


Languages & The Media

7th International Conference & Exhibition on Language Transfer in Audiovisual Media

Thursday, October 30, 2008

09:30 – 11:00	Opening		
	<p>Chairperson: Yves Gambier, University of Turku, Finland</p> <ul style="list-style-type: none"> • Brij Kothari, Indian Institute of Management, India <i>Let a Billion Readers Bloom: The Power of Bollywood Karaoke</i> • Alex Varley, Media Access Australia, Australia <i>New World Order... Exploiting the Global Media Empire to Expand Disabled Access</i> 		
11:00 – 11:45	Coffee Break		
11:45 – 13:15	Live Subtitling	Literacy	
	<p>Chairperson: Beatrice Caruso, SWISS TXT, Switzerland</p> <ul style="list-style-type: none"> • Saveria Arma, University of Naples Federico II / University of Bologna, High School for Interpreters and Translators, Italy <i>TV Respeaking-Based Subtitling: Quality and Quantity at the Cutting Edge</i> • Tijs Delbeke, University of Antwerp, Belgium <i>Live Subtitling with Speech Recognition. An Analysis of Text Reduction</i> • Pablo Romero Fresco, Roehampton University, UK <i>How to Wreck a Nice Beach ... Fast: Edited vs Verbatim Respeaking</i> • Pierre Dumouchel, CRIM, Canada <i>Respeaking Experience for Real-Time Closed-Captioning of TV Broadcasts</i> 	<p>Chairperson: Aline Remael, University College Antwerp, Belgium</p> <ul style="list-style-type: none"> • Noa Talaván, National University of Distance Education (UNED), Spain <i>Subtitles and Literacy: Can Subtitling be Applied to Foreign Language Education?</i> • Soledad Zárate, Imperial College London, UK <i>Literacy Skills for Deaf Children</i> • Jorge García, Gizer.net & Andoni Eguiluz, Gizer.net & University of Deusto, Spain <i>ACCE Project, Technology for the Creation and Use of Audiovisual Content in Language Learning</i> 	
13:15 – 14:30	Lunch Break		
14:30 – 16:00	Live Subtitling Panel	Language Challenges	Mediascape/A Cross-Section
	<p><i>The Challenges of Subtitling Live Television Events: Solutions and Frustrations</i></p> <p>Chairperson: James Gardner, Independent Media Support (IMS) Group, UK</p> <ul style="list-style-type: none"> • Andrew Lambourne, SysMedia, UK • Christiane Müller, ZDF, Germany • Thijs de Korte, Technicolor, The Netherlands 	<p>Chairperson: Jorge Díaz-Cintas, Imperial College London, UK</p> <ul style="list-style-type: none"> • Christina Witting Estrup & Amalie Foss, Denmark <i>Less is More - Why Condensation Matters</i> • Jenny Mattsson, Gothenburg University, Sweden <i>Well and you know in Subtitling: May Omission of Discourse Particles in Film Subtitling Exclude Viewers from Central Aspects of a Film?</i> • Kristijan Nikolic, University of Zagreb, Croatia <i>Identity of Croatian as a Language in Subtitling</i> 	<p>Chairperson: Yves Gambier, University of Turku, Finland</p> <ul style="list-style-type: none"> • Tiejun Gu, Communication University of China, China <i>A Brief Introduction to the Dubbing and Subtitling Trade in China</i> • Muhammad Y Gamal, University of New South Wales, Australia <i>Audiovisual Translation in the Arab World v.02</i> • Renata Mliczak, UK & Agnieszka Szarkowska, University of Warsaw, Poland <i>Accessibility of Audiovisual Translation In Poland</i>
16:00 – 16:30	Coffee Break		
16:30 – 18:00	Panel: The UK's Experience of High Levels of Access Regulation		
	<p>Chairperson: David Padmore, Red Bee Media, UK</p> <ul style="list-style-type: none"> • Wilf White - Head of External Policy for the BBC • Chris Higgs - Managing Director, ITFC • Dick Bates - RNID Media Access Group 		
18:00	Drinks Reception		

