



---

## COGNITIVE NEUROSCIENCE OF TRANSLATION

### 翻譯與認知神經科學

---

**Dr Bingham Zheng 鄭冰寒博士**

**Durham University 杜倫大學**

**January 8, 2019 (Tuesday); 4:30-6:00pm**

**Room 730, Run Run Shaw Tower, Centennial Campus, HKU**

**Language: English**

Early research on translation process can be traced back to the empirical school emerged in the 1980s in European countries. At the beginning of the 21<sup>st</sup> century, this research under the name of *Cognitive Translatology* has led a new trend in translation studies, and has been well acknowledged as the “cognitive turn” (Chesterman 2015). Borrowing research methods from neighboring disciplines such as psychology and cognitive science, *Cognitive Translatology* aims to illuminate the mysterious “black-box” of translators’ working process. And with its scientific research design and rigorous approaches in data analysis, it has attracted more and more attention and recognition in the field of translation. In this talk, the speaker will firstly provide an introductory discussion on the input of cognitive neuroscience into translation studies with reference to James Holmes’ (1972) “founding statement”, then turn to the methodological issues by introducing a variety of research methods such as think-aloud protocols, key-stroke logging, eye-tracking, galvanic skin response, the optimal triangulation model and ecological validity issues. This talk will also present to audiences the speaker’s newly completed interdisciplinary project on cognitive neuroscience of translation, which applies functional magnetic resonance imaging (fMRI), the state-of-the-art technology in neuroscience, into the study of directionality and neural substrate of human translating brain.



**Dr Bingham Zheng** is Associate Professor at the School of Modern Languages and Cultures, and the Director of Centre for Intercultural Mediation at Durham University. He is a member of UK Research and Innovation, By-fellow at Churchill College Cambridge University, and visiting Professor at Nankai University. His research interests include translation process research, cognitive neuroscience of translation, and intercultural communication and management. He has published five edited and sole-authored books, with over 30 research papers appeared in top journals in translation studies, such as *Target*, *Babel*, *Perspectives*, *Translation & Interpreting Studies*, *Across Languages & Cultures*, *Translation Cognition & Behavior*, *Asia-pacific Translation & Intercultural Studies* and *Foreign Language Teaching & Research*. He is guest editor of journals *Translation & Interpreting Studies* (John Benjamins) and *Foreign Language Teaching & Research*, and his current projects include “Cognitive Neuroscience of Translation”, “Chinese Wisdom and Modern Management” and “Beyond Boundaries of Translation”.

**ALL ARE WELCOME!**