

INTERNATIONAL CONFERENCE

MEDIA FOR ALL

COMPLEX UNDERSTANDINGS

8

17-19 JUNE 2019 STOCKHOLM, SWEDEN

Monday 17 June 2019

Pre-conference workshops

8.00-	Foyer Registration			
	Studio 1 (E299)	Studio 2 (E289)	Språkparken (E231)	Seminar room (E237)
9.00-12.00	Subtitling in Immersive Environments Workshop organizers: Mario Montagud, Chris Huges and Anna Matamala	Audio Description: The Visual Made Verbal Workshop organizer: Joel Snyder	Designing multisensory guided tours for art museums Workshop organizers: María Olalla Luque and Silvia Soler Gallego	Eye Tracking Analyses Pipeline for Research on Text and Visualization Workshop organizers: Krzysztof Krejtz
13.00-16.00	Audio Description in Immersive Environments Workshop organizers: John Paton, Enric Torres and Pilar Orero	Quantitative Research using R: Survey Design, Factor Analysis, and Applied Statistical Analysis Workshop organizers: Christopher Mellinger and Thomas Hanson	A professional organisation: what's in it for me? How to start an AV translators' association in your country and then create a set of quality standards - a workshop aimed at practitioners and students Workshop organizers: Amalie Foss, Estelle Renard, Henrik Walther-Johnsen and Miroslava Brezovska	Accessible Filmmaking in Practice: Translation and Accessibility in Collaboration with Filmmakers Workshop organizers: Pablo Romero-Fresco

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Tuesday 18 June 2019

8.00-	Foyer Registration			
8.45-9.45	Auditorium ^{*)} ^{o)} Opening & Welcome Vice-chancellor Astrid Söderbergh Widding Keynote speaker Jan-Louis Kruger Towards an understanding of AVT as multimodal mediation Chair: Jan Pedersen			
10.00-11.00	Auditorium MESA Panel Chair: David Millar	Bergsmannen Linguistics & Semiotics Chair: Yvonne Lindqvist	Spelbomskan ^{o)} Sociology Chair: Birgitta Englund Dimitrova	Mimer ^{o)} AVT and live performance Chair: Magnus Dahnberg
	Alex Yoffe, Nicky McBride, Per Naucler and Dave Bryant How the Media Industry's Needs are Evolving	Reglindis De Ridder "I hope you'll not try anything funny". Subtitling crime fiction for Belgian Dutch speakers Johan Franzon Should songs be transposed or translated? Songs manhandled and subtitles sung or read Agata Holobut and Monika Woźniak Stylometry Comes to Pemberley - Literary Style in Audiovisual Translation	Alexander Künzli Quality parameters and quality assurance in interlingual subtitling. A survey among professional subtitlers Wichaya Pidchamook Subtitling Against All Odds: How can Learning the Expectations of Different Stakeholders Help Subtitlers to Do Their Job? Tiina Tuominen Understanding the subtitling profession: Charting the history of subtitling through practitioner interviews	Pierre-Alexis Mevel Integrated, Immersive, Inclusiveness: Trialling immersive technologies in the creation of inclusive and integrated theatre for audiences across the deaf spectrum Mercedes Enríquez-Aranda and María-José Varela Salinas Audiovisual Accessibility and Translation in Cinema and Theatre: From Paper to Practice Aleksandra Ożarowska It's Not Over Until We Read What the Fat Lady Sings: Creating Surtitles for Modernised Opera Productions as an Example of Intersemiotic Translation
11.00-11.30	Galleriet Fika (Coffee break)			
11.30-12.50	Auditorium Respeaking Chair: Jorge Díaz Cintas	Bergsmannen Language learning Chair: Reglindis De Ridder	Spelbomskan ^{o)} Subtitling for the Deaf & Hard of Hearing Chair: Ulf Norberg	Mimer Subtitling & Localization Chair: Sara Van Meerbergen
	Annalisa Sandrelli, Elena Davitti and Pablo Romero-Fresco Interlingual respeaking (IRSP): triangulating quantitative and qualitative data across different subject groups Franz Pöschhacker and Aline Remael From Process to Profile: A Competence Model for Interlingual Live Subtitling Hayley Dawson Towards a research-informed training course in interlingual respeaking Zoe Moores Access for all = Training for all: Lessons learned from the Respeaking at Live Events research project	Marie-Noëlle Guillot Representational strategies across Romance and Germanic languages in subtitling: cross-cultural expressivity under the loupe [aka magnifying glass] Anastasia Beltramello Exploring the effects of combined subtitling and revoicing tasks on learners' L2 acquisition of multiword expressions Irene Ranzato Gender in the translation classroom	Adrián Fuentes-Luque and Pabsi Livmar González-Irizarry Subtitling for the Deaf and the Hard-of-Hearing in the Spanish-speaking Greater Antilles Belén Agulló The challenge of implementing SDH in immersive media: a reception study Mercedes Martínez-Lorenzo Subtitling for Social and Language Minorities Soledad Zarate Captioning puppet theatre	Hadjer Dib and Zineb Atia Audiovisual Misinterpretation: an overview of some French and Arabic Trump's Subtitling Alessandra Rizzo Collaboration and crowdsourcing in <i>Calais Children: A Case to Answer</i> . Subtitling strategies in documentary films Yingyi Zhuang From bug-catching to retranslation: the Chinese Marvel fans' subtitle campaign Mária Koscelníková Localization of Video Games into Less Widely Spoken Languages. Issue of Localization of Video Games into Languages Sharing

