The Centre for Translation Technology
at The Chinese University of Hong Kong
Presents a one-day Workshop on:

Translation Studies and/in the Digital Humanities

Digital Scholarship Lab, G/F, University Library, CUHK
12 June 2017 (Monday) 9:00am-5:30pm

Presentation Details
Title: Keyword Searching and Concept Mining in Televised News Corpora
Speaker: Prof. Luis PÉREZ-GONZÁLEZ (University of Manchester)
Abstract: Digital data collections are facilitating various forms of concept-driven historical research. The Manchester-based Genealogies of Knowledge project, for example, involves compiling corpora of texts written in specific languages and selected periods to study the historical evolution and transformation through translation of a limited range of concepts pertaining to political and scientific thought. In other corpus-based studies of historical news media seeking to map transformations in public attitudes over time, however, the selection of texts for inclusion in the corpus is not driven by a top-down selection of core concepts. Drawing instead on keyword generators and a range of topic modelling-based methods, such projects are able to mine collections of thematically connected articles by detecting varying constellations of inter-related keywords. This presentation reports on the planning stages of a research project that aims to extend these two corpus-based trends by focusing on the analysis of visual data, based on a collection of BBC subtitled televised newscasts. Following Desjardins (2008), this project conceptualises the aural or verbal component of TV news reports as source texts that are then multimodally "translated" into images through the production of supporting visual footage, i.e. the target text. Using keyword generators and topic modelling-based methods to interrogate the subtitles available as part of this BBC resource, it is argued, could provide researchers with a better understanding of how (i) images are mobilised by journalists to "translate" public discourses and narratives articulated and circulated by the media; and (ii) the visual representations of key cultural concepts in media discourse have evolved over the years.
Biography **Luis Pérez-González** is Professor of Translation Studies and Co-director of the Centre for Translation and Intercultural Studies at the University of Manchester, UK. He is a Co-investigator on the 4-year project Genealogies of Knowledge: The Evolution and Contestation of Concepts across Time and Space, and a research associate in the Manchester-led OWRI project Cross-language Dynamics: Reshaping Community – both of them funded by the Arts and Humanities Research Council in the UK. He is also

author of *Audiovisual Translation: Theories, Methods and Issues* (Routledge 2014), editor of *Routledge Handbook of Audiovisual Translation* (2017), and co-editor of Routledge's *Critical Perspectives on Citizen Media* book series. His articles have appeared in a wide range of international journals, including *The Translator*, *The Journal of Language and Politics*, *Convergence: The International Journal of Research into New Media*, *International Journal of Cultural Studies*, *Journal of Pragmatics* and *Language and Intercultural Communication*.