualism and Cross-Cultural Communication in the framework of the Compostela Group of Universities
26 August 2006

3

Special Interest Group 3: Second and Foreign Language Learning

Contact persons: dr. Frank Boers (frank.boers@docent.ehb.be) and dr. June Eyckmans (june.eyckmans@docent.ehb.be) Erasmushogeschool Brussel, Pilar García Mayo (mariapilar.garciamayo@ehu.es)

We would like to invite researchers from various sub-disciplines of the field who share an interest in the study of foreign language acquisition to take part in this SIG for which we propose the following themes:

- the acquisition and evaluation of the lexicon in a foreign language
- the affective dimension of the language learning process and language learning strategies
- cognitive approaches to language learning; differentiating between language dependent and language-independent variables in foreign language acquisition
- idiomaticity and corpus linguistics
- complexity, fluency and accuracy as fundamental dimensions of language proficiency in second/foreign language use, development, learning and teaching (reference is made to the past Erasmus Intensive Programme "Teaching in Foreign Languages" coordinated by EhB and involving some of the CGU members, and to the continuation of this IP)
- comparative studies of foreign language acquisition
- cross-cultural approaches in education and their impact on social strategies in bilingual communities
- to question what it means to be bilingual and to do cross-language research resulting in insights that may improve the quality of second and third (and etc) language acquisition

Rita Temmerman- MCCC: A Working Group on Multilingualism and Cross-Cultural Communication in the framework of the Compostela Group of Universities

26 August 2006

4

Special Interest Group 4: Translation and Interpreting Studies
Contact person: Iwona Paskal   (ipaskal@ifa.amu.edu.pl)

The focus of the SIG on **4A Translation Studies** may be on:

- the breathtaking development of translation studies as an independent discipline and the prolific international discussion on the subject.
- the theory and practice of translation
- theoretical models of translation
- translation and context
- equivalence in translation
- research on dictionary use by translators
- translation of technical and scientific texts
- translation of legal texts
- translation of media texts
- translation of literature
- translation and adaptation
- intelligibility of closely related languages
- business translation
- etc.

The focus of the SIG on **4B Interpreting Studies** may be on:
Contact person: Daniël Bauwens (daniel.bauwens@docent.ehb.be)

- research in cognitive, communicative or linguistic aspects of simultaneous and consecutive interpreting and of others modes
- research in training methods for interpreters
- research into different (and new)modes for interpreting, e.g. whispering
- consecutive interpreting and note taking and cognitive structure analysis
- retour interpretation (from the A language into the B language)
- memory training in interpreting and short term memory
- tactics for memory training for interpreters like retelling, categorization, generalization, comparison, shadowing exercises, mnemonics

The focus of the SIG on **4C Screen Translation** may be on:
Contact person: *any MCCC partner*

- the theory and practise of subtitling and dubbing
- screen translation of literary classics
- approaches to screen translation in cartoons and films for children
- cultural issues related to screen translation
- technical knowledge and skills related to screen translation
- cultural differences between dubbing countries (e.g. France, Germany, Spain) and subtitling countries (e.g. Portugal, Belgium, the Netherlands, Scandinavian countries)
- the history of screen translation esp. in Europe; current EU audiovisual media policy
- screen translation and minority languages within the EU
- dubbing versus subtitling
- types of dubbing e.g. voice-over, narration, lip-synch dubbing etc.
- types of subtitling e.g. Teletext, live subtitling etc.
- choices and constraints e.g. cost, programme genre, time, audience profile etc.
- pedagogical applications of screen translation e.g. for (foreign) language learning

Screen translation (ST) is a general term that refers to the various language versioning techniques now used by the post-production industry to make audiovisual material such as television programmes, films, videos, CD ROMs and DVDs available to wider audiences than the original language format of such products allows. The term covers two main kinds of linguistic manipulation,

Rita Temmerman- MCCC: A Working Group on Multilingualism and Cross-Cultural Communication in the framework of the Compostela Group of Universities
26 August 2006

5

namely revoicing/dubbing (i.e. replacing the original voice soundtrack with another in the same or another language) or subtitling (i.e. supplementing the original voice soundtrack by adding written text on screen). Strictly speaking, revoicing/dubbing covers a number of techniques of varying sophistication: lip-sync dubbing, voice-over, narration and commentary.

The focus of the SIG on **4D Translation and Technology** may be on:
Contact person: *any MCCC partner*

- the importance of translation technology in different spheres of modern life
- machine and computer-assisted translation
- the technology available to translators in this first decade of the twenty-first century
- the negative and positive aspects of machine translation and of the main tools used in computer-assisted translation: electronic dictionaries, glossaries, terminology databases, concordances, on-line bilingual texts and translation memories
- the impact of these new technologies on professional translators
- in the context of Computer Aided Translation Technology (CATT), a corpus can be described as a large collection of texts in electronic format. Electronic corpora can be "enriched" by, for example, annotating them with part-of-speech (POS) tagging. What are the opportunities and where are the limitations?
- what new skills do translators need to acquire in order to remain efficient and competitive in the field?
- localization is the process of adapting a product ,i.e. a website or a software program, to a specific locale, i.e., to its language, standards and cultural norms as well as to the needs and expectations of a specific target market. What is the future of localisation?

Rita Temmerman- MCCC: A Working Group on Multilingualism and Cross-Cultural Communication in the framework of the Compostela Group of Universities
26 August 2006

6

Special Interest Group 5: Multilingualism and Multiculturalism in Domain Specific Languages, Knowledge Management and Terminology Management
Contact person: Prof.Dr. Rita Temmerman (Rita.Temmerman@ehb.be) and Javier Bilbao (javier.bilbao@ehu.es)

The focus of the SIG on **Multilingualism and Multiculturalism in Domain Specific Languages, Knowledge Management and Terminology Management** may be on:

- terminology is a multidisciplinary achievement, establishing cooperative links with many domains of scientific interest. Specialists with a background in a panoply of disciplines (e.g. computer and information scientists, linguists and translation scholars, knowledge engineers and semantic Web application developers) have shown an interest in terminology theory and in methods for terminology description and terminology management. Collaboration between all specialists concerned needs to be stimulated and explored
- we would like to collaborate on projects that can be related to terminology as an applied discipline. Our research projects can have social value as they contribute to solutions for communication problems of different types and as they result in the creation of terminological resources that are multilingual and that take the description of multicultural and intercultural information into consideration. Methods can be proposed and put to the test, software needs to be developed for more to the point terminology management within the constraints of concrete problem solving situations in response to needs and demands in society at large.
- one of the objectives of applied research is to find solutions for a problem e.g. 'how can we describe terminology in order to contribute to a knowledge management problem?'. In applied research the question is no longer: 'what is a term?', but 'what will be considered a term in the framework of this particular problem solving project?'. We are no longer interested in 'what is a concept?' and 'should we start from term or concept?' but we reflect on how concepts and terms can be related in a data management system that will help improve communication and that will not just support human understanding but also the computational management, processing and retrieval of information.
- the need for Semantic Web applications calls for terminological management systems combining ontology development and (multilingual) terminology resources allowing for the dynamic processing of terms in context
- we are interested in dynamic terminology processing for applications

Rita Temmerman- MCCC: A Working Group on Multilingualism and Cross-Cultural Communication in the framework of the Compostela Group of Universities
26 August 2006

7