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				History (on the Example of Slovak-Czech Legislative Relations)
12.50-14.00	Galleriet Lunch			
14.00-14.30	Galleriet Poster Presentations			
14.40-16.00	Auditorium Accessibility Chair: Mary Carroll	Bergsmannen Dubbing Chair: Joséia Neves	Spelbomskan AVT Training Chair: Diana Sánchez	Mimer ^{o)} Audio Description Chair: Elisabet Tiselius
	Anna Matamala and Rocío Bernabé Caro Expanding the skills of media accessibility experts: easy-to-understand audiovisual content	Elena Di Giovanni and Serenella Zanotti Audiovisual retranslation: a reception study of redubs across space and time	Ella Diels Training in interlingual live subtitling from different perspectives: trainers, trainees and employers' perception. A survey study	Xi Wang Investigating New Technologies to Improve Accessibility and Visitor Experience
	Şirin Okyayuz and Berrak Firat Implications of co-accessibility: The Turkish MA Scene	Vincenza Minutella Translating non-native varieties of English and foreign languages in animated films. Dubbing strategies in Italy	Emilia Perez Translation service provision competence and AVT training	Aïda Regel Poulsen Accessible medias for people with hearing loss. Need for subtitling and speech to text AS WELL AS assistive listening system.
	Nazaret Fresno and María Rico Vázquez The Quality of Live Subtitling on Spanish Television	Anthony Esteban Maintaining Performance and Identity in Dubbing: A Technological Paradigm Shift	Rocío Bernabé Caro and Carlo Eugeni Bridging the gap between training and profession in real time subtitling	Sami Virtanen Benchmark example: Reflections and development of subtitling service in Finland 2011 - 2019
	Helena Santiago Vigata Exploring the hybrid mode audio description-audio subtitling in Brazil: a didactic experience	Simon Labate Dubbing language difference in Second World War films		Marga Navarrete I'll be your eyes: Does audiodescription make a difference to learners' speech?
16.00-16.30	Galleriet Fika			
16.30-17.50	Auditorium Accessible filmmaking Chair: Jan Pedersen	Bergsmannen ^{o)} Accessibility Chair: Birgitta Englund Dimitrova	Spelbomskan ^{o)} Interpreting & Respeaking Chair: Magnus Dahnberg	Mimer Accessibility & Multimodality Chair: Cecilia Wadensjö
	Serenella Zanotti Joining the dots between accessible filmmaking and archival research in AVT studies	Louise Fryer Accessible theatremaking: Let's do it like they do it in the movies	Karin Sibul The Core of Interlingual Simultaneous Theatre Interpreting	Katarzyna Sepielak and Dawid Wladyka Availability of accessible emergency preparedness online resources in South Texas
	Pablo Romero-Fresco Book, lights, action! The theory behind accessible filmmaking as applied to the documentary Where Memory Ends	Gian Maria Greco Media Accessibility and the Rise of Accessibility Studies	Pedro Castillo Simultaneous in Cannes, consecutive in Paris: Shifts in interpreting modality in live broadcast interviews	Catalina Jiménez Hurtado and Antonio Javier Chica Núñez OPERA Project: Accessibility to Leisure and Culture
	Joshua Branson Who's DAT? Director of Accessibility and Translation as a New Professional Figure	Aleksandra Kalata-Zawlocka Preparation strategies employed by sign language interpreters working in television settings	Hayley Dawson and Zoe Moores Setting up LiRICS: Live Respeaking International Certification Standard	Chun Liu An Exploration of the Role of Multimodality in the Expression of (Im)politeness in Chinese-Fansubbed Version of Modern Family Family Comedies
	Emmanouela Patiniotaki Accessible Arts: Emancipatory Research and Disability	Ulf Norberg and Ursula Stachl-Peier Respeaking in new realms - promises and risks	Kaisa Vitikainen Respeaking in Finland - the first steps	Riku Haapaniemi Translation and the materiality of texts: Adaptation of meaning within the formal constraints of an audiovisual text
19.00-	City Hall ^{o)} Reception			

