



Translation Policy, Issues in the Strategic Management of Language Policy

- **ISIT - Institut de management et de communication interculturels – Paris
15 - 16 February 2012**
- **McGill University – Department of Translation and Written Expression – Montreal
12 – 13 March 2012**

Governments, intergovernmental organizations, institutions in the public and private sectors, and businesses operate increasingly in multilingual environments. These may be international, domestic, regional or local in scope. The need for the strategic management of comprehensive translation policies has emerged at the beginning of the 21st century as an imperative which can no longer be ignored as organizations devise and implement translation policies which are designed to meet the future needs of a wide variety of stakeholders.

Those who are seen as trend-setters in this context have formulated strategies which communicate new directions through the statement of goals and objectives, policies and procedures, programs and plans all of which are designed to encourage adherence to the beliefs and values which support the very existence of translation policies within the framework of larger language policies.

This colloquium strives to provide a contextual background against which the translation policies of the 21st century will emerge no matter what the organizational situation. Reflections on issues, case analyses and theoretical approaches to these types of strategic planning are needed in order for government officials, civil society activists, business people and concerned citizens to engage in a positive manner in policy changes which are responsive to societal needs in the broadest sense of the term.

Papers should focus on a select number of questions including preventive or reactive aspects of policy formulation, interventionist approaches designed to foster predictable changes in translation policy and language use, as well as proactive strategies in contexts of uncertainty.

Papers may be presented in English or French.

The colloquium will be held in both Paris at ISIT and in Montreal at McGill University in order to allow professionals, practitioners and researchers from both sides of the Atlantic to participate in a productive international debate.

Proposals

Authors are invited to submit a one page abstract for a 30 minute presentation including 10 minutes of discussion. Abstracts should be anonymous and should be sent as attachments in PDF format to: Mr. Bryan JIM (Email: bryan.jim@mcgill.ca - Fax: 514.398.1769). In a separate document include the following information: author(s) name(s), biographical sketch(es) (200 words), affiliation(s), and title of the paper. Please indicate whether the proposal is for the Paris or Montreal segment of the colloquium.

Abstracts will be anonymously reviewed by members of the Scientific Committee.

Important Dates:

- October 15th, 2011: Deadline for submitting proposals
- November 30th, 2011: Notification of acceptance

Scientific Committee:

James Archibald, Directeur, Department of Translation and Written Communication, McGill

Catherine Leclerc, Professor, Department of French Language and Literature, McGill

Nathalie Gormezano, Directrice des Études et de la Recherche, ISIT

Jean René Ladmiral, Directeur du CRATIL - Centre de Recherche Appliquée sur la Traduction, l'Interprétation et le Langage

Sandrine Peraldi, Responsable des projets de Recherche Appliquée, ISIT