Media for All 5 conference workshops
Palace Hotel Dubrovnik, conference centre
Wednesday, 25 September 2013

5TH International conference
Media for All
Audiovisual Translation: Expanding Borders
25- 27 SEPTEMBER 2013, DUBROVNIK, CROATIA

Room	Workshop	Time
Mare II	**Workshop 1** **Dubbing: creating spontaneous-sounding dialogues** **Instructor: Rocío Banos** Rocío Baños is Practical Translation Coordinator at Imperial College London, where she teaches Audiovisual Translation and Translation Technology. She holds a PhD from the University of Granada, focused on spoken Spanish in dubbed and domestic situation comedies. Her main research interests lie in the fields of Translation Training, Localisation and Audiovisual Translation, especially in dubbing. She has taught modules on dubbing at Imperial College and at City University London, as a visiting lecturer. She has also delivered workshops on the prefabricated nature of fictional dialogue in the UK. **Summary:** Nowadays, it is widely acknowledged that dubbed and original audiovisual dialogue differ notably. However, the analysis and study of original audiovisual dialogue can help us to understand the nature of fictional conversation. The purpose of this workshop is to explore such differences and to learn and get inspiration from original audiovisual products in order to achieve natural-sounding dialogues when translating for dubbing. The workshop will start with an introduction to the characteristics of original fictional dialogue, and a discussion of typical features of fictional dialogue in English. The constraints of dubbing and the characteristics of its specific register in languages other than English will also be discussed. Practical activities will include the creation of a spontaneous-sounding dialogue in the participant's target language. If time allows, video editing software such as Windows Movie Maker will be used to record the dialogue. Although focused on dubbing, this workshop will also be useful for those interested in other AVT modalities (e.g. subtitling or voice-over) since it is based on some of the principles of dialogue writing.	10 – 13 **IMPORTANT: Please make sure that you don't register for two workshops that will be given at the same time. Three workshops will be given from 10-13 h and three from 14-17 h**
Mare III	**Workshop 2** **Hands-on Introduction to Subtitling**	10 – 13 **IMPORTANT: Please make sure that you don't register for two workshops that will be given at the same time. Three**

Media for All 5 conference workshops
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		workshops will be given from 10-13 h and three from 14-17 h
	Instructors: Mandana Taban and Adriana Tortoriello A translator, subtitler and lecturer of many years, **Adriana Tortoriello** is at present a part-time lecturer in Translation and Audiovisual Translation at Imperial College London. Her research interests focus on the relationship between verbal and nonverbal codes and semiotic cohesion in subtitling. Amongst her latest publications are "Funny and Educational across Cultures: Subtitling Winnie The Pooh into Italian", *The Journal of Specialised Translation* 6: 22-36 (2006), "Semiotic cohesion in subtitling: the case of explicitation", in Serban, A., A. Matamala and J-M. Lavaur (eds.) *Audiovisual Translation in Close-Up*, Bern: Peter Lang, 2011, and "Lost in subtitling? The case of geographically connotated language", in Bruti, S. and E. Di Giovanni (eds) *Audiovisual Translation Across Europe. An Ever-Changing Landscape*, Bern, Peter Lang, 2012. **Mandana Taban** is a freelance subtitler, translator and lecturer of subtitling at the Center for Translation Studies at Vienna University. **Summary:** The first part of this workshop will be devoted to an overview of the interaction between text and images, the technical issues that constrain subtitling in terms of time and space, and the different conventions applied in what is considered standard practice in interlingual subtitling, and examples of strategies such as segmentation, condensation and reformulation will be offered. In the second part, the participants will have the opportunity to carry out some of the tasks pertaining to subtitling by working on some clips taken from authentic material and following the appropriate limitations imposed by the medium. *EZTtitles*, a state-of-the-art professional subtitling program, will be demonstrated so that the attendees can experience hands-on the technical and technological dimensions of subtitling. **Important:** All participants are kindly asked to bring their own laptops to the workshop. They will download the software on their computers before arriving to Dubrovnik. Instructions will be provided by Ms Taban and Ms Tortoriello	
Mare IV	Workshop 3 **Audio description: More than words**	10 – 13 IMPORTANT: Please make sure that you don't register for two workshops that will be given at the same time. Three workshops will be given from 10-13 h

