**International conference T&R5**

**Théories & Réalités en Traduction et Rédaction 5**

**Theories & Realities in Translation & wRiting 5**

**Antwerp Thursday 31 May and Friday 1 June 2018**

***Écrire, traduire le voyage / Writing, translating travel***

**Organisation T&R Antwerp-Bologna-Brest-Istanbul-Naples**

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The T&R1 conference *Le bon sens en traduction et rédaction (technique)* / *Common sense in translation and (technical) writing* took place in Brest (2011), T&R2 *Le bien faire, faire le bien : Éthique et déontologie en traduction et rédaction* / *Doing the right thing: Ethics and deontology in translation and writing* in Antwerp (2012), T&R3 *Traduire, écrire la science aujourd’hui* / *Translating, writing science today* in Brest (2014), T&R4 *Creativity in Translation/Interpretation and Interpreter/Translator Training* / *Créativité en traduction/interprétation et dans la formation des interprètes/traducteurs* in Naples (2016). T&R5 will take place in Antwerp (2018) and T&R6 in Istanbul (2020).

The T&R5 conference is supported by CETRA (Centre for Translation Studies), CLIV (Centre for Literature in Translation) and TricS (Translation, interpreting and intercultural Studies).

**T&R5: Text types and research questions**

Text types:

* literary travel writing
* travel blogs
* travel essays
* travel reports
* travel stories
* travel websites
* tourist audio-visual productions
* tourist brochures
* tourist guidebooks
* tourist new media

Research questions:

* To what extent are translation and travel connected?
* Is the journey metaphor a good metaphor for translation?
* Is the image of countries and peoples the same in original and translated texts?
* Is the image of countries and peoples stereotypical?
* Does the image of countries and peoples stay the same or change over time?
* What persuasive elements are used in tourist guides and brochures?
* To what extent are persuasive elements affected in translated guidebooks?
* In order to find information fast many travelers make use of statistical machine translation (Google Translate). What are the consequences of the use of machine translation?
* Is city marketing language- and country-specific?
* How do we deal with the tension between the internationalization of tourist sites and the preservation of local flavour?
* Who are the translators of tourist brochures, guidebooks and websites?
* Are tourist guidebooks promoted on tourism websites?
* Is the text-paratext relationship the same in the original travel literature as in the translated travel literature?
* Can original intertextual references be maintained in translated travel literature?
* Can original culturemes, allusions, ideological, axiological elements, implicit references be maintained in the translated literature travel?
* How do we translate the image of a country and a people when we translate into the language and culture that the source text describes?
* What is the impact of mass society and the conso-translator on tourist translation practices?
* What are the social constraints of tourist translation practices?
* In what ways does the multimodality of contemporary travel texts affect translation?