

# INTERNATIONAL CONFERENCE MEDIA FOR ALL 9

## PROGRAMME

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### Pre-conference workshops: Wednesday, 27 January 2021

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The expected length of the workshops is 2 hours. There is no limited number of participants.

<b>Available at 9.30 CET</b>	<b>Reaching MARS: Accuracy and rapidity in real-time subtitling</b> Organisers: <b>Carlo Eugeni</b> (SSML - Pisa), <b>Wim Gerbecks</b> (Velotype), <b>Silvia Velardi</b> (SSML- Pisa), <b>Julia Borchert</b> (ZDF Digital)
<b><i>Break (11:30-12:00)</i></b>	
<b>Available at 12.00 CET</b>	<b>Towards a more accessible digital media content</b> Organiser: <b>Estel·la Oncins</b> (Universitat Autònoma de Barcelona)

**Please remember that in the afternoon you can attend a free EASIT event.**

## Day 1: Thursday, 28 January 2021

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<b>Available at 09.15 CET</b>	Welcome address by <b>Anna Matamala</b> (TransMedia Catalonia, Universitat Autònoma de Barcelona)			
<b>Available at 09.30 CET</b>	<p><b>KEYNOTE 1</b></p> <p><b>Shadi Abou-Zahra</b> (W3C Web Accessibility Initiative): Web and broadcast: The birth of exciting technologies</p> <p>Chair: <b>Pilar Orero</b></p>			
<b>Break (10:30-11:00)</b>				
<b>Available at 11:00 CET</b>	<p><b>PANEL 1. ACCESSIBILITY FOR MIGRANTS AND REFUGEES</b></p> <p>Coordinated by <b>Pilar Orero</b> (Universitat Autònoma de Barcelona).</p> <p>With: <b>María Jiménez-Andrés</b> (Universitat Autònoma de Barcelona), <b>Oriol López</b> (Universitat Autònoma de Barcelona), <b>Teresa Sordé-Martí</b> (Universitat Autònoma de Barcelona), <b>Javier Rodrigo</b> (Universitat Autònoma de Barcelona) and <b>Mikel Zorrilla</b> (Vicomtech)</p>			
	<p><b>SESSION 1. VIDEOGAMES</b></p> <p>Chair: <b>Estel-la Oncins</b></p> <p><b>Itziar Zorrakin-Goikoetxea</b> (University of the Basque Country): Videogame localization: from development to the end user experience.</p>	<p><b>SESSION 2. CREATIVITY AND TRANSCREATION</b></p> <p>Chair: <b>Paula Igareda</b></p> <p><b>Pierre-Alexis Mével</b> (University of Nottingham): Accessible paratext: actively engaging (with) D/deaf audiences.</p>	<p><b>SESSION 3. AUDIO DESCRIPTION</b></p> <p>Chair: <b>Anna Jankowska</b></p> <p>*<b>Ulla Bohman</b> (Boarve Konsult AB): Easy-to-Read facilitates audio descriptions.</p>	<p><b>SESSION 4. TRAINING</b></p> <p>Chair: <b>Juan Pedro Rica</b></p> <p><b>Noa Talaván</b> (Universidad Nacional de Educación a Distancia), <b>Pilar Rodríguez-Arancón</b> (Universidad Nacional de Educación a Distancia): Subtitling short films to improve writing and translation skills.</p>

	<p><b>Victória Albuquerque Silva</b> (Universidade de Brasília): There is a place for accessibility in the games.</p> <p><b>María Eugenia Larreina</b> (Universitat Autònoma de Barcelona), <b>Carme Mangiron</b> (Universitat Autònoma de Barcelona): Fun for All: Exploring new ways to improve game accessibility for blind players.</p> <p><b>Julie Pigeon</b> (Université du Québec en Outaouais): You have rules... so what? Neologisms and anglicisms in video games localized for the French-Canadian market.</p>	<p><b>Rocío Inés Varela Tarabal</b> (Universidade de Vigo): Creative subtitles: using typographic design to convey extra meaning.</p> <p><b>Ana Tamayo</b> (University of the Basque Country): Accessible filmmaking and sign language (interpreting): from standardization to creativity.</p> <p><b>Oliver Carreira</b> (Pablo de Olavide University): Defining transcreation from the perspective of professionals: the DTP survey.</p> <p><b>*Èlia Sala</b> (Universitat Pompeu Fabra): CREACTIVE: Haute couture subtitling.</p>	<p><b>Graça Bigotte Chorão</b> (Porto Polytechnic Institute): The audio description of humour: an exploratory study.</p> <p><b>Kim Starr</b> (University of Surrey), <b>Sabine Braun</b> (University of Surrey), <b>Jaleh Delfani</b> (University of Surrey): The sentient being's guide to automatic video description: a six-point roadmap for building the computer model of the future.</p> <p><b>Maarit Koponen</b> (University of Turku), <b>Maija Hirvonen</b> (Tampere University &amp; University of Helsinki): Machine-assisted subtitling and audio description: experiences from a project and a look into the future..</p>	<p><b>Jennifer Lertola</b> (Università del Piemonte Orientale): Exploring audiovisual translation in vocational education and training: free commentary in teacher training.</p> <p><b>Senne M. Van Hoecke</b> (University of Antwerp), <b>Iris Schrijver</b> (University of Antwerp), <b>Isabelle R. Robert</b> (University of Antwerp): The relation between subtitle reading, cognitive load and comprehension in Emi lecture.</p> <p><b>Florencia Fascioli Álvarez</b> (Universidade de Vigo &amp; Universidad Católica del Uruguay): Accessible filmmaker: towards the definition of a professional profile.</p>
<b>Break (13:00-14:00)</b>				
<b>Available at 14:00 CET</b>	<p><b>PANEL 2. USERS AS KEY ACCESSIBILITY EXPERTS</b></p> <p>Coordinated by <b>ACPA</b>.</p> <p>With: <b>Joan Heras</b> (Catalan Association for the Integration of the Blind - ACIC), <b>Josep Maria Llop</b> (Punt de Vista - PdV), <b>Elisabet Serra</b> (Easy-to-Read Association in Catalonia - ALF) and <b>Irene Hermosa</b> (Catalan Association for the Promotion of Accessibility - ACPA).</p>			

