Schedule and Information of Eco-Translation Event 10-11 November 2016

**What Is Eco-Translation?**

*A Two-Day Research Seminar*

UCL Centre for Translation Studies (CenTraS),

10-11 November 2016

The fundamental idea of eco-translation – and of eco-translatology as the study of translation from an ecological perspective – is that translators and translations form part of larger system of interdependencies that can be investigated in terms of an eco-system. This means taking into account the entire ‘translation chain’ as well as its interaction with its environment. The approach raises questions about ecology, ethics and evolution.

The event covers two days. On Thursday 10 November we hear lectures by Professors Hu Gengshen (City University of Macao), Douglas Robinson (Hong Kong Baptist University) and Timothy Mathews (UCL French) on theoretical, practical and critical aspects of eco-translation and eco-translatology. Two UCL CenTraS members Claire Yi-Yi Shih and Anna Ponomareva will also present their own work. There will be ample room for questions and discussion.

The second day, Friday 11 November, takes the form of an intensive seminar as we enter into a critical discussion, in the presence of the authors, of one recent article each by Hu Gengshen, Douglas Robinson and Timothy Mathews. We end the day with a drink.

**Thursday 10 November 2016**

12:00-12:15 Welcome
12:15 -13:15 Lecture 1: Hu

**The System Model of Eco-Translatology and its Central Tenets**

By HU Gengshen (City University of Macao /Tsinghua University, Beijing, China)

Eco-Translatology, as a systematic theoretic discourse which constitutes an emerging paradigm in translation studies, views translation from ecological perspectives. The lecture presents a system model of Eco-Translatology to describe the core concepts of the approach. On the basis of the idea of the “translation chain”, we start from the source text to be produced by the writer and move to the process of translating by the translator, and to the target text to be read by the reader. The model presents the key notions of translation as textual transplant, translation as eco-balance, and translation as adaptation and selection, and it describes the central ideas of a “translation textual ecology”, “translational eco-environment”, and “translators community ecology”. It covers, more specifically, (1) the translation chain of “three links” (pre-translating, during translating, and post-translating); (2) the subjectivity of translators from translator-centredness to translator’s
responsibility; (3) the conceptual extension from “context” to “eco-environment”; (4) the principles of eco-translation ethics; (5) the explanation of translation phenomena from “translatability” to “transplantability”; (6) the construction of an eco-system of translation; (7) the relationships and interplay among the elements in the eco-system, and (8) the contributions to be made by eco-translation studies to the development of human eco-civilization.

13:15-14.30 lunch
14.30-15.30 Lecture 2: Robinson

The Icosis and Ecosis of Translation
By Douglas Robinson (Hong Kong Baptist University)

This paper draws on Arne Naess’s philosophy of “deep ecology” as an approach to the study of translation-as-rhetoric. Translation-as-rhetoric implies not only that translation does something to the target reader—it is a communicative action in its own right, not just a passive reproduction of someone else’s communicative act—but that the persuasivity of translation exceeds traditional rationalistic conceptions of rhetoric focused on arguments, claims, and proofs, moving us into the realm of ecological conceptions focused on rhetorical situation: the affective and conative flows of persuasivity through groups that make rhetorical persuasion possible. Drawing on Kenneth Burke’s radical reading of Aristotle’s Rhetoric as “identification” and Arne Naess’s similar use of identification to theorize “the Self-realization of the [collectivized] ecological self,” the paper explores the “icosis” and “ecosis” of translation, with examples.

15.30-16.30 Lecture 3: Mathews

What does a translator hear, and on behalf of whom?
By Timothy Mathews (UCL French)

This informal presentation offers a practical engagement with elements of the eco-translatology prosed by HU Gengshen, and a personal translator’s response to them:

- the subjectivity of translators from translator-centredness to translator’s responsibility
- the conceptual extension from “context” to “eco-environment”.

My talk will also be inspired by Douglas Robinson’s account of abduction in translation, a notion drawn from C S Peirce: “The abductive experience is one of not knowing how to proceed, being confused, feeling intimidated by the magnitude of the task – but somehow making the leap, making the blind stab at understanding or reformulating an utterance.”

I will present examples from my translations and co-translation into English of the French writers Guillaume Apollinaire, Gérard Macé and Michel Houellebecq. I would like to discuss these examples from the point of view of a translating experience, and the relations involved between translator and text, and translator and reader. The aim is to create a dialogue with those present on the relation of theory to practice in translation, and its capacity to illuminate the process.
16.30-17.00 tea

17.00-18.00 Papers by Shih and Ponomareva

**Web-search behaviours in translation: a potential adaptation and selection process**
By Claire Yi-Yi Shih (SenTraS, Lecturer in Translation)

Chesterman (2009) presented a proposition of "Translator Studies" consisting of cultural, cognitive and sociological strands, as opposed to "Translation Studies". This appears to coincide with Hu’s (2003) idea of translator-centredness in eco-translatology. In this talk, I will present my empirical findings regarding student translators' web-search behaviours, in an attempt to demonstrate such behaviours as adaptation and selection processes within the wider context of human and computer interaction in translation.

**Five Recent Views of Translating**
By Anna Ponomareva (CenTraS, PhD student and Teaching Fellow)

My presentation uses eco-terms as metaphors that are largely philosophical in origin and related to the notion of equilibrium or harmony maintenance in any environment based on certain established and acknowledged rules. Moreover, these terms are also treated as metaphors that are embedded in gardeners’ terminology. With reference to Robinson’s work (2013), I would describe the eco-translator as the one who plants his or her work, bearing in mind a number of Confucian ideas summarised by Mencius (372 – 289 BC) as “four shoots”.

Five recent translations of Pushkin’s *Eugene Onegin* into English are chosen from the existing scholarship of this Russian novel in English to exemplify my points: Douglas Hofstadter (1999), Olivia Emmet and Svetlana Makourenkova (1999), Tom Beck (2004), Henry Hoyt (2008), and Stanley Mitchell (2008). Their paratexts provide unique opportunities, from the translators themselves, to obtain the details of their translating processes and the environment in which they operate. To a large extent, they are similar to Chen Hongshou’s album *Sixteen Views of Hermetic Living* (1651), but they offer insights into the life, work and environment of the translator and not of the monk.

Friday 11 November 2016

10.00-10.30 coffee

10.30-12.00 Hu’s seminar: to discuss his article *On the Chinese Cultural “Genes” in Eco-Translatology* [Please see it as attachment] – Chair is Prof. Timothy Mathews

12.00-13.00 Lunch

13.00-14.30 Robinson’s seminar: to discuss his article (not submitted yet) – Chair is Prof. Timothy Mathews
14.30-16.00 Mathews’ seminar: to discuss his article (not submitted yet) – Chair is TBA.

16.00- tea/drinks