Media for All 5 conference workshops
Palace Hotel Dubrovnik, conference centre
Wednesday, 25 September 2013

		and three from 14-17 h
	Instructor: Aline Remael **Aline Remael** PhD, is professor in Translation Studies and Audiovisual Translation at the Department of Translators and Interpreters of Artesis University College. Her main research interest is in audiovisual translation (intralingual and interlingual subtitling, live subtitling with speech recognition and audio description), she has published extensively on the subject (e.g. in The Translator, Journal of Specialised Translation and Perspectives in Translatology) and is involved in three funded AVT research projects. She is the co-author of Audiovisual Translation: Subtitling (St Jerome, 2007) with Jorge Díaz Cintas, a member of the TransMedia international. ## Summary: This workshop targets academics, teachers, students and translators with a basic theoretical and/or practical knowledge of audio description for fiction film and television. They are expected to have a basic insight into the fundamental challenges of AD and current guidelines. This workshop will make use of a number of film clips, exemplifying some specific challenges, more particularly choices that audio describers have to make with regard to: - Content selection in terms of cinematic time, cinematic space and character description - The relevance of film techniques and how to render them in words - Technical constraints limiting the describer's choices Some clips will be used for analysis and discussion and some will be used for hands-on description exercises. Participants will be expected to propose solutions for specific problems and evaluate each other's solutions. We will draw on findings from the ADLAB project (Audio Description: Life Long Access for the Blind; adlabproject.eu) by way of input for the discussion. The focus will be on the AD scriptwriting stage and this will be linked to the genre of the film to be audio-described. All film clips will be in English. **Important:** Participants are kindly asked to bring their own laptops with VLC/Media Player and Word.	
Mare II	**Workshop 4** **Accessible Communication for**	14 – 17 **IMPORTANT: Please make sure that you don't register for two workshops that**

Media for All 5 conference workshops
Palace Hotel Dubrovnik, conference centre
Wednesday, 25 September 2013

	Inclusive Museums	will be given at the same time. Three workshops will be given from 10-13 h and three from 14-17 h
	Instructor: Josélia Neves	
	Josélia Neves has a degree in Modern Languages and Literatures, a MA in English Studies and a PhD in Translation Studies, with a dissertation on Subtitling for the Deaf and the Hard of Hearing. She has carried out a number of projects within the field of sensory accessibility, involving Portuguese broadcasters, distributors and Deaf or blind viewers and has published widely in the domain of SDH and AD. She has recently concluded a post-doctoral research project in inclusive communication in museums at Imperial College London.	
	Summary:	
	Museums, in the 21st century, are seen as cultural venues where knowledge is shared in an educational and entertaining manner. Going to a museum must be both an informative and entertaining experience regardless of the nature of its collection and the visitor's profile. Thoughtful communication strategies that take into account that each visitor is unique and has „special needs" will guarantee the rewarding experince to all. In this workshop we will look into practical multissensory communication strategies – using conventional and less conventional audivisual translation strategies – to achieve solutions that will appeal to all learning styles and inlcude people with sensory or intellectual disability.	
	Important: Participants are kindly asked to bring their own laptops	
Mare III	**Workshop 5**	14 – 17
	Accessible Filmmaking: Theory and Practice	IMPORTANT: Please make sure that you don't register for two workshops that will be given at the same time. Three workshops will be given from 10-13 h and three from 14-17 h
	Instructors: Pablo Romero-Fresco and Alastair Cole	
	Pablo Romero Fresco is a Reader in Audiovisual Translation and Filmmaking at the University of Roehampton (London). He also teaches at the MAs in Audiovisual Translation at Universidad Autònoma de Barcelona (Spain) and University of Macerata (Italy). He is the author of the book *Subtitling through Speech Recognition: Respeaking* (2011) and a member of the first Focus Group on Audiovisual	

Media for All 5 conference workshops
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Wednesday, 25 September 2013

Media Accessibility organised by the United
Nation's ITU. As a member of the research group
CAIAC/Transmedia Catalonia, he coordinated the
subtitling part of the EU-funded project DTV4ALL.
Pablo is also a filmmaker. His first documentary,
Joining the Dots (2012), about audiodescription, was
screened during the 69th Venice Film Festival and
selected for four other international festivals. His
second documentary, *Brothers and Sisters* (2012),
about education in Kibera (Kenya), was published by
the Spanish newspaper El País in 2013 along with
the feature article *Levantarse en Kibera*and the short
film *Joel* (2012).

