

**CETRA – CENTRE FOR
TRANSLATION STUDIES****CETRA Spring Lecture 2021****Issues and Challenges Facing the Language & Translation Industry****By Said M. Shiyab (Kent State University, USA)****Monday 21 June 2021, 16,00 (Brussels time), online****Short bio**

Said M. Shiyab is a Professor of Linguistics and Translation Studies at Kent State University, Ohio, USA. He has been teaching at Kent State since 2014. Currently, Prof Shiyab is directing the Graduate Studies and the MA program in Translation at Kent State.

Prior to joining Kent State University, Prof Shiyab was teaching at the University of Geneva, Switzerland, where he taught graduate and undergraduate translation courses. He has also taught at various institutions including the Indiana University, King Saud University, Yarmouk University, and the UAE University. Prof. Shiyab founded the Department of Translation Studies at the UAE University, and served as its Chair between 2004 and 2012, in addition to serving as Acting Chair of the French Language Program at the same institution.

Prof Shiyab has published extensively in the fields of linguistics, discourses analysis, and translation. In addition to over 160 refereed articles, Prof Shiyab published a few books, including, but not limited to the following: Translation: Concepts and Critical Issues (2017); Writing Business Letters Across Languages (2015); Flowers in the Desert (2014); Translation and the Structure of Argumentation (2013); Globalization and Aspects of Translation (2010); A Textbook of Translation: Theoretical and Practical Implications (2006).

Currently, Prof Shiyab is editing a volume titled Research into Translation and Training in Arab Academic Institutions, to be published by Routledge in July 2021.

Prof Shiyab's main research interests include, but are not limited to, theory of translation, translation competence, translation and pedagogy, intercultural communication, and translation training, systemic linguistics, and discourse analysis.

Abstract

This lecture reviews the language and translation industry and discusses the possible ways in which translation programs and trainers can address the challenges and opportunities brought out by the developments of the language and translation industry; it also examines the interrelated issues that are impacting the industry such as automation, machine learning, corpora, artificial intelligence, and globalization. The lecture highlights the effectiveness of machine translation and the integration of Computer Assisted Translation (CAT) tools, which have the potential to fundamentally drive the language industry into a different direction. To counter these changes or developments, I believe academic programs, supported by Language Services Providers (LSP), should make sure that translator training programs are instituted, be it through new technology interrelated courses or changes in the curriculum.

You are kindly asked to register on Wednesday 16 June 2021 at the latest via the following link: <https://www.arts.kuleuven.be/cetra/cetra-spring-lecture/>. You will receive the Teams link on 18 June.