



UNIVERSITÀ degli STUDI di NAPOLI FEDERICO II

22/23
APRIL 2024

INTERNATIONAL CONFERENCE HOW CAN AI TRANSLATE?

PROGRAMME



Day 1 | 22 April 2024
**SOCIETÀ NAZIONALE DI SCIENZE,
LETTERE E ARTI IN NAPOLI**

9.30 – 10.00

REGISTRATION

10.00 - 10.30

WELCOME ADDRESS:

MATTEO LORITO

(Rector, University of Naples Federico II)

VALENTINA DELLA CORTE

(UNINA - 2024 Delegate, University of Naples Federico II)

ANDREA MAZZUCCHI

(Head of the Department of Humanities, University of Naples Federico II)

GIANCARMINE BONGO

(Coordinator of the Master's degree course in Languages and Literatures for European Multilingualism,
University of Naples Federico II)

FLAVIA GHERARDI

(Coordinator of the Bachelor's degree course in European Modern Languages, Cultures and Literatures,
University of Naples Federico II)

FRANCESCO MONTUORI

(Director of the University Language Centre, University of Naples Federico II)

GIUSEPPE BALIRANO

(President of the Italian Association for the Study of English, University of Naples L'Orientale)

GIANLUCA GIANNINI

(Scientific Coordinator of Human&Future, University of Naples Federico II)

FLAVIA CAVALIERE

(Convenor and Scientific Coordinator, University of Naples Federico II)

10.30 - 11.30

AULA MAGNA

Chair

FLAVIA CAVALIERE

(University of Naples Federico II)

Keynote Speaker

JORGE DÍAZ-CINTAS

(University College London)

Braving a New World: Audiovisual Translation in the Era of Artificial Intelligence



JORGE DÍAZ-CINTAS

Jorge Díaz Cintas is Professor of Translation and founding director (2013-2016) of the Centre for Translation Studies (CenTraS) at University College London. He is the author of numerous articles, special issues and books on audiovisual translation, including Subtitling: Concepts and Practices (with Aline Remael, 2021). Jorge is a frequent speaker at international conferences and events, and has offered consultant services to the European Parliament, European Commission, NATO, OOONA, Deluxe and Netflix, among others. He is the Chief Editor of the series New Trends in Translation Studies and the recipient of the Jan Ivarsson Award (ESIST, 2014) and the Xènia Martínez Award (ATRAE, 2015) for invaluable services to the field of audiovisual translation.

Day 1 | 22 April 2024

SOCIETÀ NAZIONALE DI SCIENZE,
LETTERE E ARTI IN NAPOLI

11.30 - 12.30

AULA MAGNA

Adequacy in Machine vs Human Translation
Chair

GIUSEPPE BALIRANO

(University of Naples L'Orientale)

11.30 - 11.45

AI and (Specialised) Translation

STEFANIA MACI

(University of Bergamo)

11.45 - 12.00

*How Can AI Translate Specialized and
Non-Specialized Magazine Articles?*

LINDA ROSSATO &

GIUSEPPE DE BONIS

(Ca' Foscari" University of Venice)

12.00 - 12.15

*Is AI Drawing the Line? Recombining Human and
Artificial Skills for Intersemiotic Transcreation.*

A Test on Text-To-Image Generators

FRANCESCO MELEDANDRI

(University of Bari "Aldo Moro")

12.15 - 12.30

Q&A

11.30 - 12.30

AULA PONTANO

AVT and AI

Chair

IRENE RANZATO

(Sapienza University of Rome)

11.30 - 11.45

*"Weisung, Meirei, Ayimonkos, Directive?": The
Challenge of Dubbing and Subtitling AI Robot Voices*

ELEONORA SASSO

('G. D'Annunzio' University of Chieti-Pescara)

11.45 - 12.00

*Automatic Generated Interlingual Subtitling
and the Need for Human Intervention*

ILARIA PARINI

(University of Turin)

12.00 - 12.15

*Queer Languages in Subtitling and Translation:
Issues of Automation and Representativity*

RAFFAELE PIZZO

(University of Naples Parthenope)

12.15 - 12.30

Q&A

11.30 - 12.30

SALA DEL LUCERNAIO

Ethical Dimensions in AI Translation

Chair

DELIA CHIARO

(University of Bologna)

11.30 - 11.45

AI or not: Do we still speak Human?