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Wednesday 19 June 2019

8.00-	Foyer Registration			
8.45-9.45	Auditorium ^{*) 0)} Round Table on AVT localization Keynote speaker and chair: Agnieszka Szarkowska Participants: Allison Smith, Christoffer Forssell, Patrik Nilsson, Stavroula Sokoli and Amalie Foss			
10.00-11.00	Auditorium Panel Discussion Chair: Margherita Dore and Stavroula Sokoli	Bergsmannen Panel Discussion Chair: Noa Talaván	Spelbomskan Panel Discussion Chair: Reglindis De Ridder and Sara Van Meerbergen	Mimer ⁰⁾ Panel Discussion Chair: Lidia Best
	Panel members: Animmarn Leksawat and Leticia Tian Zhang Professional and Amateur AVT: Cross-Fertilisation and Complexities	Panel members: Laura Incalcaterra Mcloughlin, Alicia Sanchez-Requena and Valentina Ragni Audiovisual translation applications in the foreign language classroom	Panel members: Sharon Black, Elin Svahn, Lotta Ulfung and Henrik Bennetter Translating multimodal media for children in a glocal market: academia meets industry and public service	Panel members: Mia Ahlgren, John Paton and Alf Lindberg Universal Design and Accessibility: Nothing About Us Without Us
11.00-11.30	Galleriet Fika			
11.30-13.10	Auditorium Audio Description Chair: Anna Matamala	Bergsmannen ⁰⁾ Technology & Business Chair: Helena Bani Shoraka	Spelbomskan Linguistics and Semiotics Chair: Reglindis De Ridder	Mimer ⁰⁾ Subtitling Chair: Yvonne Lindqvist
	Jana Holsanova Making popular science accessible: Uncovering AD skills and competences Katrien Lieveois and Aline Remael The sound of suspense in French and English AD: Hunger Games: Catching Fire/L'embrasement Iwona Mazur A functional approach to audio description: Proposal of a framework Anna Jankowska AD decision making process - a look inside the describer's head Eli Tistelö, Lotta Lagerman, Maria Bleckur and Nico Psilander AudioDescription education and quality	Mara Campbell Incorporating speech recognition softwares into the workflow of a multilingual subtitling company Serenella Massidda Subtitling in the Fast Lane - The Future of Localisation Workflows Alexey Kozulyaev Cognitive audiovisual translation of transmedia projects - case studies and conclusions Cristina Valdés Relevance and creativity in translating promotional tourist audiovisual material Anke Tardel, Silke Gutermuth, Volker Denkel and Miriam Haggmann-Schlatterbeck Cognitive Load in Multimodal and Multilingual Text Processing: The impact of ASR and Post-Editing in Transcription Processes	Luca Valleriani Translating regionalised Upper-class English: Analysis of <i>The Prime of Miss Jean Brody</i> (1969) Francisca García Luque Can accents be used as a part of a translation strategy? The translation into Spanish of diatopic variation in the <i>Cars</i> saga Guillermo Parra Studying the effects of alcohol and drugs in cinema and their translation Vittorio Napoli "Would you please shut up?": (Im)politeness of requests in audiovisual translation	Pawel Aleksandrowicz Are literary translations useful in subtitling film adaptations of literature? Taniya Gupta "All This Song and Dance about Culture": A contrastive analysis of the translation of cultural references in the Spanish subtitling and dubbing of Indian cinema Serena Zuccheri The Chinese Fansub Version of <i>Gomorra - La serie</i> : How Chinese Fansubbers Handle Swearing Sijing Lu A Sociological Perspective on Self-mediated Fansubbing in China Nazaret Fresno and Katarzyna Sepielak Average Subtitling Speed or How to Compare Apples and Oranges
13.10-14.20	Galleriet Lunch			

