

Sprachen und Medien · Les langues dans l'audiovisuel

4<sup>th</sup> International Conference & Exhibition

# Languages & The Media

December 4 - 6, 2002 · Hotel Inter-Continental, Berlin

**Viewers, Languages and Marketing**

POST-CONFERENCE REPORT

Organised by:



ICWE

*Supported by:*

Bundesverband der Dolmetscher und Übersetzer (BDÜ)

Deutscher Schwerhörigenbund e.V. (DSB)

EUREKA Audiovisual

European Association for Studies in Screen Translation (ESIST)

European Society for Translation Studies (EST)

Fédération Internationale des Traducteurs (FIT-Media Committee)

Royal National Institute for Deaf People (RNID)

Seminario de Estudios sobre la Traducción Audiovisual y Multimedia (SETAM)

Société Française des Traducteurs (SFT)

TITELBILD Subtitling and Translation

Verband der Übersetzer und Dolmetscher (VUD)

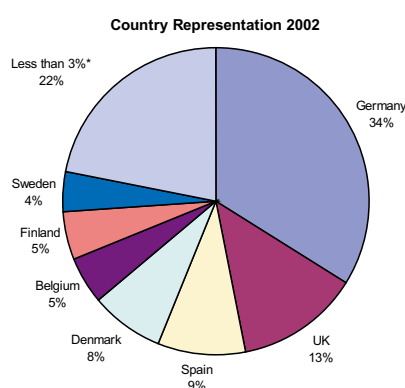
[www.languages-media.com](http://www.languages-media.com)

## THE EVENT

The fourth **Languages & The Media**, International Conference & Exhibition on Viewers, Languages and Marketing took place at the Hotel InterContinental from December, 4-6 2002. The steering committee was composed of Mary Carroll (TITELBILD, Subtitling and Translation GmbH) Germany, Yves Gambier (University of Turku) Finland and Corinne Imhauser (ISTI-HEB) Belgium.

## PARTICIPATION STATISTICS

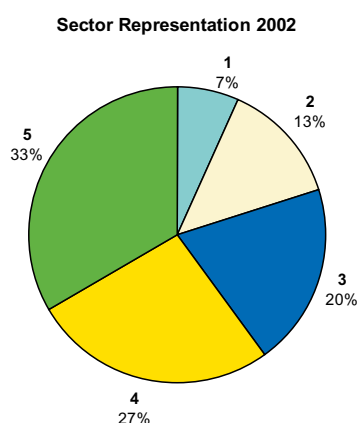
172 registered participants from 26 different countries spanning the continents of Australia, Africa, America and Europe took part in the conference.



\* *Australia, Austria, Bulgaria, Canada, Croatia, France, Greece, Israel, Italy, Latvia, The Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, South Africa, USA*

## SECTOR REPRESENTATION

- 1 = Representatives of consumer/viewer associations
- 2 = Distributors of audio visual media products and services, producers, and manufacturers of language technology and tools
- 3 = Decision-makers on language from the media ( film, television, video, dvd and radio)
- 4 = Experts, researchers and students in the field of media studies, translation and mass communication
- 5 = Subtitling, dubbing, translation companies



## CONFERENCE PROGRAMME

**Languages & The Media 2002** featured the work of 36 conference agenda participants, including presenters of pre-conference workshops, speakers, panelists and chair-people from 17 different countries as well as attendants with a variety of different professional backgrounds.

The conference agenda was created through a selection process involving both a public call for proposals and a thorough investigation of the international "language media sector", including the fields of activity already mentioned. The specific character of the conference evolves from the presence of representatives deriving from both areas – the academic and training sector as well as the business sector.

The agenda created with the support of the steering committee included 8 plenary sessions, 3 of which were conceived as panel discussions, 1 parallel session and 6 workshops.

