



Séminaire de recherche  
en Langues de spécialité, analyse de corpus, terminologie et traductologie

## **Communicating Covid-19: Translation and Trust in Ireland**

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Présentation par visio-conférence

Even in pre-pandemic times, the field of crisis communication recognised the importance of accurate, clear and timely information in a crisis or a disaster. Yet, as demonstrated by recent research, the role of translation in enabling crisis communication is often sidelined or even not recognised. The Covid-19 pandemic continues to provide an opportunity to research the need for translation in crisis settings and the important contribution that translation can make. This presentation will build on previous work in crisis translation and will present results from a rapid-response research project that sought to investigate how well Ireland did in translating Covid-19 information, what the challenges were, and what we might learn from this. In interviewing commissioners of translated content, providers of translated content and recipients of translated content, we observed some good examples of translation being used to help disseminate essential information, but also areas where we could improve our national performance. The research also demonstrates how complex an area crisis communication is and how it is not simply about translating content and posting it online.