# Workshop JOKER*:
# Automatic Pun and Humour Translation

**Liana Ermakova et al.**

Site web: **https://motsmachines.github.io/joker/**
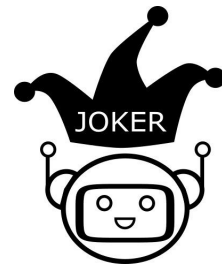Email : **joker.humour.project@gmail.com**

# Motivation

Humor remains one of the most difficult aspects of intercultural communication & translation:

- cultural references
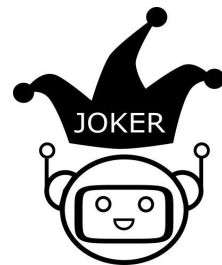- creativity, syntactic and lexicographic features of languages

**Puns**

- a common source of humor in jokes and comedy shows
- novels, poems and plays
- social listening & reputation monitoring
- dialogue systems
- recommendation systems
- fake news and hate speech detection
- used for their attention-grabbing or mnemonic value in titles, place names, organizations, advertising, etc.

Technical & evaluation challenges:

- Metrics based on vocabulary overlap are not applicable to evaluate creative language translation
- No parallel data for pun translation exists
- step forward in the automation of humor localization

# Example

**ENGLISH - DETECTED** FRENCH ENGLISH ⌄  ⇄  ENGLISH **FRENCH** RUSSIAN ⌄

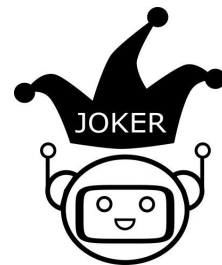That's the reason they're called lessons, the Gryphon remarked, because they lessen from day to day.  ✕

C'est la raison pour laquelle on les appelle leçons, remarqua le Griffon, parce qu'elles diminuent de jour en jour.

C'est la raison pour quoi l'on appelle ça des cours, fit observer le Griffon : parce qu'ils deviennent de jour en jour plus courts.

# Pilot tasks

- **Pilot task 1:**
  - Classify and explain a given punning construction in a proper noun or a neologism
  - Evaluation metrics:
    - Classification - accuracy
    - Explanation - exact match (against the gold-standard)
- **Pilot task 2:**
  - Translate a given punning construction in a proper noun or a neologism from English into French
- **Pilot task 3:**
  - Translate a given punning phrase from English into French
- **Unshared task:**
  - We welcome any submission that uses our data!

# Organizers

**Humanities**
- Radia Hannachi
- Benoît Jeanjean
- Gaëlle Le Corre
- Élise Mathurin
- Mohamed Saki
- Adrien Couaillet
- Ludivine Grégoire
- Orlane Puchalski

**AI**
- Liana Ermakova
- Anne-Gwenn BOSSER

- Sílvia Araújo
- Fabio Regattin
- Monika Bokiniec
- Claudine Borg
- Ġorġ Mallia
- Gordan Matas

- Tristan Miller

# Thank you!

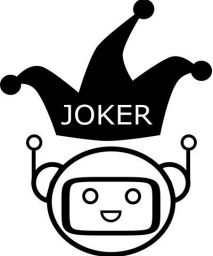# Questions? Suggestions?

# Participate in the JOKER pilot tasks !

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Twitter: **https://twitter.com/joker_research**

Google Group: **https://groups.google.com/u/4/g/joker-project**