

SATI

South African Translators' Institute

newsletter

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LANGUAGE
CONNECTION

08 2024

NEW TRENDS



COMING...

Annual General Meeting – Letter from the Executive Director
Exploring emerging trends in translation and interpretation
Research: Translators' perceptions and attitudes towards Computer-
Assisted Translation (CAT) tools
XXIII FIT World Congress 2025 – Call for papers



ANNUAL GENERAL MEETING LETTER FROM THE EXECUTIVE DIRECTOR

Dear SATI members,

As announced in the correspondence of 22 August, we will be having our annual general meeting on **Saturday, 28 September**. I repeat some of the content of that correspondence here since it is of such importance.

Date for the AGM

We usually have our AGM before the end of May as per our constitution. This year, we are later, and we thank our members in advance for their patience and grace. The delay was caused by my significant health struggles.

Nominations for Council

This year marks the end of the terms of three of our Council members, Peter Mekgwe, Linda Botha, and Lolie Makhubu-Badenhorst. Our constitution limits a Council member to three consecutive terms. Our chairperson, Peter Mekgwe, has served three terms on Council, one of which he served as the chairperson. He is therefore not eligible for another term. Likewise, our agency representative, Linda Botha, has served SATI loyally for three terms. Lolie Makhubu-Badenhorst has served two terms, but she has not

made herself available for another term due to her work commitments.

We therefore call for nominations to Council. One position on Council is reserved specifically for a Council member who can represent language agencies (in the place of Linda Botha), and one position is reserved specifically for a member who can represent academia (in the place of Lolie Makhubu-Badenhorst). Although only one general Council member is stepping down, more than one may be elected.

We invite all members of SATI to give this matter serious consideration. Given the unique circumstances of the language professions in South Africa at the moment, it is of utmost importance that we give thought to this process.

Should you wish to nominate an accredited member to Council, please first establish the person's willingness to serve. Nominations should be made using the attached nomination form, and should be sent to the office of the executive director at executive@translators.org.za

Kind regards

Christien Terblanche



EXPLORING EMERGING TRENDS IN TRANSLATION AND INTERPRETATION

As we navigate 2024, the fields of translation and interpretation continue to evolve, reflecting broader global changes. Today's linguists are stepping into increasingly diverse and intriguing areas, driven by technological advances, global challenges, and shifting cultural dynamics. Here are some noteworthy trends and opportunities in our profession.

Firstly, the rise of artificial intelligence (AI) has significantly impacted the translation landscape. While AI tools like neural machine translation (NMT) are growing in sophistication, they are creating more opportunities than challenges. Skilled translators are now in demand for **post-editing machine translations**, ensuring that AI-generated content meets the nuanced standards of human communication.

In the world of interpretation, healthcare and legal sectors remain robust, but there's a growing need in **climate change discourse**. As environmental issues dominate international agendas, interpreters are finding crucial roles in global

climate conferences, research collaborations, and cross-border policy discussions.

Additionally, the **gaming industry** continues to be a booming field for localization experts. As video games increasingly target global markets, the need for cultural adaptation goes beyond simple translation, requiring a deep understanding of regional cultures and dialects.

Moreover, the **metaverse** is emerging as an exciting frontier. Companies developing virtual worlds require not only multilingual support but also interpreters and translators who can adapt content to immersive experiences, including Virtual Reality and Augmented Reality.

As we progress through 2024, the role of translators and interpreters is more vital than ever, bridging cultures and fostering communication in traditional and unexpected ways alike. This year, our profession isn't just about language—it's about connecting the world in innovative, meaningful ways.

RESEARCH: TRANSLATORS' PERCEPTIONS AND ATTITUDES TOWARDS COMPUTER-ASSISTED TRANSLATION (CAT) TOOLS

Please participate in this research study.

Puleng Mohotloane a Master's student in Translation at the University of the Witwatersrand and SATI member is conducting a research study entitled 'Translators' Perceptions and Attitudes Towards Computer-Assisted Translation (CAT) Tools'.

This study aims to understand South African translators' perceptions and attitudes towards CAT tools. There is currently a notable gap in the South African context in research.

The study will use an **online questionnaire** to gather qualitative data on translators' experiences, perceptions, and attitudes toward CAT tools.

The study will maintain confidentiality and anonymity of participants' identities, using the collected data solely for academic purposes, with ethical approval from the University's Ethics Committee.



XXIII FIT WORLD CONGRESS 2025 CALL FOR PAPERS

Mastering the Machine: shaping an intelligent future

We are delighted to announce the Call for Papers for the XXIII FIT World Congress which will take place at WIPO Headquarters, Geneva, Switzerland, from 4 to 6 September 2025.

Contributions may be in French, English, or Spanish. For the full Call for Papers with all the details and conditions, click here: <https://fit-ift.org/congress2025>.

To submit an abstract or poster proposal, please use one of the following links, according to your language of choice: [English](#), [French](#), [Spanish](#).

Submission deadline:
1 November 2024

For any questions or comments, please contact the Papers Management Committee at papers@fit2025.org



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