

## **Workshop in the context of TRANSLATA V**

(19.–21. September 2024)

### **Workshop title:**

### **Translation and multilingualism in health communication**

**Workshop leaders:** Cornelia Feyrer (University of Innsbruck) & Leona Van Vaerenbergh (University of Antwerp)

**Languages:** German, English, French

**Number of presentations:** 5-10

### **Description:**

Even professional worlds are not linear, but are networked with other areas of life to form complex interaction structures. This applies in particular to a subject area such as public health and health communication, which is so vitally linked to all areas of life. Both its forms of discourse and its text types reflect everyday and professional orientation patterns. All its discourse and media formats have one thing in common: understanding and being understood form the essential basis for all interaction. In a multicultural society, multilingualism and translation are therefore required in the healthcare sector. Understanding health information and being understood correctly in the case of health problems can be vital. The external, non-specialist and intercultural communication of content is of undisputed social relevance. The field of medical and health communication is highly interdisciplinary and combines intermedial, transcultural and transgeneric aspects. It represents an area of activity that is becoming increasingly diversified, especially as a form of discourse and communication. Due to the massive interconnections of different forms of communication and interaction in both the professional world and everyday culture, this area of interaction, which is very present in the media, is not only significant from the perspective of the medical humanities, but also with regard to interculturality, cultural contact phenomena and translation. It comprises interesting hybrid forms of text types, interesting forms of discourse and interpreter-assisted settings. Phenomena that arise from these interconnections with regard to understanding and comprehensibility, multilingualism and translation will be the focus of the workshop on translation and multilingualism in health communication.

**Possible topics:**

Abstracts can be submitted on the following topics:

- Health information: Multilingualism and translation
- Text types in medicine and pharmaceuticals: target groups, semiotics and translation
- (Translation-supported) forms of discourse and settings of health communication
- Risk and crisis communication: text, language, image and translation
- Interpreting situations in individual medical disciplines
- Specialised terminology and lay terminology
- New technologies in medical and pharmaceutical text creation and translation
- Interpreting software
- Training for medical translators

**Submission:** We ask all interested parties to send their abstract by June 30 in at least one of the workshop languages to the following e-mail addresses: [Cornelia.Feyrer@uibk.ac.at](mailto:Cornelia.Feyrer@uibk.ac.at) and [leona.vanvaerenbergh@uantwerpen.be](mailto:leona.vanvaerenbergh@uantwerpen.be)