

Languages & The Media

9th international Conference on Language Transfer in Audiovisual Media

November 21 – 23, 2012 • Hotel Berlin, Berlin

Questions and Answers on Languages & The Media 2012

What is Languages & The Media?

Languages & The Media is a biennial international conference dedicated to the subject of language transfer in a changing media landscape, such as social networks, digital TV, DVD, cinema and theater. Specialists in the media business as well as the translation and interpreting industries will hold lectures and seminars and lead discussions and workshops in which current trends and the latest developments will be introduced.

New projects, best practices, research results and practical applications will enrich the learning experience of those attending the Conference. Topics include the latest developments in dubbing, subtitling, localization, audiodescription, voice-over and translation for the media. The ninth edition of Languages & The Media takes place November 21 - 23, 2012 at the Hotel Berlin in Berlin.

How did it all start?

The first Languages & The Media conference convened in 1996. The concept was - and remains – creation of a forum for experts in the field of language transfer in audiovisual media to discuss trends and changes. At the time it was launched, the Internet, video games and multimedia platforms were in their infancy. Yet some of the topics that came under scrutiny at the very first event - access to the media, quality standards of translation, subtitling, and dubbing - are just as important today as they were sixteen years ago. At this year's gathering, of course, the most topical issues will be addressed, while traditional ones will be brought up to date.

Who is the target audience?

The range of professions represented includes decision-makers in the field of languages in the media, distributors of audiovisual media products and services, producers of media programmes, website developers and translators, subtitling and dubbing companies, language industry specialists, researchers in media studies, as well as representatives of consumer organisations.

What can attendees expect from this year's Languages & The Media?

The Conference is a superb venue for sharing experiences, networking, and monitoring developments in the field of audiovisual translation: 236 professionals from 30 countries will be attending. The outstanding programme put together by the Steering Committee portends the most productive edition in what has proven to be a series of very well-received events. The lineup includes

- workshops on topics such as eye-tracking and audio description
- seminars addressing reception accessibility, the use of technologies, subtitling trends, and multilingualism
- panels concerning changing conditions as well as new technologies

No one interested in the international debate on universal access to the media should miss the 2012 Languages & The Media in Berlin.

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What is this year's theme?

This year's conference tackles the changing needs and profiles of translators in a technological society on the move. "Translating in Multilingual Communities?" is the main topic. A variety of sessions, presentations, workshops and discussions will focus on new developments in translation and the transfer of language in film and television, as well as in the context of computer games. From multilingual subtitling and voice-over to participatory audiovisual translation, Languages & The Media offers an extensive range of compelling topics for practitioners who need to know.

Technologies have opened up a dazzling array of novel possibilities in the translation process. Anyone working in the media should be aware of how the translation task is being transformed and what this means for business. Language professionals, including translators and interpreters, as well as firms and individuals who produce, market, or distribute audiovisual materials, will surely benefit from the expert and peer input and insight regarding the implications of the innovations.

The ninth Languages & The Media conference is the ideal place to identify current and future trends, to network and to learn about the many new opportunities offered by translation in multilingual communities embedded in dynamic technological environments.

Who is behind Languages and The Media?

The event is the brainchild of the Berlin-based firm ICWE, an international events and media company. We specialise in organising large-scale conferences and communication campaigns all over the world.

Our firm's focus is on producing high-quality communication material and organising events that act as a catalyst in the facilitation of knowledge exchange, in the development of communities of practice, and in fostering a better understanding of crucial issues in virtually every education-related realm.

ICWE arranges and coordinates international congresses that convene key players from a variety of professional communities, empowering participants to build and sustain an extensive and diverse personal network.

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Registration fees:

Standard EUR 400; Supporting organisations EUR 340; Students EUR 200

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