



Translation and interpreting as essential crisis communication tools

Sharon O'Brien
Dublin City University

When a crisis occurs, timely, accurate and appropriate communication is essential to ensure well-being. In today's globalised, multilingual and multicultural societies that communication must be in many languages in order to be effective. However, the role of translation and interpreting in enabling such communication is often an afterthought. For a few years now, scholars in translation studies have been drawing attention to this blindspot and lobbying for more strategic inclusion of translation and interpreting in the crisis communication toolkit. This talk will cover the progress made to date and the open issue and questions.