SILVIA OSMAN

(SNSPA University of Bucharest)

11.45 - 12.00

*Translating Environmental Emotions:
Human-Crafted and AI-Generated Neologisms
in Climate Crisis Narratives*

AURELIANA NATALE

University of Naples Federico II

12.00 - 12.15

*Subtitling Justice: Exploring Computer-Assisted
Translation in Legal TV Series*

GIUSEPPE VITALE

(University of Naples Parthenope)

12.15 - 12.30

Q&A

12.15 - 12.30

LUNCH

14.30 - 15.30

AULA MAGNA

Chair

STEFANIA MACI

(University of Bergamo)

Keynote Speaker

GIUSEPPE BALIRANO

(University of Naples L'Orientale)

He said, She said, AI said: Insights into Discourse, Politics and Misogyny



GIUSEPPE BALIRANO

Giuseppe Balirano, PhD in English Linguistics, is Professor of English Linguistics and Translation at the University of Naples L'Orientale, where he is also the current Director of the University Language Centre (CLAOR) and Rector's Delegate for Lifelong Learning, E-learning and Multimedia Enhancement. He is the President of the Italian Association for the Study of English (AIA). He is also the Director of the monitoring group on hate speech online at the University of Naples L'Orientale and Principal Investigator (PI) of the PRIN 2022 Project admitted for national funding titled "ECHOES. English studies to Contrast Hate Online and Enhance Solidarity". He is the BeTwiXt series director, publishing original monographs in the field of linguistics and communication studies. His research interests and publications lie in the fields of multimodal critical discourse studies, humour, masculinity and queer studies, the discursive representation of organised crime and audio-visual translation. His most recent publications include: *The Rainbow Conspiracy: A Corpus-Based Social Media Analysis of Anti-LGBTIQ+ Rhetoric in Digital Landscapes* (2023, with B. Hughes); *Re-Defining Gender, Sexuality, and Discourse in the Global Rise of Right-Wing Extremism* (2021, co-edited with R. Borba); *Homing in on Hate: Critical Discourse Studies of Hate Speech, Discrimination and Inequality in the Digital Age* (2020, co-edited with B. Hughes); *Food Across Cultures: Linguistic Insights in Transcultural Tastes* (2019, co-edited with S. Guzzo); *Queering Masculinities in Language and Culture* (2018, co-edited with P. Baker); *Gardaí & Badfellas: The Discursive Construction of Organised Crime in the Irish Media* (2017); *Humosexually Speaking: Laughter and the Intersections of Gender* (2016, co-edited with D. Chiaro); *Languaging Diversity* (2015, co-edited with M.C. Nisco); and *Masculinity and Representation: A Multimodal Critical Approach to Male Identity Constructions* (2014).

Day 1 | 22 April 2024

SOCIETÀ NAZIONALE DI SCIENZE,
LETTERE E ARTI IN NAPOLI

15.30 - 16.30

AULA MAGNA

Gendering and Identity Representation in Computer-Mediated Translation
Chair

ANTONIO FRUTTALDO
(University of Macerata)

15.30 - 15.45

Translating Women's Health: Assessing ChatGpT's Efficiency in Multilingual Medical Communication
JULIA MARY SCILABRA & NAVA MAROTO
(Complutense University of Madrid)
(Politécnica University of Madrid)

15.45 - 16.00

Translating Cultural Milkscapes: A Corpus-Based Cross-Linguistic Analysis of Breastfeeding Discourses in Italian and English News
FABIO CANGERO
(University of Naples Federico II)

16.00 - 16.15

AI-Driven Intralingual Translation across Historical Varieties: Theoretical Frameworks and Examples from Early Modern English
FABIO CIAMBELLA
(Sapienza University of Rome)

16.15 - 16.30

Q&A

15.30 - 16.30

AULA PONTANO

Comparing AI and HT: Benefits and Challenges
Chair

CRISTINA PENNAROLA
(University of Naples Federico II)

15.30 - 15.45

Translating Language Innovation: Assessing the Performance of AI Systems
PAOLO DONADIO,
CHIARA CIGLIANO,
CARMEN CALABRESE
(University of Naples Federico II)

15.45 - 16.00

Telling Dolls Stories across Languages: How Does AI Translate Corporate Storytelling?
LUISA MARINO
(University of Naples Federico II)

16.00 - 16.15

Artificial Intelligence in Text Translation: A Comparative Analysis between Human and AI Translation
CHIARA BENCIVENGA
(University of Naples Suor Orsola Benincasa)

16.15 - 16.30

Q&A

15.30 - 16.30

SALA DEL LUCERNAIO

AI and Professional Translation: A New Deal?
Chair

LUCIA ABBAMONTE
(University of Naples Parthenope)

