



1001 FEATURES

APTIF11: Bridging Industry and Academia for AI and Tech Innovation



The 11th Asia-Pacific Translation and Interpreting Forum (APTIF11), held from 21 to 23 May 2025 at Hong Kong Baptist University (HKBU), marked a pivotal moment for the translation and interpreting sector, forging stronger connections between academia and industry. Co-organised by the Centre for Translation and the Department of Translation, Interpreting and Intercultural Studies at Hong Kong Baptist University (HKBU), the International Federation of Translators (FIT), and the Hong Kong Translation Society, this triennial event gathered around 400 participants from across the Asia-Pacific region and beyond, including representatives from the UK, Italy, and Hungary.

This year's theme, "Culture, Connectivity and Technology: Translating Communities, Transforming Perspectives," underscored the growing influence of artificial intelligence and digital technologies in language services.



Exhibitors

APTIF11 featured over 200 panel sessions, along with keynote addresses and an unprecedented public exhibition showcasing cutting-edge language and translation technologies. Exhibitors including iFLYTEK, Beijing NewClass Digital Technology, and Timekettle displayed the latest advancements in language technology, from smart translation devices to AI-driven educational platforms.

Featured Speakers



Mona Baker
University of Oslo

[Watch lecture recording.](#)

A highlight of APTIF11 was its tech-themed pre-conference workshops. Industry leaders such as NVIDIA, Amazon Web Services, and Microsoft Hong Kong joined the programme, sharing insights on the integration of AI in translation workflows and the future of human-AI collaboration. These sessions provided hands-on demonstrations and in-depth discussions led by top professionals and tech innovators, addressing topics like machine translation, AI-assisted interpreting, and ethical considerations in automated language solutions.



Satoshi Nakamura
The Chinese University of Hong Kong, Shenzhen



[Watch lecture recording.](#)

Chan Sin-wai
St. Francis University, Hong Kong

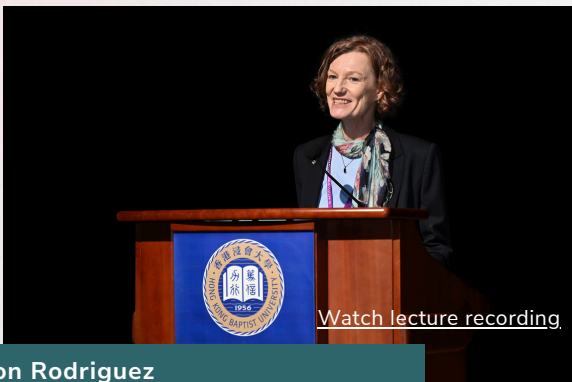


[Watch lecture recording.](#)

Jemina Napier
Heriot Watt University



Sun Yifeng
The University of Macau



[Watch lecture recording.](#)

Alison Rodriguez
(International Federation of Translators)



[Watch lecture recording.](#)

Tan Zaixi
Hong Kong Baptist University

By bridging traditional cultural perspectives with technological advancements, APTIF11 fostered an environment for meaningful dialogue, knowledge exchange, and collaborative exploration. The event's strong industry presence and focus on practical, tech-driven solutions highlighted the sector's readiness to embrace innovation. As Professor Janice Pan, Chair of the Organising Committee, and also the Director of the Academy of Language and Culture, Faculty of Arts and Social Sciences, and Research Fellow of the Centre for Translation at HKBU, noted, APTIF11 marked a significant step forward in regional collaboration, ensuring that translation professionals are well-equipped to navigate an evolving, tech-enhanced landscape.



Celebrating Two Prestigious Initiatives at CTN: The Martha Cheung Award and Research Summer Schools

The Centre for Translation (CTN) at Hong Kong Baptist University is proud to announce that two internationally acclaimed initiatives—the Martha Cheung Award for Best English Article in Translation Studies by an Early Career Scholar and the Research Summer Schools—are now hosted at CTN. While both have been expertly run in previous years by the SISU Baker Centre for Translation and Intercultural Studies, their transition to CTN marks an exciting new chapter for the Centre and the translation studies community with which the Centre have been connected.

The Martha Cheung Award

The Martha Cheung Award honours the memory and scholarship of Professor Martha Cheung, Director of CTN from 2004 to 2013, whose pioneering work on Chinese discourse and non-Western perspectives in translation reshaped the discipline and inspired generations of researchers. The award, now hosted at CTN, recognizes outstanding research by early career scholars, offering a cash prize and international recognition for the best English article published in the field within a two-year period.

