Ricardo Muñoz Martín (PhD, UC Berkeley, 1993) is a professor of cognitive translation & interpreting studies at the Department of Interpreting and Translation, University of Bologna. He served as Head of the Department of Translation and Interpreting at the University of Granada, where he also directed the PhD program in Translation and Interpreting Processes. A member of the TREC network and coordinator of the PETRA research group, then of the MC2 Lab, Muñoz is a co-founder of AIETI and co-founder and co-editor of *Translation, Cognition & Behavior*. and the *Encyclopaedia of Translation and Interpreting*. He has published over 100 papers, primarily on cognitive translatology, a theoretical framework rooted in situated cognition, and has an extensive editorial record. Muñoz has worked as an intermittent freelance translator since 1987 and earned ATA certification for English-Spanish translation in 1991. More info at ORCID, Google Scholar and ResearchGate and Dialnet.

KEYNOTE ABSTRACT

The thrill ain't gone
—AI, emotions and translation

Ricardo Muñoz Martín

Alma Mater Studiorum Università di Bologna

Artificial intelligence has metaphorically appropriated human intelligence. Still today, it shapes our understanding of cognition through an information-processing paradigm that dates back to the 1950s. This conceptualization, grounded in the metaphor of the brain as a computer, has influenced how we perceive thought, problem-solving, and, ultimately, translating. This talk will critically examine the limitations of this paradigm, presenting an alternative framework derived from *situated* or *4EA cognition* (embodied, embedded, enacted, extended, and affective). I will argue that translation and interpreting are inherently situated cognitive activities, where thinking is predictive rather than computational, meaning is embodied, and emotions are integral to cognition.

Building on research in Cognitive Translation and Interpreting Studies (CTIS), I will explore how emotions influence mediation, from the impact of texts and stress on performance to the role of emotional engagement in translation quality. I will discuss empirical findings on affect in translation, such as emotional involvement shaping strategic choices and the modulation of cognitive load in interpreting. I will close by challenging the narrative of human translation's obsolescence. While AI-driven tools are transforming the field, human translators remain irreplaceable because intelligence is inherently human. Machines are very welcome and they are here to stay, but translating remains a deeply human endeavor.

Cognition, Emotion and Translation Symposium Programme

THURSDAY 27 FEBRUARY 2025

Venue: **Lecture Theatre of the Library of the School of Philosophy,**
National and Kapodistrian University of Athens (NKUA)

Organizers: Department of English Language and Literature (NKUA),
MA Translation Studies & Interpreting
Bilingualism and Psycholinguistics (BiPsy) Lab

9:15-9:30	**WELCOME**
9:30-10:30	**KEYNOTE SPEAKER** **Ricardo Muñoz Martín** (Università di Bologna) *The thrill ain't gone—AI, emotions and cognition*
10:30-10:50	**TALK 1 – Christina Karakepeli** (PhD, Exeter; MA, NKUA) *The role of translation direction and translation strategy in novel metaphor comprehension*
10:50-11:10	**TALK 2 – Stavroula Apostolopoulou** (MA, NKUA) *Bilingualism is not one-size-fits-all: Language brokers and novel metaphor comprehension*
11:10-11:40	**COFFEE BREAK**
11:40-12:00	**TALK 3 – Katerina Eikosideka** (MA, NKUA) *Not Lost in Translation: The emotional power of taboo words and cognates*
12:00-12:20	**TALK 4 – Zhang Zhan** (MA, NKUA) *Emotion expression in L2: a sociocultural strategy beyond reduced emotionality*
12:20-12:30	**CLOSING REMARKS**