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KEYNOTE ABSTRACT

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

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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.