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Friday, October 31, 2008

09:30 – 11:00	Panel: Achieving Accessibility – Challenges for Broadcasters	
	<p>Chairperson: Mary Carroll, Titelbild Subtitling and Translation GmbH, Germany</p> <p><i>Panellists will include:</i></p> <ul style="list-style-type: none"> • Isabel Charleton, Radio Telefís Éireann, Ireland • Mark Harrison, MTV, UK • Izabela Künstler, Telewizja Polska, Poland • Gion Linder, SWISS TXT, Switzerland • Pere Vila, CCMA, Televisio de Catalunya, Spain 	
11:00 – 11:45	Coffee Break	
11:45 – 13:15	Tools	Audio Description
	<p>Chairperson: Jorge Díaz-Cintas, Imperial College London, UK</p> <ul style="list-style-type: none"> • Martin Volk, Universität Zürich, Institut für Computerlinguistik, Switzerland <i>The Automatic Translation of Film Subtitles. A Machine Translation Success Story?</i> • Maria Kasandrinou, Milton Bayer Communications Ltd., UK <i>A Translation Tool with a Difference</i> • Russ Wood, Softel, UK <i>Where Have All The Tapes Gone?</i> • Mike Wald, University of Southampton, UK <i>Using Speech Recognition Captioning to Enhance Multimedia Learning</i> 	<p>Chairperson: Bernd Benecke, Bayerischer Rundfunk, Germany</p> <ul style="list-style-type: none"> • Sabine Braun, University of Surrey, UK & Pilar Orero, Universitat Autònoma de Barcelona, Spain <i>Audiodescription with Audiosubtitling - An Emergent Modality of Audiovisual Localisation</i> • Cristóbal Cabeza Cáceres, Universitat Autònoma de Barcelona, Spain <i>Using Commercial Tools at University: Training and Research in Audio Description</i> • Aline Remael & Gert Vercauteren, University College Antwerp, Belgium <i>Translating AD from English into Dutch: A Case Study</i> • Juan José Martínez-Sierra, University of Murcia, Spain <i>The Audio Description of Humour</i>
13:15 – 14:30	Lunch Break	
14:30 – 16:00	New Formats and Platforms	Subtitling/Reception
	<p>Chairperson: Mary Carroll, Titelbild Subtitling and Translation GmbH, Germany</p> <ul style="list-style-type: none"> • Carmen Mangiron, Dublin City University, Ireland <i>Cultural Localisation in Video Games</i> • Lucy Amórtegui, Red Bee Media, UK <i>Reutilization of Language Assets Across Multiple Platforms</i> • Sharyn Hopkins, SDI Media Group, UK <i>Online Video: Moderate, Translate, Participate</i> 	<p>Chairperson: Yves Gambier, University of Turku, Finland</p> <ul style="list-style-type: none"> • Federico Spoletti, Sub-Ti Ltd, UK <i>Subtitling for International Film Festival</i> • Verónica Arnáiz Uzquiza & Anjana Martínez Tejerina, Grup de Recerca TransMedia Catalonia, Spain <i>Twofold Approaches on SDH Research: From Personal Information to Scientific Tools</i> • Loukia Kostopoulou, Aristotle University of Thessaloniki, Greece <i>Loss or Creativity in Film Subtitling: The Case of Audiovisual Humour</i>
16:00 – 16:30	Coffee Break	
16:30 – 18:00	Achieving Quality	Dubbing
	<p>Chairperson: Corinne Imhauser, ISTI-HEB, Belgium</p> <ul style="list-style-type: none"> • Ruth Griffiths, UK <i>Global Business – Local Access. Good-bye Quality?</i> • Estelle Renard & Florence Curet, ATAA, France <i>The Translator's Point of View: Good-bye Quality, Hello Quality!</i> • Jan Pedersen, Stockholm University, Sweden <i>A & B – Successful Collaboration Between Academia and Business</i> • Elena Di Giovanni, University of Macerata, Italy <i>Audiovisual Translators' Training and the Quest for Quality</i> 	<p>Chairperson: Frederic Chaume, Universitat Jaume I, Spain</p> <ul style="list-style-type: none"> • José Luis Martí Ferriol, Universitat Jaume I, Spain <i>Automation Tools Available for Audiovisual Translation: The Case of Dubbing</i> • Samuel Julien, Dizale, France <i>« REACHING THE HOLY GRAIL OF DUBBING » Quality of Dubbing: A Major Issue for Minority Languages ?</i> • Anna Matamala, Universitat Autònoma de Barcelona, Spain <i>Language Quality in Dubbing: A Comparison of Spontaneous Colloquial Language in Dubbed and Original Sitcoms</i> • Francesca Caracciolo, Università Cattolica di Milan, Italy <i>Analysis of a Case Study: The Dubbed Version of Roberto Benigni's Film "Pinocchio" in the United States</i>
18:00 – 18:15	Closing Remarks	