

5th International Conference & Exhibition
on Language Transfer in Audiovisual Media

Languages & The Media

November 3 - 5, 2004 · Hotel InterContinental, Berlin

**New Markets,
New Tools**

POST-CONFERENCE REPORT

Supported by:

European Association for Studies in Screen Translation (ESIST) ·
European Society for Translation Studies (EST)
Fédération Internationale des Traducteurs (FIT) · Société Française
des Traducteurs (SFT) · TITELBILD Subtitling and Translation

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International Conferences,
Workshops and Exhibitions

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THE EVENT

The 5th **Languages & the Media**, an international conference and exhibition on Language Transfer in Audiovisual Media, took place at Berlin's Hotel InterContinental from November 3–5, 2004. 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.



CONFERENCE PROGRAMME

The conference agenda was created through a selection process involving both a public call for proposals and a thorough investigation of the international media sector. On the agenda were 36 contributions covering eight very diverse themes. **51 speakers** from **13 countries** gave presentations on their areas of expertise for an international audience of **193 participants** from **25 countries**.

PRE-CONFERENCE WORKSHOPS

The prelude to the event consisted of a Pre-Conference day, where six workshops with a limited number of participants were held & the following themes were worked on intensively.

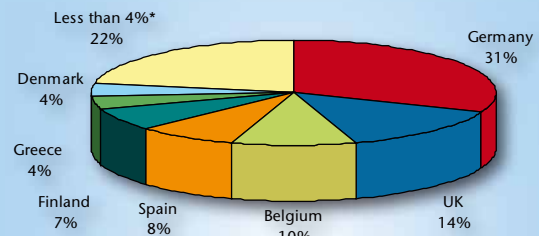
- Translation Tools and Subtitling Software – Common Interests or a World Apart?
- Curriculum Development for Subtitling Courses
- Spoken Pictures – How Audio Description helps the Blind and Visually-Impaired
- E-Learning in Audiovisual Translation
- Translation for Dubbing
- News in Motion – What you see is what you get! Sign Language Interpretation on TV



CONFERENCE STATISTICS

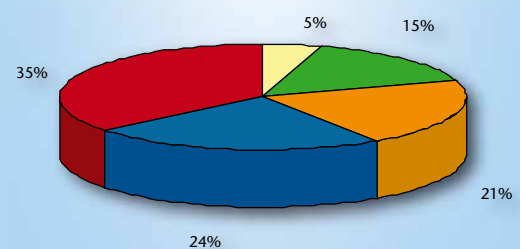
PARTICIPATION STATISTICS

193 participants from 25 countries.



* Austria, Brazil, Bulgaria, Croatia, France, India, Ireland, Israel, Italy, Nepal, Norway, Poland, Portugal, South Africa, Sweden, Switzerland, The Netherlands, USA

SECTOR REPRESENTATION



- Representatives of consumer/viewer associations
- Distributors of audio visual media products and services
- Decision makers on language from the media
- Experts, researchers and students in the field of media studies
- Subtitling, dubbing, translation companies

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CONFERENCE AGENDA

With this year's larger choice of parallel sessions (six altogether), there have been important structural changes in the biennial event in comparison to 2002. The programme consisted of four plenary sessions alternating with six parallel sessions, thus expanding the number of panels.

Thursday

The conference opened on Thursday with two consecutive plenary sessions regarding **E-Tools and Translation**. In her presentation, **Minako O'Hagan from Dublin City University** dealt with the characteristics of translations of video games as a gateway between Subtitling, Dubbing and traditional Localisation, which she illustrated impressively through the example of Final Fantasy Games from Japan. **Andrew Labourne from SysMedia** gave a talk based upon his long experience in the area of development of translation aids – called E-Tools – and discussed the subject of automatic voice recognition in depth.

The contributions of the speakers from the MUSA project were received with great interest. The MUSA project aims at the creation of a multi-modal, multi-lingual system that converts audio streams into text transcriptions, generates subtitles from these transcriptions & then translates the subtitles into other languages. The project partners presented the latest developments in the area of automatic subtitling, which was followed by a discussion of current results of this research project. A lively exchange then ensued about the aim and benefit of the new technology and possible consequences for professional translators in the audio-visual media sector.

The subject **Access to Audiovisual Media for the Deaf and Hearing-Impaired** generated considerable enthusiasm, as it had two years ago. **Simone Scholl from the University of Hamburg** elated the audience with her critical survey of the range of programmes for the deaf and hearing-impaired in Germany by means of humorously nudging the weaknesses and barriers that members of this target group often encounter. Ms. Scholl also alternated with Joanna Martin in interpreting some of the papers into sign language to ensure the interaction between hearing and hearing-challenged participants. The contribution of **Laura Santamaría from the Universitat Autònoma de Barcelona** gave an overview of the New Guidelines for New Readers.

For the first time at **Languages & the Media**, there was a session dealing with **Surtitling**, which was received well by the participants. The presentations ranged from scientific reflections about the theme to practical examples from the international theatre and opera production.