15.30 - 15.45

Chatgpt and AI Text Generation Tools as the New 'Language Calculators': Do We Still Need to Teach and Study Translation?
CESARE ZANCA
(University of Siena)

15.45 - 16.00

Navigating the Digital Frontier: A Study of Concurrent Translation (CT) Practices among Italian Professionals
DANIEL RUSSO
(University of Insubria)

16.00 - 16.15

Can AI Translation Effectively Replace Human Translation? An Exploration of the Perceptions of Professional Translators
FEDERICO VALENTE
(University of Cassino and Southern Lazio)

16.15 - 16.30

Q&A

16.30 - 17.00

COFFEE BREAK

17.00 - 18.00

AULA MAGNA

Chair

IRENE RANZATO

(Sapienza University of Rome)

Keynote Speaker

DAVID KATAN

(University of Salento)

Dear ChatGPT, please translate



DAVID KATAN

David Katan is professor of English and Translation at the University of Salento (Lecce), specializing in intercultural communication, transcreation in AVT and tourism translation. Publications include *Translating Cultures* (3rd edition with Mustapha Taibi), contributions for the Routledge Encyclopaedias of Translation, Translation and Conflict, and Translation and Globalisation; the Benjamins Handbook of Translation Studies and for the Wiley-Blackwell Encyclopedia of Applied Linguistics, and recently co-authored a volume on "The Human Translator" (2023) for Routledge. He is editor-in-chief of *Cultus: the Journal for Intercultural Mediation and Communication*.

He has been keynote speaker for a variety of international conferences in Italy, Australia, Columbia, The Netherlands, Iraq and South Africa; and is currently Visiting Researcher at the University of South Africa.

Day 2 | 23 April 2024
**SOCIETÀ NAZIONALE DI SCIENZE,
LETTERE E ARTI IN NAPOLI**

10.00 - 11.00

AULA MAGNA

Chair

IRENE RANZATO

(Sapienza University of Rome)

Keynote Speaker

DELIA CHIARO

(University of Bologna)

Translation at the speed of light. What it means to be human



DELIA CHIARO

Delia Chiaro's academic career has spanned over forty years, in half of which she has held the position of Professor of English Language and Translation at the University of Bologna's prestigious Department of Interpreting and Translation.

Delia was part of the first group of scholars in Europe, led by the late Rosa Maria Bollettieri Bosinelli in the mid-1990s, to begin carrying out research within the field of audio-visual translation. Since then, she has run three EU funded summer schools on the subject involving experts and students from seven European institutions – Belgium, France, Germany, Spain, Portugal, Scotland and England as well as directing a successful master's program on Screen Translation. She has organised dozens of conferences, is author of numerous books and over 100 articles and book chapters. She has been invited speaker at conferences and universities all over the world and has, in fact just returned from a series of conferences in Australia. In 2014, she presented her work on dubbing as a Keynote speaker at the European Commission in both Brussels and Luxembourg as part of "Library Days" events aimed to celebrate the semester of Italian Presidency of the EU. Internationally, she is best known for her work on humour for which she has been interviewed by the BBC, The Economist, RISS (Radio Svizzera), Radio Sydney and the journal Mind. At present she is a Principal Investigator in two European projects on humour in the public sphere.

Her forthcoming book, entitled *Comedy in Political Language: How Politicians Use Humour*, will be published by Cambridge University Press later this year and 2025 will see the publication of another book *Dishing the Dirt: Food, Language and Laughter* co-authored with Debra Aarons, published with Taylor and Francis USA.

Delia has served as President of the International Society of Humor Studies (2016-17), an Editorial Board member for HUMOR: International Journal of Humor Research and an Affiliated Researcher with the Centre for Comedy Studies Research, Brunel University UK (CCSR).

Beyond academia, her hobbies include knitting, making cakes, socialising and socialism.

SOCIETÀ NAZIONALE DI SCIENZE,
LETTERE E ARTI IN NAPOLI

11.00 - 12.00

AULA MAGNA

Assessing AI vs HT in Literary Texts
Chair

RAFFAELLA ANTINUCCI
(University of Naples Parthenope)

11.00 - 11.15

In the Shadow of AI: An MTPE Adventure in Sherlockiana

JOCELYNE VINCENT
(Independent Scholar)

11.15 - 11.30

Literary translators as “early casualties of the AI revolution”? Reflections on the fears of the literary translation community.