By moving the award to CTN—Professor Cheung’s academic home for nearly two decades—the Centre reaffirms its commitment to nurturing emerging talent and upholding her legacy of charting new directions in translation studies.



MARTHA PUI YIU CHEUNG
1953 - 2013



Award Winner 2025:
Dr. Hisham M. Ali
(KU Leuven, Belgium)



Runner up 2025:
Ms. Zhemeng Xu
(KU Leuven, Belgium)

Research Summer Schools



Building on CTN's tradition of striving for excellence—including the successful running of the Translation Research Summer School (TRSS) from 2009 to 2013—CTN is also launching two research summer schools—the International Research School for Media Translation and Digital Culture (MTDC) and the Translation Research Summer School (TRSS) which are organized in alternating years.

MTDC 2025, with the theme "Human and Artificial Intelligence in Media Translation", features five intensive modules covering theoretical, methodological, and practical aspects of media translation in today's digital landscape. With a strong focus on the intersection of human expertise, technology, and digital culture, MTDC 2025 offers participants interactive sessions, group tutorials, and practical guidance on research design, academic publishing, and career development.



Together, the Martha Cheung Award and Research Summer Schools reflect CTN's ongoing dedication to advancing translation studies and supporting the next generation of scholars in a rapidly evolving academic and professional environment.

Stay tuned for the application of the Martha Cheung Award and TRSS in 2026!



MTDC



TRSS



The Martha Cheung Award

THE LATEST FROM OUR NEW FELLOW

Our New Fellow: Luis Damián Moreno García



Greetings everyone! First and foremost, I am very honoured to have been named Research Fellow at the Centre of Translation, Hong Kong Baptist University. Many thanks for this opportunity that was very kindly provided to me. I have known of the Centre of Translation since before I finished my BA in Translation Studies, so it is a dream come true!

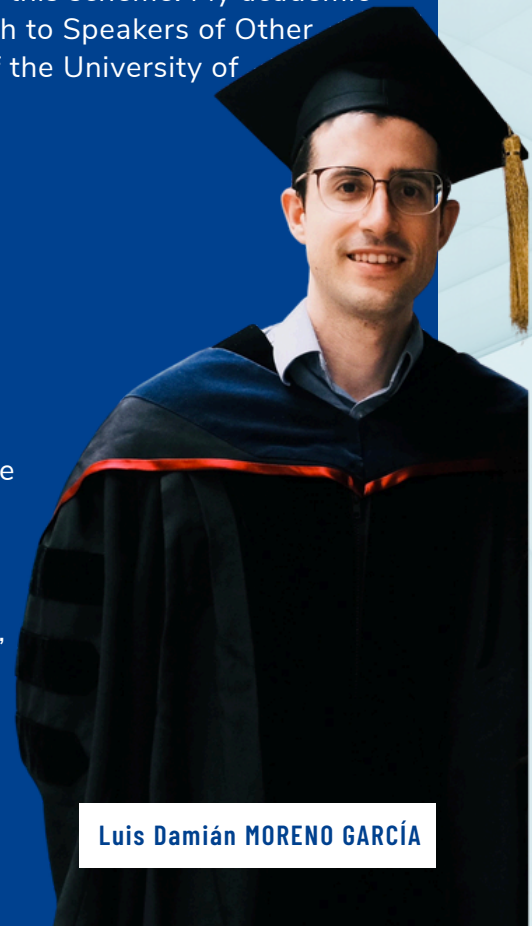
I am an Assistant Professor and a professional translator and interpreter based in Hong Kong. I am a member of the Department of Translation, Interpreting and Intercultural Studies, Academy of Language and Culture, Faculty of Arts and Social Sciences, Hong Kong Baptist University (HKBU).

Regarding my education, I hold a Bachelor's in Spanish-English Translation, a Master's in Multimedia Translation, a Master's in Teaching Spanish as a Foreign Language and a PhD in Audiovisual Translation. I completed my PhD studies at Beijing Foreign Studies University, having been awarded a comprehensive four-year scholarship through the Confucius China Studies Program. I very much enjoy learning, and I am currently expanding my knowledge of Natural Language Processing and Generative AI both through my research and formal education.

I am Fellow of the Higher Education Academy (FHEA), awarded by Advance HE, a British charity and professional membership scheme that promotes excellence in higher education globally. I serve as mentor to other colleagues and academics for this scheme. My academic credentials also include the CELTA (Certificate in Teaching English to Speakers of Other Languages), awarded by Cambridge Assessment English, part of the University of Cambridge.