**Plenary speakers** on Thursday, December 5 included Yves Gambier (University of Turku) Finland, who introduced the presentation of 2 practical examples from the media market: George Owen Jones (University of Aberystwyth) Wales, spoke about minorities in the media marketplace with respect to the Welsh and the Breton case. Lesibana Rafapa (Pan South African Language Board) South Africa, introduced a study on the relationship between literacy and subtitling in South Africa (a country with a literacy rate of less than 50%).

The presentations led to very interesting questions and contributions that were especially raised by radio and TV representatives from Scandinavia.

The second session dealt with viewers and adaptation. Four very different cases were presented, "Same film, different subtitles. Media-defined constraints vs. personal choices in subtitling" by Henrik Gottlieb (University of Copenhagen) Denmark and "Business vs. language rights on South African Television" by Lesibana Rafapa, Pansalb, South Africa. Eva Akerberg (Sverige Television, Department of Translation) Sweden spoke about "Correct, True to Life and Under-



*standable – Subtitles as the Viewers Guide to a New Reality.”*

The fourth case included a presentation that was held by Øystein Nordang focussing on the subject of establishing subtitling standards in Bulgaria. He was also represented at the accompanying exhibition with his subtitling company Bulgarski Text Ltd.

The afternoon sessions, introduced by Mary Carroll, (TITEL-BILD) Germany dealt with Language Transfer for the Deaf, the Hard-of-Hearing and Sight-Impaired Audiences.

Both sessions were interpreted into sign language by Joana Martin, who did a wonderful job and ensured the interaction between hearing and hard-of-hearing participants.

Contributions were made by Bernd Benecke, who

delivered a very interesting insight into his work as full-time audio description editor at Bayerischer Rundfunk, Germany. Bayerischer Rundfunk is the first broadcaster in Germany to start a regular and self-financed audio description programme. It is the only TV station in Germany with a full time audio description editor, also being involved in the training programmes offered by the station to audio description authors in order to guarantee high-quality standards in this audio visual language field. Juliane Möck, Germany, spoke about subtitles for the deaf and the hard of hearing – and furthermore featured an outline of the corresponding situation in Germany. The presentation of Joselia

Neves (Instituto Politécnico de Leiria) Portugal, concentrated on the question of catering for the hard-of-hearing on Portuguese television whereas Albert Rico Busquets presented the corresponding situation in Catalonia. The plenary was highly frequented and was not only attended by nearly all conference participants but also by Deaf and hard-of-hearing participants who had registered for these two sessions only.

Chas Donaldson (SDI-Media Group) UK chaired the ensuing panel on Screen Translation for the Deaf and the hard-of-hearing. He briefly introduced the work and aims of RNID (Royal National Institute for Deaf People), UK. Panelists included George Montgomery, Kate Farrell, both Donaldson’s College, Scotland and Mary Ann Slavich (SBS) Australia, who outlined the latest approvals of the Australian government concerning subtitles for the Deaf and hard-of hearing in Australia.

The session gave a highly qualified outline of the raise of awareness of deafness and hearing loss, different services provided in different European countries as well as social, medical and technological research and development. It finally ended with a lively discussion, which continued during the drinks reception afterwards.

The second conference day started with the panel “Language and International Broadcasting”, opened by Corinne Imhauser (ISTI-HEB) Belgium. Speakers included Diana Cioponea (Eureka) Belgium, Dagmar Engel (Deutsche Welle) Germany, Ann Grossi (EBS Europe by Satellite, European Commission) and Emmanuel Heyd (Broadcasting Consultant) France.

The session was dedicated to the different language policies, goals, markets and forms of language transfer favoured by satellite broadcasters. Another element were some highly interesting extracts from satellite TV programmes that were presented to the attendants screened, showing the impact that new technologies on international broadcasting and cultural diversity.