Eduard Bartoll from the Universitat Pompeu Fabra in Barcelona elucidated why Surtitling in Theatre productions is considered a new challenge for the science of translation. In the lecture held by **Jonathan Burton from the Royal Opera House** in London, fundamental questions about the practice of Surtitling as well as the special requirements and conditions of Surtitling in performance were illustrated through precise examples. **Markus Luchsinger from spielzeiteuropa of the Berliner Festspiele** elaborated the artistic aspect of Surtitling as the "most important incidental" in international theatre.

The manifold themes of the first conference day offered plenty of stimuli for conversation and discussion, which continued at the drinks reception. The opportunity to socialise with colleagues from different trade branches was used to the fullest advantage and received numerous favourable comments.



SUPPORT

Languages & the Media was supported by the following organisations:

- ARTE
- Associazione Dialoghisti adattatori cine-televisi – AIDAC
- Assoziierte Übersetzer und Dolmetscher – ADÜ Nord
- Australian Interactive Media Industry Association – AIMA
- Berufsverband der Gebärdensprachdozenten Berlin/Brandenburg e.V. – BGDBB
- Bundesverband der Dolmetscher und Übersetzer BDÜ
- Deutsche Welle
- European Association for Studies in Screen Translation – ESIST
- European Society for Translation Studies – EST
- Fédération Internationale des Traducteurs – FIT Media Committée
- Royal National Institute for Deaf People – RNID
- Societé Francaise des Traducteurs – SFT
- TITELBILD Subtitling and Translation



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Friday

The second conference day was launched with two parallel sessions. In **Jacques Delmoly**, **Languages & the Media** was able to enlist a representative from the European Commission. In his presentation, held against the background of the enlarged European Union, Mr. Delmoly discussed the demand for linguistic reform (a new linguistic policy) in the media. **Jan-Luis Kruger and Haidee Kruger** presented a research project about the role of Subtitling in promoting multi-lingualism in South Africa, focussing on the three marginal-but-official languages of the country: Tshivenda, Siswati and Xitsonga.

In the Session on Training up-to-date programmes and experiences on training with new technologies were introduced.

As in previous years, the latest developments in the areas of subtitling and synchronisation were presented at **Languages & the Media**, and two sessions covered the topics of **Audiovisual Translation Practice and Dubbing**. In his presentation, **Jan A. Pedersen** focused on the question of standardisation in the practice of subtitling. **Diana Sánchez**, project co-ordinator for the Spanish Subtitling firm Imaginables Inc., described the varying conditions in the production of 35mm films and DVDs and called for a stronger control of quality with regard to the rapidly changing market requirements.

The parallel programme was concluded with a session about **audio-description** in which internationally accredited experts from the audio-descriptive branch of the film industry established a basis of conditions for this relatively young discipline. The sessions were punctuated by numerous questions concerning the latest technical trends in the field of film description for the blind and visually-impaired.

Bernd Benecke, editor of audio-descriptive films at the Bayerische Rundfunk added the technical aspect of audio-description by means of concrete examples. **Joel Snyder**, Director of Described Media – National Captioning Institute USA attended to issues from the practice and intermediation (knowledge transfer) of film descriptions. In doing so, he drew upon his experience as one of the pioneers of audio-description in the USA. The contributions concerning the subject of audio-description were directed at specialists from the field and audio-describers, as well as blind and visually-impaired film enthusiasts, as well as all those curious to find out more about this subject.

CLOSING PLENARY

The conference concluded with a panel of experts consisting of **Mary Carroll**, Titelbild GmbH, Germany, **Ruth Griffins**, BBC Broadcast Ltd, UK, **Haidee Kruger**, North-West University, South Africa, **Matthias Müntefering**, Deutsche Synchron, Germany, **Stelios Piperidis**, Institute for Language and Speech Processing, Greece and **Aline Remael**, Hogeschool Antwerpen, Belgium. The title of the session was New Markets, New Tools, and it was very enthusiastically received.

CONCLUSION

The international mixture of speakers and participants, as well as the broad range of contributions about language transfer in the audiovisual media made **Languages & the Media 2004** a very special event in the media branch and added to the event's string of successes.

Languages & the Media covered the current practices and crucial issues of language transfer in audiovisual media and offered insight into what's in the pipeline, and how this will affect the field both Europe-wide and globally. Participants commented repeatedly that the numerous contributions were extremely informative and offered a broad range of impulses that were discussed in an open-minded, professional, cross-cultural and intersectoral atmosphere. The overall assessment of both participants and speakers was that the conference had been effective and absolutely worthwhile.

EXHIBITORS

The conference was accompanied by a parallel exhibition that featured the following companies:

- Bulgarski Text, Bulgaria
- Cavena Image Products AB, Sweden
- Hörfilm e.V.- Vereinigung Deutscher Filmbeschreiber, Germany
- The Language Technology Centre Ltd, UK
- Titelbild Subtitle and Translation GmbH, Germany
- SDI Media, UK
- SHM Broadcast GmbH, Germany
- Softel Ltd, UK
- SysMedia Ltd., UK



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