I have held a deep appreciation for languages since early childhood. I currently have native or bilingual proficiency in English and Chinese, apart from my native Spanish. I have intermediate proficiency in Cantonese, Catalan and Portuguese. Regarding my teaching, I am specialised in the teaching of technology-oriented and skill-based courses, exploring areas such as Chinese-Spanish translation, audiovisual translation, software localisation, translation technologies, as well as machine learning and artificial intelligence for translation purposes.

My research interests lie in audiovisual translation, translation technologies, and software localization across Mandarin Chinese, Cantonese, English, and Spanish. My work has been published in esteemed journals including *Perspectives*, *Translation Spaces*, *Babel*, *Translation*, *Cognition & Behavior*, and *Digital Translation*, as well as in edited volumes by Routledge and Palgrave.



Luis Damián MORENO GARCÍA

I am currently exploring the applications of GenAI for translation purposes. One of my recent publications, "Exploring the potential of GPT-4 as an interactive transcreation assistant in translation", investigates the application of AI technologies in translation processes, showcasing how tools like GPT-4 may assist translators in creative tasks. This paper is part of my overarching interest in prompt-based conversational machine translation, which uses GenAI as a conversational partner to generate and polish multilingual texts.



In line with my research interests, I'm directing a Teaching Development Grant Project dedicated to examining how GenAI can be incorporated into translation and localization teaching and learning, specifically within the domain of video game localization. The project has involved designing and delivering specialised workshops, which empower students to harness GenAI for various aspects of video game localization, from supporting their learning journey to optimising their future localization processes.

Beyond my academic roles in teaching and research, I work as a freelance translator and localizer, leveraging my bilingual proficiency in Chinese and Spanish for diverse projects. My primary freelance expertise lies in audiovisual content, including films, TV series, and video games. Additionally, I hold the official title of English-Spanish Sworn Translator, bestowed by the Spanish Ministry of Foreign Affairs, which authorises me to provide certified translations for official administrative procedures.

Regarding my other roles, I am Technology Officer for the Hong Kong Translation Society. This position involves overseeing the integration and maintenance of technological tools and platforms to support the Society's activities, enhancing digital communication and information dissemination, and facilitating the use of technology to promote translation and interpreting standards in Hong Kong. Moreover, I am a member of the European Society for Translation Studies, the International Association for Translation and Intercultural Studies, the Hong Kong Translation Society and the Audio Description Association (Hong Kong).

Finally, I look forward to contributing to the fields of audiovisual translation, translation technologies and GenAI translation.



Professor Jessica Yeung, who re-joined CTN in Sep 2023 as Research Fellow, is appointed Associate Director of CTN while Professor Min-hua Liu and Professor Mingjoing Chai are appointed as CTN's Honorary Research Fellow.

1

16 Jan 2025

Language Teaching in the Platform Age: The Discursive Construction of Language and Culture for Self-branding



Nate Ming Curran is an Assistant Professor of Intercultural Communication at the Hong Kong Polytechnic University. His work appears in more than 20 international journals, including: *Applied Linguistics; Information, Communication & Society; Media, Culture & Society; International Journal of Communication; and Critical Studies in Television.*

In the seminar, Dr. Nate Ming Curran addressed how the rise of digital platforms—such as language learning apps, video sharing sites, and online communities—has fundamentally transformed language education and the ways in which language and culture were constructed, represented, and transmitted. Dr. Curran began by noting the ubiquity of platforms like Duolingo, YouTube, and social media, which have made language learning more accessible and interactive for global audiences. However, he argued that these platforms are not passive conduits; rather, they actively shape the discourses around language and culture through their design, algorithms, and the types of content they promote.

Key observations noted by Dr. Curran included that platforms often privilege standardized versions of languages and dominant cultural narratives, while sidelining regional dialects, minority languages, and diverse cultural perspectives.

The use of gamification, algorithmic recommendations, and user-generated content could reinforce certain ideas of what it means to “know” a language, often focusing on easily quantifiable skills and mainstream cultural references.

Dr. Curran also examined the implications for authenticity and diversity in language teaching. While platforms can foster engagement and provide valuable resources, they risked depersonalizing the learning experience and commodifying language as a product. He argued that these dynamics fundamentally shape not only how language and culture are taught, but also how they are perceived by global audiences.

