



The Implication of Cognitive Translation and Interpreting Studies (CTIS) in New Communication Channels

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Abstract: In the rapidly evolving landscape of global communication, the integration of Cognitive Translation and Interpreting Studies (CTIS) has become paramount. However, this research paper explores the implications of Cognitive Translation and Interpreting Studies (CTIS) in the context of emerging communication channels, such as artificial intelligence, virtual reality, and advanced language technologies. The convergence of cognitive science and translation studies has paved the way for a deeper understanding of the cognitive processes involved in language transfer, enabling the development of innovative solutions for the challenges presented by new communication paradigms.

The study investigates how Cognitive Translation and Interpreting Studies (CTIS) contributes to the enhancement of machine translation systems, language processing algorithms, and real-time interpreting technologies. By examining the cognitive aspects of translation and interpreting, researchers can design more effective tools that cater to the unique demands of diverse communication channels. Additionally, the research paper delves into the impact of Cognitive Translation and Interpreting Studies (CTIS) on the professional practices of human translators and interpreters, exploring how these specialists adapt to collaborate seamlessly with cognitive technologies.

Furthermore, this research paper discusses the ethical considerations associated with the implementation of Cognitive Translation and Interpreting Studies (CTIS), especially in new communication channels. As cognitive technologies play an increasingly prominent role in language services, it is essential to address concerns related to privacy, cultural sensitivity, and the potential biases embedded in automated translation systems. By critically evaluating these ethical dimensions, this research paper also aims to guide the responsible development and deployment of cognitive technologies in the translation and interpreting domain.

Briefly speaking, the implications of Cognitive Translation and Interpreting Studies (CTIS) in new communication channels are multifaceted, encompassing technological advancements, professional practices, and ethical considerations. Moreover, this research paper provides a foundation for further research and discussion on how the integration of cognitive insights into translation and interpreting studies can shape the future of global communication.

Keywords: *new communication channels, cognitive, technologies, machine, translation, interpreting,*

I. INTRODUCTION

The notion of Cognitive Translation Studies (CTS) is considered as a new field of study which is derived from Translation Studies (TS). Therefore, one of the main purposes of the current research paper is to highlight the importance of this new disciplinary study in today's new domain of communication, especially when it comes to make interpreting or translation from one given language to another one. It also aims to get together the two concepts (Translation and Interpreting) as one disciplinary study in terms of cognitive concept.

In Translation or Interpreting Studies, simply speaking, it is observed that; recently, most of people do not pay more attention about the emotional aspect during a translation or interpreting process which is as well something very interesting and relevant in any process of translation or interpreting; because by neglecting this point, an outstanding and significant part might be escaped in terms of value when proceeding with a translation or an interpreting. Such phenomenon can be an obstacle source for the process not to reach the main gaining goal.

And as a result, most of people do not realize this important side of the issue. Regarding this hidden side of any translation or interpreting process; which is the cognitive aspect, some psychologists and linguistic researchers have come to discover that; in a process of translation or interpreting, it will be very important to take into account the emotional aspects (feelings/reactions) in this process which have been the instauration of this new discipline called: Cognitive Translation and Interpreting Studies which also significantly deal with our daily communication channels.

The choice of this topic is to put a light on how this new disciplinary study is involved in today's communication channels; especially when it comes to talk about translation and/or interpreting. In most of the cases, the reactions, feelings, emotions and/or even gestures of a person are very important to be underlined during an interpreting and/or a translation process. It is through them that; it can be assessed or analyzed the right feelings which may express as well the emotional aspects of a person in his/her speech. However, the fact that the two processes go together sometimes and less people pay less attention about this aspect, a significant awareness should also be brought in terms of backup for the new discipline (Cognitive Translation and Interpreting Studies).

Thus, the main reason of choosing this topic here as a research paper; is to carry out people's attention and/or awareness, especially translators and interpreters that the concept of cognition also plays a very good role during an interpreting and/or a translation process. Considering the interest and the importance of this current research paper, it will also be significant to lighten the implication of this new discipline in today's communication channels in the sense that we may often have to translate and/or to interpret in different dialects or languages; which may for sure have different similarities in terms of cultural habits and/or behaviors; that go with people's dialects and languages as well.

This is why, attention must obviously be focused on cognitive aspects in order to help solving translators and interpreters' gaps they may have during the pursuit of the good accomplishment of their tasks. Therefore, Cognitive Translation and Interpreting Studies (CTIS) play also a significant role in the evolving landscape of communication, especially in the context of new communication channels and new technologies. The implications of Cognitive Translation and Interpreting Studies (CTIS) in these areas are vast and encompass various aspects of linguistic, cognitive, and technological dimensions through which, the following key implications can be identified:

1. Machine translation and automation:

- Cognitive Translation and Interpreting Studies (CTIS) is closely tied to the advancements in machine translation through new technological means. As new channels of communication emerge, the demand for efficient and accurate machine translation increases. Automation of translation processes also

becomes more prevalent, leading to quicker and more cost-effective language services in diverse communication channels, such as social media, instant messaging, and online platforms, etc.