EMILIA DI MARTINO
(University of Naples Suor Orsola Benincasa)

11.30 - 11.45

The Potential Differences between Human Translation and Machine Translation in Translating Scientific and Literary Texts

FARIDEH AMIRFARHANGI BONAB
(University of Naples Parthenope)

11.45 - 12.00

Q&A

11.00 - 12.00

AULA PONTANO

Translating Tourism across Digital Landscapes
Chair

DAVID KATAN
(University of Salento)

11.00 - 11.15

How fAIr and SustAinable are AI-Powered Translation Technologies?

FEDERICO GASPARI
(University of Naples Federico II)

11.15 - 11.30

Exploring the use of DeepL's AI Write in the Comparative Analysis of Tourist Texts

GIULIA CAVALLI & VIVIANA MAURO
(Ca' Foscari University of Venice)

11.30 - 11.45

Man versus Machine. Round Forty-two

JENNIFER MONROE
(University of Bologna)

11.45 - 12.00

Q&A

12.00 - 14.00

LUNCH

SOCIETÀ NAZIONALE DI SCIENZE,
LETTERE E ARTI IN NAPOLI

14.00 - 15.00

AULA MAGNA

Chair

DELIA CHIARO

(University of Bologna)

Keynote Speaker

IRENE RANZATO

(Sapienza University of Rome)

The transient language of teen TV series and its translation



IRENE RANZATO

Irene Ranzato holds a PhD in Translation Studies from Imperial College London and is associate professor of English language and translation at Sapienza University of Rome (Italy). She is Honorary Research Associate at University College London. Her research interests focus on audiovisual and intersemiotic translation, on the dialectal and social varieties of English and on the intersections between language and ideologies in the analysis of fictional dialogue. Among her publications: the books *Translating Culture Specific References - The Case of Dubbing* (Routledge, 2016) and *Queen's English?: Gli accenti dell'Inghilterra* (Bulzoni, 2017). She co-edited *Linguistic and Cultural Representation in Audiovisual Translation* (Routledge 2018), *Reassessing Dubbing: Historical Approaches and Current Trends* (Benjamins, 2019) and *The Dialects of British English in Fictional Texts* (Routledge 2021) as well as edited collections for the journals *Perspectives*, *Altre Modernità* and *Cultus*. She is the vice-coordinator of the PhD course in Studies in English Literatures, Language and Translation at Sapienza and is currently co-editing *English Classics in Audiovisual Translation* for Routledge and *The Palgrave Handbook of Multilingualism and Language Varieties on Screen*.

SOCIETÀ NAZIONALE DI SCIENZE,
LETTERE E ARTI IN NAPOLI

15.00 - 16.00

AULA PONTANO

New Tools and Standards in AI-driven Translation
Chair

ELEONORA SASSO

(‘G. D’Annunzio’ University of Chieti-Pescara)

15.00 - 15.15

TALL: a Shiny App of Text Analysis for All.
A New Tool for Linguists and Translators

**WALTER GIORDANO, MASSIMO ARIA,
CORRADO CUCCURULLO, LUCA D’ANIELLO,
MICHELANGELO MISURACA, MARIA SPANO**

(University of Naples Federico II)
(University of Campania Luigi Vanvitelli)
(University of Calabria)

15.30 - 15.45

Easy Peasy... Not That Easy.
Beliefs and Reality in MTPE

ROSSELLA LATORRACA

(University of Salerno)

16.00 - 16.20

Q&A

15.15 - 15.30

Evolving Standards: Assessing Translation Quality
in the Age of Machine Translation and Post-Editing

FRANCESCA D’ANGELO

(University of Bologna – Forlì)

15.45 - 16.00

Subtitling English Varieties on Prime Video:
Defining Identities and Building Accessibility

FRANCESCA ILLIANO

(University of Parma)

15.00 - 16.00

AULA MAGNA

Assessing AI vs HT in Specialised Texts
Chair

PAOLO DONADIO

(University of Naples Federico II)

15.00 - 15.15

Bible Translations from Manuscript to Screen:
Cultural and Epistemological Issues

CRISTINA PENNAROLA

(University of Naples Federico II)

15.15 - 15.30

Are Machines Fit for Extreme Translations?
Comparing English-Italian Human Translation
to MT and AI Output.

LARA DELLE FOGLIE

(IULM University of Milan)

15.30 - 15.45

AI and the Curriculum Vitae:
Translating the Self within the Web of the
Untranslatable

TEHEZEEB MOITRA

University of Naples Suor Orsola Benincasa

15.45 - 16.00

Q&A

16.30 - 17.00

AULA MAGNA

PIERFRANCESCO VALENTINI

(Honorary British Consul)

FLAVIA CAVALIERE

(University of Naples Federico II)

Final Remarks

17.00

CLOSING COFFEE BREAK