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14.20-16.00	Auditorium ^{o)} Technology & Business Chair: Diana Sánchez	Bergsmannen History and censorship Chair: Helena Bani Shoraka	Spelbomskan ^{o)} Audio Description Chair: Christine Ericsson Nordgren	Mimer
	Sabine Braun and Kim Starr Comparing human and automated approaches to video description Łukasz Stanisław Dutka, Monika Szczygielska and Agnieszka Szarkowska Implementing live interlingual subtitling in live events: towards guidelines and technical protocols Matt Rickard Behind the scenes at Netflix Jing Han Subtitle Assessment at SBS TV Australia – Application of the FAR model Michael Stormbom Lingsoft	Carol O'Sullivan "Brilliantly done by Mai Harris": British subtitlers in the early decades of sound Valeria Giordano and Valentina Stagnaro A game of Taboo: black humour and manipulation in the Italian version of Game of Thrones Tiina Pöllu Censorship and resistance in audiovisual translation of the European movies in post-Stalinist Soviet Union Gabriela Scandura How the Dubbing Stole Christmas – Censorship in dubbed children's TV shows Alanoud Alsharhan The Effects of Netflix's Uncensored Policy in Subtitling Taboo Language from English to Arabic: A case study of Kuwait	Gabriela Ortiz The Audio Description of Silence. Results of the First Comparative Reception Study Conducted in Argentina Nina Reviere Contemporary Opera for All: a Practitioner's Report Elena Aleksandrova Age-oriented Audio Description Anita Fidyka Production of AD in 360° videos: results from usability tests Ashay Sahasrabudde Use of enacted audio description to improve film watching experience for visually impaired viewers	
16.00-16.30	Galleriet Fika			
16.30-17.30	Auditorium ^{o)} Reception Chair: Aline Remael	Bergsmannen Accessible Filmmaking Chair: Josélia Neves	Spelbomskan Multilingualism Chair: Elisabet Tiselius	Mimer ^{o)} Emotions in AVT Chair: Sara Van Meerbergen
17.40-18.30	Auditorium ^{*) o)} Closing Session: Complex Understandings Chair: Jorge Díaz Cintas Panel members: Panayota Georgeakopoulou, Allison Smith and Lindsay Bywood			
19.30-	Moderna Museet ^{o)} Conference Dinner Brought to you in cooperation with the Swedish Academy			



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Poster Presentations

Kristijan Nikolic

Reception studies of interlingual subtitles: do we now know what the viewer wants?

Riku Haapaniemi

Matter, form, and meaning: Adaptation of meaning within the formal constraints of a material text

Juan-Pedro Rica-Peromingo

The Spanish norms on linguistic accessibility vs. real informants: how hard-of-hearing and visually-impaired population evaluate audiovisual products

Rocío Bernabé Caro

Easy Accessibility Services: Parameters of a New Taxonomy

Peng Gao

How are Spanish cultural references from the TV series *El Ministerio del Tiempo* rendered in the Chinese fansubbing?

Patrícia Tavares da Mata and Helena Santiago Vigata

Activist Subtitling: The Importance of Marking the Sociolect in the Brazilian Documentary *Catadores De Historia*

Ismi Karantzi

Audio description from a linguistic point of view: a case study

Carla Botella

Houston, we have a problem: Mechanisms to detect and translate audiovisual intertextuality in animated TV series and films

Lisa Sanders

Lessons in semiotic subtitling: Comparing potential new models for subtitling to fansubs

Taniya Gupta

"Getting it Wright": A multimodal analysis of the visual-verbal interaction of semiotic codes in the Spanish translations of Edgar Wright's films

Eithar Alsallum

News Subtitling as a Site of Social Practice: A Bourdieusian Account

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