2. Multimodal Communication:

- New channels often involve multimodal communication, incorporating text, images, videos, and more. At that time, Cognitive Translation and Interpreting Studies (CTIS) needs to adapt in order to handle the complexity of translating and interpreting across different modes of communication.
- Cognitive studies also help in understanding how individuals process and comprehend information in various modalities, influencing the design of translation and interpreting systems for multimodal contexts.

3. Human-Computer Interaction:

- Cognitive Translation and Interpreting Studies (CTIS) plays a crucial role in enhancing human-computer interaction by improving the capabilities of language technologies. This includes voice recognition, chatbots, and virtual assistants that rely on accurate translation and interpretation for effective communication.
- The study of cognitive aspects helps in designing user interfaces that are more intuitive and user-friendly in multilingual and multicultural contexts.

4. Cross-cultural Communication:

- New communication channels often bridge diverse cultures and languages. However, Cognitive Translation and Interpreting Studies (CTIS) contributes to facilitating cross-cultural understanding by providing accurate translations and interpretations that consider cultural nuances and context.
- Researchers in Cognitive Translation and Interpreting Studies (CTIS) explore how cognitive processes influence cross-cultural communication, helping to design systems that are sensitive to cultural differences as well.

5. Ethical Considerations:

- As communication channels evolve, ethical considerations become more complex. Thus, Cognitive Translation and Interpreting Studies (CTIS) researchers also examine the ethical implications of automated translation and interpreting, including issues related to bias, privacy, and data security.
- Understanding the cognitive aspects of language processing contributes to the development of ethical guidelines for the use of translation and interpreting technologies in new communication channels.

6. Training and Professional Development:

- Cognitive Translation and Interpreting Studies (CTIS) contributes to the training and professional development of translators and interpreters, preparing them for the challenges posed by new communication channels. This includes understanding the cognitive demands of different modalities and technologies.
- Continuous research in Cognitive Translation and Interpreting Studies (CTIS) informs educational programs and helps professionals staying updated with the latest advancements in the field.

7. Real-time Communication:

- The rise of real-time communication platforms requires translation and interpreting services to operate swiftly and accurately. Cognitive Translation and Interpreting Studies (CTIS) explores the cognitive aspects of real-time processing, contributing to the development of tools that can handle rapid communication in various languages.

The current proposition of research carries significant relevance in terms of contribution, and it would contribute, mainly, as follows:

- Implementation of cognitive concept in new channels of communication in translation and interpreting studies;
- Improvement of cognitive concepts for translators and interpreters in new channels of communication;

- Increase of translators and interpreters' capabilities in cognitive concepts in new channels of communication;
- Full involvement of cognitive concepts in new channels of communication.

Because of the novelty of this new field of studies (Cognitive Translation and Interpreting Studies), this research study will aim to develop a theoretical model which will contribute to the full implementation of this new disciplinary study into the system of new communication channels. Therefore, more attention will be focused on people when it will come to talk about it because; up to now, this discipline still remains not quite known and/or is seen as an ignored disciplinary study. Beyond of all that; this process can stand for people as a helpful and contributory item in the sense that their interest and intention will also be focused on it in terms of acquisition of a new knowledge.

II. RESEARCH QUESTIONS

1. What are the main characteristics between Cognitive Translation Studies (CTS) and Cognitive Translation and Interpreting Studies (CTIS) in new channels of communication?
2. What different exists between Translation Studies (TS) and Cognitive Translation Studies (CTS) in new channels of communication?
3. What made Cognitive Translation and Interpreting Studies (CTIS) as a discipline apart from Translation Studies (TS) in new channels of communication?
4. What is the implication of Cognitive Translation and Interpreting Studies (CTIS) in new channels of communication?
5. How should we consider Cognitive Translation and Interpreting Studies (CTIS) as a discipline derived from Translation Studies (TS) in New Channels of Communication?

III. RESEARCH METHODOLOGY

This research methodology will be based on qualitative and quantitative approaches which are generally used for this kind of research paper i.e., a recapitulation about the concept of Cognitive Translation and Interpreting Studies (CTIS), the identification and analysis of the relevant sources such as writers' and former PhD holders' publications and archives similar and/or about the discipline, libraries, media reports, questionnaires and/or interviews for the improvement of a good data collecting of this research work. Some writers and former PhD holders who have already worked on similar theses will also be contacted whenever this is needed for further details and information about this current research paper's topic.

IV. CONCLUSION

In summary, Cognitive Translation and Interpreting Studies (CTIS) are pivotal in shaping the adaptation of language technologies to the demands of new communication channels, influencing machine translation, multimodal communication, cross-cultural understanding, ethical considerations, professional training, and real-time communication. The interdisciplinary nature of Cognitive Translation and Interpreting Studies (CTIS) allows for a comprehensive understanding of the cognitive processes involved in linguistic tasks, paving the way for advancements in communication technologies.

The present research paper has proposed a mechanism which may prove helpful and contributory to the new generation in terms of our daily communicative channels which is mostly based on the cognitive concepts and which most of the time, is ignored. Besides, it also highlights how this new discipline is so important to be involved and implemented in translation and/or interpreting process nowadays. It might also

be a source of another new discovery of knowledge for the intellectual generation in the future because a knowledge has never had a perfect limit.

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