

Educating for an interprofessional future: translation and organisational communication

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The translation profession faces challenges that demand new competences and thus new approaches to translator education. In response to socio-ethical requirements for universal access to information, user-centred design (e.g. Suojanen et al. 2015) has gained prominence in translation service provision. At the same time, the advance of machine translation into translators' routine cognitive work is stimulating demand for adaptive experts able to deliver added-value translation services and consultancy in areas like corporate communications, transcreation and intercultural mediation (e.g. Katan 2016, 2018; Liddicoat 2016; Massey & Ehrensberger-Dow 2017; Pedersen 2014). Such work transcends established disciplinary and professional boundaries, requiring translators to interact closely with specialists from diverse fields. Alongside more established collaborative areas like usability and media accessibility, these include international strategic and organisational communication, public relations and marketing (Massey & Wieder 2019).

However, survey data on translators' self-concept (e.g. Katan 2011, 2016; Massey & Wieder 2019) suggest that many professionals are not yet equipped to fill the roles such services demand. To empower them to do so, translator education should prepare students for the interprofessional work that presents viable futures for human translation (cf. Suojanen et al. 2018; Morón & Calvo 2018). A prime example is international organisational communication (Massey & Wieder 2019). After considering survey results on translators' role perceptions, this paper presents and evaluates a medium-term initiative at the authors' institution to develop a curriculum combining elements of translation and international organisational communication, already partially piloted in learning events involving students of both disciplines. The paper proceeds to recommend how existing competence profiles and curricular models can and should be re-weighted towards the strategic, adaptive, creative and ethical dimensions that will increasingly distinguish high-quality human translation in the next decade.

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