Alastair Cole is a creative documentary filmmaker and
PhD Candidate in Trans-Disciplinary Documentary
Film at the University of Edinburgh. His academic
work sits within practice based research and focuses on
subjects surrounding language, literacy,
multilingualism and language ideologies. It aims to
combine academic approaches to linguistic
anthropology with creative documentary film based
research. He is also the founder of Edinburgh based
documentary film production company Tongue Tied
Films (www.tonguetiedfilms.co.uk). His previous films
have been broadcast in 27 countries and have screened
at 30+ festivals around the world, including twice at
Critics Week at the Cannes Film Festival, France. He
is also the co-author of the book *Learning Through
Film: Human Rights in Scotland* (2011). He is
currently completing a feature documentary filmed
over 12 months in Zambia in 2012, looking at the
dilemma of multilingualism and language ideology in
the country.

Summary:

Having made great progress in terms of quantity and
even quality over the past decade, the fields of
audiovisual translation and media accessibility and its
main services, dubbing, voice-over, subtitling and
audiodescription, are still an afterthought in the
filmmaking process. This results in a lack of
consideration and investment in this area and
ultimately in a significant decrease in the visibility and
quality of these services.Drawing on the notion of
accessible filmmaking (Romero-Fresco 2013), the
present workshop aims to contextualise audiovisual
translation and media accessibility as part of the
filmmaking process and to explore the elements from
filmmaking and particularly from editing that can help
translators to become better professionals. The
workshop will first of all encourage the participants to
look beyond "story" when watching films and
preparing for the translation process, considering how
meaning is created through film language and visual
aesthetics. The participants will then be introduced to
the different stages involved in the filmmaking process,
both from a theoretical and a practical point of view.
Special emphasis will be made on the post-production
stage and particularly on editing with a view to making
films accessible to foreign viewers (dubbing, subtitling,

Media for All 5 conference workshops
Palace Hotel Dubrovnik, conference centre
Wednesday, 25 September 2013

	voice-over) and viewers with hearing or visual loss (SDH, AD). At the end of the workshop, the participants will have acquired some of the basic skills required to - read films and understand the basics of film language; - organise themselves in groups and produce a (very) short audiovisual piece; - edit audiovisual material with a view to making it accessible to foreign viewers and hearing/ visually impaired audiences. **Important:** Participants are kindly asked to bring their own laptops	
Mare IV	**Workshop 6** **Sumat: Machine Translation Systems for Subtitles: A Hands-on Workshop** **Instructors:** Lindsay Bywood, Thierry Etchegoyhen, Mark Fishel,Yota Georgakopoulou, Gerard van Loenhout, Arantza Del Pozo, Dimitris Spiliotopoulos, Anja Turner, Darinka Verdonik, Martin Volk. **Summary** The market for interlingual subtitles has been strongly increasing in recent years, due to the rapid growth of multimedia content production, national and European linguistic policies, as well as market demands for multilingual content translation. The SUMAT project, funded through the EU ICT Policy Support Programme (2011-2014), explores the integration of statistical machine translation (SMT) into the subtitle translation workflow, as an additional means to meet these increasing market demands. Through collaboration between four subtitling companies and five technical centers, we have gathered subtitle corpora for nine European languages, trained machine translation systems for fourteen of the possible language pairs, developed an online system integrating the process and performed one round of evaluation which looked at the system's quality. In this workshop, we will first present the scope and methodology of the project, including the approach we used to collect and prepare aligned corpora for the	14 – 17 IMPORTANT: Please make sure that you don't register for two workshops that will be given at the same time. Three workshops will be given from 10-13 h and three from 14-17 h

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	fourteen language pairs, the statistical translation techniques that were developed and tested, and the evaluation metrics for the SMT systems that were built. In a second part, we will give attendees an opportunity to test the approach in real time, by going through the process of translating subtitles using the online machine translation system. This interactive session will be divided between small groups of users, with at least one project member attending to each group. With this workshop, we aim to provide a lively exchange platform, gather feedback on the system's usability and usefulness, and give attendees the possibility to have in-depth discussions on the project with members of both the subtitle companies and the technical centers. **Important:** Participants interested in testing the system are kindly asked to bring their own laptops	