





Translation and Intercultural Studies have not been unaffected by the strong interconnection between translation, creativity, representation and power. These complex phenomena strike at the heart of translation processes and products and intersect in the linguistic, cultural, technological, social, and political contexts. In this dynamic landscape, translation and media emerge as interconnected domains that play a crucial role in today's globalized world. Media apparatuses maintain their status as powerful cross-bordering vehicles through which information, ideas, and cultural expressions are disseminated. However, the inherent linguistic and cultural barriers that often hinder successful and effective communication between the addresser and the addressee necessitate the intervention of translation as a remedy. As it is mostly the case, such intervention is never free of ideology and power relations. Ideological considerations come into play during the process of media translation as translators confront issues of bias, cultural sensitivity, and the preservation of intended messages. Translators face the challenge of navigating through ideological minefields, where certain viewpoints may be foregrounded while opposing ones are backgrounded.

لم تكن الترجمة والدراسات الثقافية بمنأى عن الترابط القوي بين الترجمة والإبداع والتمثيلات والسلطة. فهذه الظواهر المعقدة تتخلل جوهر عمليات الترجمة ومنتجاتها، وتتقاطع في السياقات اللغوية والثقافية والتكنولوجية والاجتماعية والسياسية. ضمن هذا المشهد الحيوي، تتجلى الترجمة والإعلام باعتبارهما مجالين مترابطين يؤديان دورا حيويا في عالم اليوم المعولم. وتؤكد الأجهزة الإعلامية على مكانتها بوصفها وسائل قوية عابرة للحدود، تُشارك عبرها المعلومات والأفكار وأشكال التعبيرات الثقافية. ومع ذلك، فإن العوائق اللغوية والثقافية الجوهرية التي غالباً ما تعرقل التواصل الناجح والفعال بين المرسل والمتلقي تستلزم تدخل الترجمة. وكما هو الحال في معظم الأحيان، فإن مثل هذا التدخل نادراً ما يخلو من الإيديولوجيا وعلاقات السلطة. وتؤدي الاعتبارات الإيديولوجية دوراً أثناء عملية الترجمة الإعلامية حيث يتعامل المترجمون مع مشكلات التحيز والوعي الثقافي وضمن إيصال الرسائل المقصودة. كما يتصدى المترجمون لتحدي المرور عبر حقول الألغام الإيديولوجية، حيث قد يُسلط الضوء على وجهات نظر معينة بينما تُهمَّش وجهات نظر معارضة.



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Prof. Habiba Khattou, Ibn Zohr University, Agadir

11h30 : 13h00	Les facteurs idéologiques favorisant la déformation de la traduction des articles journalistiques dans la presse internationale (Étude de cas) • Hicham Bouazza , Ph.D. Student, Sidi Mohamed Ben Abdellah University Beyond Fidelity: Ideological Manipulations in English-Arabic Translation • Prof. Abdelali ZAID, Ibn Zohr University Discussion
AFTERNOON	
15h00 : 16h30	Panel 6: Translation as Cultural Mediation Moderator : Prof. Mutapha Omarkly Echoes Lost in Translation: A Critical Analysis of Paul Bowles' English Rendering of Mohamed Choukri's For Bread Alone • Fatima Zohra El Alami, Ph.D. Student, Mohammed I University Translation as Intercultural Mediation • Prof. Fatim Zahra RAFALI, Ibn Zohr University The Quandry of Semantic Equivalence to Convey Meaning: Translating Hassani Folk Tales • Prof. Abdellah R'GUIBI, Sultan Moulay Soliman University The Craft of Translation: Exploring Complexities in World Literature • Prof. Jonas El Bousty, Yale University, USA The Palestinian Right of Return in Translation: Unpacking Meaning in Kanafani, Khouri, and Abulhawa • Prof. Latifa Safoui, Ibn Zohr University Discussion
COFFEE BREAK	
17h00 : 18h15	Round table on "Comparative Literature and Translation" Moderator : Prof. Monir Birouk موقع العربية من العالمية ودور الترجمة في ذلك • الدكتورة ثورية ناقوش, رئيسة الجمعية المغربية للأدب المقارن الترجمة والأدب المقارن: تقاطعات ومسارات • الدكتور حسن طالب, نائب رئيس سابق للجمعية المغربية للأدب المقارن الدراسات الأدبية والترجمة في المغرب • الدكتور البحاري, نائب رئيسة الجمعية المغربية للأدب المقارن Discussion
"Closing Remarks" : Prof. Hanan Bennoudi, Prof. Touria Nakkouch and Prof. Youssef Tamer	