It was followed by a parallel session with emphasis on “Education and Screen Translation”, chaired by Henrik Gottlieb. Speakers also included Laura Santamaria (UAB) Spain who dealt with the adaptation of new software to the virtual translation class. Corinne Imhauser gave an overview of training and research and Jorge Diaz-Cintas (University of Surrey) UK spoke about the training situation in England. “Audience and Distribution” chaired by Jan Ivarsson (TransEdit) Sweden was devoted to the issue of subtitling and dubbing. Brigitte Widler (University of Vienna) Austria presented her study on subtitled films in Austria and their target audience. Verena Blümner, Germany introduced how the deed is done in dubbing, including her own practical experience.



Delia Chiaro and Rachele Antonini (University of Bologna) Italy delivered a very vivid insight into their work that focussed on the issue of dubbing on Italian TV using excerpts from animated films (poorly) dubbed into Italian and thereby stressed the trade-off between quantity and quality.

“DVD and its impact on the Language Industry” was chaired by Sara Hildebrandt (TITELBILD Subtitling and Translation GmbH) Germany with Matthias Müntefering (Deutsche Synchron Filmgesellschaft mbH) Germany, Peter Lindörfer (4pictures international media services) Germany, Mary Carroll (TITELBILD Subtitling and Translation GmbH) Germany and Karsten Rentz (digital images GmbH) Germany. It was a highly entertaining panel with very interesting presentations offering the participants the possibility to gain insight on how DVDs are changing the language, subtitling and dubbing industry.

The final session „Quality and management“, chaired by Yves Gambier consisted of Christina Witting-Estrup (University of Copenhagen) Denmark who spoke about quality in DVD subtitling and the authorization of subtitles. Adriane Rinsche (Language Technology Centre) UK introduced the LTC- organiser and Pavlos Liassides (Lumière Cosmos Communications S.A.) Greece dealt with the interesting concept of E-work for screen translators. He stressed the growing need of multilingualism and qualitative translation in the subtitling industry. The concept of e-work will enable subtitlers to work from home. Subtitling companies will be able to employ translators from all over Europe who will translate into their native language from their homes. This will ensure the high quality of subtitles and will furthermore create a new employment position throughout the EU.

## PRE-CONFERENCE WORKSHOPS

- Subtitling for the Deaf and the hard-of-hearing
- The Whys and Hows of Revision
- Curriculum Development in Screen Translation
- Audiodescription – What it is and How it is done
- Fernsehdolmetschen/Interpreting on TV
- Computer-assisted Management of Multilingual Media Projects

As well as providing discussion and reflection opportunities, the six optional pre-conference on December 4th offered participants an intensive introduction to conference topics as well as vital hands-on opportunities for the development of practical skills. This year the workshops enjoyed a great popularity, the number of registrations exceeded the number of places available.

## SUPPORT

**Languages and the Media 2002** was supported by the following organizations:

- Bundesverband der Dolmetscher und Übersetzer (BDÜ)
- Deutsche Synchron Filmgesellschaft mbH
- Deutscher Schwerhörigenbund e.V.
- Eureka Audiovisual
- European Association for studies in Screen Translation (ESIST)
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- Société Française des Traducteurs (SFT)
- TITELBILD Subtitling and Translation GmbH, Berlin
- Verband der Übersetzer und Dolmetscher (VÜD)

## EXHIBITORS

The conference was accompanied by a parallel exhibition which featured 9 exhibiting companies: Pan South African Language Board, S. Africa, Sysmedia, UK, Softel Ltd., UK, TitleVision, Denmark, FBO, Denmark, NaVio, Denmark, Bulgarski Text Ltd, Bulgaria, The Language Technology Centre Ltd, UK, Cavena Image Products AB, Sweden, TITELBILD Subtitling and Translation GmbH, Germany.

## CONCLUSION

Languages & The Media 2002 was characterized by the extent to which it attracted practitioners and experts from around the globe, the quality and breadth of the conference programme and the extent to which new and returning participants were integrated into the friendly conference community. The conference agenda included practical as well as academic issues both of which were treated intensely within the scope of the different sessions. The plenary sessions were thought-provoking and stimulating thus setting the scene for lively discussions and debates amongst participants. Both the academic as well as the business world being present at the conference contributed to its highly specific character.