In conclusion, the talk called for educators to be mindful of the discursive power of platforms. By doing so, they can ensure that language learning remains inclusive and representative of the full diversity of linguistic and cultural experiences in the platform age.

To watch this seminar, please visit [here](#).

Background Readings

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Khamis, S., Ang, L., & Welling, R. (2017). *Self-branding, ‘micro-celebrity’ and the rise of social media influencers*. *Celebrity Studies*, 8(2), 191–208.

Wang, J., & Curran, N. M. (2024). *Competing for Views and Students: The Implications of Platformization for Online Language Teaching*. *TESOL Quarterly*. <https://doi.org/10.1002/tesq.3354>

Yu, C. (In press) *Online collaborative translation in the platform society*. In Baumgarten, S. & Tiber, M. (Eds.), *The Routledge Handbook of Translation Technology and Society*. Routledge.



26 Mar 2025

Intertextual Narrativity and the Translation of Knowledge in the Museum: The Case of Extinction and Climate Change

In the seminar “Intertextual Narrativity and the Translation of Knowledge in the Museum: The Case of Extinction and Climate Change,” Professor Robert Neather addressed the underexplored area of how scientific narratives—especially those concerning extinction, climate change, and ecological disaster—were translated and represented within museum contexts. Rather than focusing solely on interlingual (language-to-language) translation, Professor Neather adopted a broad view of translation as a multifaceted process of cultural representation. He drew on current research and curatorial practice to show that museum exhibitions employed a variety of “translational processes” through which complex scientific knowledge was mediated for diverse audiences.

The seminar began with an overview of recent museum exhibitions tackling ecological themes, highlighting both curatorial strategies and visitor experience. Professor Neather introduced narrative theory, particularly as articulated by Baker (2006), as a framework for analyzing how exhibitions constructed and conveyed scientific stories. He argued that exhibitions themselves functioned as narrative assemblages, where intertextual references and multimodal elements (text, visuals, spatial design) worked together to translate scientific discourse into accessible, engaging knowledge for the public.

By examining a specific exhibition in detail, Professor Neather demonstrated how narrative and intertextual strategies shape visitor understanding and engagement. He suggested that a narrative-focused approach to museum translation can enrich existing models of narrative analysis, offering new insights into the role of museums as “translation zones.” Ultimately, Professor Neather called for greater attention to the translational dimensions of museum practice, especially as institutions increasingly address urgent global challenges like climate change and extinction.

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Baker, M. (2006). *Translation and conflict: A narrative account*. Routledge.

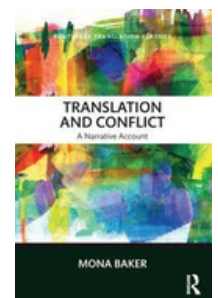
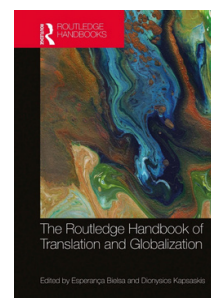
Decroupet, S. (2024). Translating environmental memory in a natural history museum. *Museum Management and Curatorship*, 1-19.
<https://doi.org/10.1080/09647775.2024.2331458>

Neather, R. J. (2021). Museums as translation zones. In E. Bielsa & D. Kapsaskis (Eds.), *The Routledge handbook of translation and globalization* (pp. 306-319). Routledge.

2



Robert Neather is Associate Professor and Department Chair in the Department of Translation, Interpreting and Intercultural Studies at Hong Kong Baptist University, where he was previously also Head of Programme and Department (2013-2022) and Director of the Centre for Translation (2013-2019). His research has focused mainly on translation in the Chinese museum context, and has explored several areas including verbal/visual interactions in translation, intertextuality in translated museum narratives, and issues of expertise, identity and collaboration in the production of museum translations. He has published in various venues including *Meta*, *Semiotica*, *Babel* and *The Translator*. His book *Translating for Museums, Galleries and Heritage Sites* (2024) is published in the Routledge “Translation Practices Explained” series.



15 Apr 2025

3

A Triple Bottom Line for Translation Technology



Dr. Joss Moorkens explored the concept of applying a “triple bottom line” framework—encompassing economic, environmental, and social dimensions—to the development and deployment of translation technologies. He began by outlining the rapid advancements in machine translation (MT) and computer-assisted translation (CAT) tools, emphasizing their transformative impact on the translation industry. While these technologies have increased productivity and reduced costs, Dr. Moorkens cautioned that a narrow focus on efficiency and profit could obscure broader considerations of sustainability and human well-being.