DAY ONE MORNING	
09h00 : 10h00	Inaugural Speeches Moderator: Prof. Hafida Mourad • Prof. Abdelaziz Bendou, President of Ibn Zohr University • Prof. Mohamed Naji, Dean of the Faculty of Letters & Human Sciences, Ibn Zohr University • Prof. Hanan Bennoudi, President of the Comparative Humanities & Applied Language Studies Laboratory (CHALS) • Prof. Ayyad Echine, on behalf of the conference, Ibn Zohr University • Homage speeches
10h00 : 10h45	Keynote speaker 1 Moderator : Prof. Hanan Bennoudi A New Century, yes, but the Same Old Dynamics of Power and Representation through Translation • Prof. Said Faiq American University of Sharjah, UAE
10H45 : 11H00 COFFEE BREAK	
11h00 : 12h30	Panel 1 : The Power of Creativity in Translation Moderator : Prof. Youssef Tamer Rewriting Race in the English Translation of Idriss Ali's Novel Poor (2014) and Hanan Al Shaykh's Novel Hikayat Zahra (1986) • Prof. Touria Khannous, Louisiana State University, USA Translation on the Move: Approaches and Challenges to Translating Moroccan Hassani Literature • Erragab Eljanhaoui, Ph.D. Student, Ibn Zohr University Creative Trends in Book Translation in Morocco from 1956 to 2021: A Descriptive and Critical Study • Prof. El Machehour Rachid, Abdelmalek Essaadi University Translating Orality: The Case of Translating from Moroccan Arabic into English • Mouna Hajjaj, Ph.D. Student, Cadi Ayyad University Translation as Hermeneutical: From Method to Truth • Prof. Hamza SALIH, Mohammed V University Discussion
12H30 : 15H00 LUNCH	

AFTERNOON	
15h00 : 16h15	Panel 2: Literary Translation 1 Moderator: Prof. Miloud Rahmoune The Influence of Arab Male Translators on Female-authored Literary Works • Abdelkrim Chirig, Ph.D. Student & Prof. Karima Bouziane, Chouaib Doukkali University Gender Issues in Translation: Feminist Translation and Skopos Theory as Case Studies • Amal El Mhaoudar, Ph.D. Student, Sultan Moulay Slimane University Myth, Tradition, and Language: The Poetics of Translating Maurice De Guérin's Le Centaure from French to English • Prof. Omar Hansali, Ibn Zohr University الترجمة بين التوطين والتغريب: منظور الروائية الكندية آن مايكلز • الدكتور أحمد كروم, جامعة ابن زهر إرهاصات المقارنة الأسلوبية في كتب تدريس الترجمة بالعالم العربي • حسن طالب الدكتور, جامعة ابن زهر Discussion
	Panel 3: Ethics & Politics of Translating Sensitive Texts Moderator: Prof. Mohsine Wahib Embracing Ethics in the New Contemporary Translation Industry • Prof. Rachid Agliz, Ibn Zohr University Polysemy Translation in the Holy Qur'an the Terms "Ayah" and "Ummah" as a Case Study • Souad CHTAOUI, Ph.D. Student & Prof. Adil LACHGAR, Cadi Ayyad University Quranic Translation in the Age of Digital Media: Opportunities and Challenges • Imad Dehbi, Ph.D. Student, Ibn Zohr University Translation as Highlighting: the Paratext of Quranic Translations as a Case in Point • Prof. Hicham Ellass, Ibn Zohr University Connotative Meaning in the Translation of Medical Terms from English to Arabic • Prof. Mohsine khazrouni, Cadi Ayad University Holy Quran Translation: Ethical Grounds • Prof. Sanae Amine, Ibn Zohr University, Morocco Discussion

DAY TWO MORNING	
08h45 : 10h00	Keynote speaker 2 Moderator: Prof. Touria Nakkouch France in Fragments, a Case Study in Inter-cultural Translation • Andrew Hussey University of London, Paris
COFFEE BREAK	
10h00 : 11h30	Panel 4: Literary Translation 2 Moderator : Prof. Hafida Mourady Spivakian Speculations on The Ethical and the Political Imperatives in the Act of Translation in a Globalized World • Prof. El Habib Louai, Ibn Zohr University Traduire et éthique : ethnocentrisme effréné ou créativité contrariée • Amal ARRAME, Ph.D. student, Ibn Zohr University Navigating Ethical Dilemmas in Historical Translation: A Case Study of José E. Álvarez's The Betrothed of Death: The Spanish Foreign Legion During the Rif Rebellion, 1920-1927 (2001) • Azzeddine Tajjiou, Ph.D. student, Mohammed I University The Effect of Literary Translation Strategies on Enhancing EFL Students' Lexicon and Figurative Language Skills: Employing Chesterman's Translation strategies • Prof. Beddari Hicham, Cadi Ayyad University Eco-translation and Environmental Education in Morocco: Translating for Sustainability • Prof. Hassan Laaloua, Ibn Zohr University Translation as Exile: Reflection on the Craft • Prof. Mbarek Sryfi, Al-Akhawayn University, Morocco
11h30 : 13h00	Panel 5: Media and Audio-Visual Translation Moderator : Prof. Ayyad Echine Translating Global Media: Creative Strategies in Navigating Cultural Representation and Power in the Digital Age • Prof. Ghita Bousmaha, Hassan II University Translating Taboo: Humour, Culture, and Subtitling in English-Arabic Audiovisual Media • Abderrahim Eljazouli & Prof. Nouredine Azmi, Ph.D. Student, Cadi Ayyad University تحديات الترجمة وافاقها مع الذكاء الاصطناعي ترجمة الالتباس اللغوي نموذجا • لطيفة أليان, جامعة ابن زهر