Dr. Moorkens systematically addressed each of the three pillars. Economically, he discussed how automation has shifted industry expectations, sometimes eroding rates and working conditions for human translators. Environmentally, he raised concerns about the energy consumption and carbon footprint of large-scale artificial intelligence and MT systems, advocating for more transparent reporting and greener practices in technology development. Socially, he highlighted issues of deskilling, job satisfaction, and the psychological impact of post-editing repetitive or low-quality MT output.

The talk emphasized the need for translation technology stakeholders—developers, companies, and translators—to adopt a holistic approach that balances profitability with ethical and ecological responsibility. Dr. Moorkens called for participatory design processes that involved translators in technology development, fair compensation models, and greater transparency about the environmental impacts of digital tools. By integrating triple bottom line thinking, he argued, the translation sector could foster innovation while ensuring social justice and environmental stewardship. The talk concluded with a call for ongoing dialogue and research into responsible translation technology practices.

To watch this seminar, please visit [here](#).

Joss Moorkens is an Associate Professor at the School of Applied Language and Intercultural Studies in Dublin City University (DCU), Science Lead at the ADAPT Centre, a member of DCU's Institute of Ethics and Centre for Translation and Textual Studies, and board member at the European Masters in Translation Network. He has published over 60 articles, chapters and papers on the topics of translation technology interaction and evaluation, translator precarity, and translation ethics. He is General Coeditor of the journal *Translation Spaces*, coeditor of a number of books and journal special issues, and coauthor of the textbooks *Translation Tools and Technologies* (Routledge 2023) and *Automating Translation* (Routledge 2025).

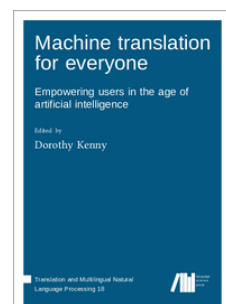
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<https://www.jostrans.org/article/view/4706/4263>

Moorkens, J. 2022. Ethics and Machine Translation. In Kenny, D. (Ed.). *Machine translation for everyone: empowering users in the age of artificial intelligence*. Berlin: Language Science Press, p121-140. <https://langsci-press.org/catalog/book/342>.

Schwartz, R., Dodge, J., Smith, NA., Etzioni, O. 2020. Green AI. *Communications of the ACM* 63(12): 54–63. <https://dl.acm.org/doi/10.1145/3381831>



Luis Damián Moreno García

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- Moreno García, L. D. 2024. “The Localisation, Transcreation and Adaptation of Cultural Realia in Video Games: The Case of Cultural (re) Presentation in Arena of Valor.” In *New Perspectives in Media Translation: Transcreation in the Digital Age*, edited by Loukia Kostopoulou and Parthena Charalampidou, 117-144. Cham: Springer International Publishing.(DOI: 10.1007/978-3-031-62832-0_5)
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Douglas Robinson

- Robinson, Douglas and Xiaorui Sun. 2025. Translation, Pornography, Performativity: Experimenting with That Dangerous Supplement. London and New York: Routledge.
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Translation, Pornography, Performativity
Experimenting with That Dangerous Supplement
DOUGLAS ROBINSON AND XIAORUI SUN



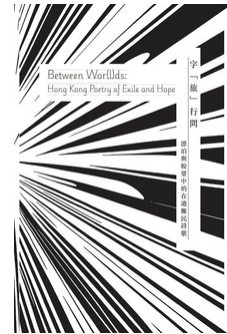
Lessons Experimental Translators Can Learn from Finnegans Wake
Translouting that Gaswind into Turfish
DOUGLAS ROBINSON



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Marjia Todorova

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Zaixi Tan

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Translation Seminars

Three translation seminars will be organized from September to December 2025.



Visit our website for details on the latest Translation Seminars!

<https://ctn.hkbu.edu.hk/activities/translation-seminar-series/>

Call for Applications: The Martha Cheung Award

Eligible Publication Period: Articles published between 1 November 2023 and 31 October 2025

Application Deadline: 31 October 2025



Online application:

https://hkbuchtl.qualtrics.com/jfe/form/SV_ePZ0oOdbwwSFfb8



Visit this page for more details on eligibility:

<https://ctn.hkbu.edu.hk/activities/the-martha-cheung-award/>

Summer School

Translation Research Summer School 2026

Submission of personal statements (part of the application process prior to registration) for the School will begin soon.



<https://ctn.hkbu.edu.hk/research-schools/translation-research-summer-school/>

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