	<p><b>SESSION 5. PROFESSIONAL PRACTICES</b></p> <p>Chair: <b>Sharon Black</b></p> <p><b>*Matt Kaplowitz</b> (Bridge Multimedia), <b>Wendy Sapp</b> (Bridge Multimedia): Text for all. Print accessibility basics.</p> <p><b>*María López Rubio</b> (Universitat de València): Making television accessible: a professional approach.</p> <p><b>Laura Mejías Climent</b> (Universitat Jaume I): Documentation resources applied to new technologies: some professional practices.</p> <p><b>Irene de Higes Andino</b> (Universitat Jaume I): Raiders of the Best Translation: Information management in audiovisual translation.</p> <p><b>Marijo Deogracias Horrillo</b> (University of the Basque</p>	<p><b>SESSION 6. MEDIA ACCESSIBILITY</b></p> <p>Chair: <b>Carme Mangiron</b></p> <p><b>Pablo Romero-Fresco</b> (Universidade de Vigo): Creative media accessibility.</p> <p><b>Kate Dangerfield</b> (University of Roehampton): Is universal ever universal?</p>	<p><b>SESSION 7. ACCESSIBILITY IN BRAZIL</b></p> <p>Chair: <b>Graça Bigotte Chorão</b></p> <p><b>Helena Santiago Vigata</b> (Universidade de Brasília), <b>Eduardo Magalhães da Silva</b> (Universidade de Brasília), <b>Ana Carolina Nascimento Fernandes</b> (Centro Universitário Planalto do Distrito Federal): Audio subtitling Portunhol: from a borderless translation approach.</p> <p><b>Deise Medina Silveira</b> (Federal Institute of Education, Science and Technology of Bahia): The compositional metafunction in the audio description of cartoons: a proposal based on The Grammar of Visual Design.</p> <p><b>Lucinéa Marcelino Villela</b> (Universidade Estadual Paulista): Media accessibility for radio and broadcasting undergraduate course: a new discipline in Brazil.</p>	<p><b>SESSION 8. TRAINING</b></p> <p>Chair: <b>Noa Talaván</b></p> <p><b>*José Javier Ávila-Cabrera</b> (Universidad Complutense de Madrid): Creative dubbing: a tool for the improvement of speaking skills in the class of ESP.</p> <p><b>Adriana Bausells-Espín</b> (UNED): Student perceptions on the use of audio description as a pedagogical tool in the Spanish as a foreign language classroom.</p> <p><b>Pilar González-Vera</b> (University of Zaragoza): Audiovisual translation and new technologies in order to teach English for architects.</p> <p><b>Beatriz Reverter</b> (Universitat de València): Inclusion of students with sensory disability in the EOI English-language classroom in the Valencian community.</p>
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	<p>Country), <b>Josu Amezaga Albizu</b> (University of the Basque Country): Accessibility, a strategy for promoting non-hegemonic languages on TV.</p> <p>*<b>Agnieszka Walczak</b> (University of Warsaw &amp; ViacomCBS Networks International), <b>Aleksandra Dobrowolska</b> (ViacomCBS Networks International): Introducing accessibility services on Polish commercial television: a case study.</p>			<p><b>Laura González Fernández</b> (University of Salamanca), <b>Iris Holl</b> (University of Salamanca), <b>Marie Noëlle García</b> (University of Salamanca), <b>Amalia Méndez</b> (University of Salamanca): Subtitling and service-learning as tools for the development of translators competences.</p> <p><b>Estel·la Oncins</b> (Universitat Autònoma de Barcelona), <b>Marta Brescia</b> (Universitat Autònoma de Barcelona): Training accessibility to vulnerable groups: a tool for social transformation.</p>
<b>Break (16:00-16:30)</b>				
<b>Available at 16:30 CET</b>	<p><b>SESSION 9. PROFESSIONAL PRACTICES AND GLOBAL COMPETENCE</b></p> <p>Chair: <b>Helena Casas</b></p> <p><b>Sevita Caseres</b> (University College Cork): Amateur subtitling practices: a netnographic study of communication and work practices in French online translation communities.</p>	<p><b>SESSION 10. LIVE SUBTITLING</b></p> <p>Chair: <b>Pablo Romero-Fresco</b></p> <p><b>Carlo Eugeni</b> (Intersteno): Live editing in live parliamentary subtitling – repercussions on accuracy and delay.</p>	<p><b>SESSION 11. AUDIO DESCRIPTION</b></p> <p>Chair: <b>Gert Vercauteren</b></p> <p><b>Anna Jankowska</b> (University of Antwerp), <b>Sonia Szkriba</b> (University of Warsaw), <b>Agnieszka Szarkowska</b> (University of Warsaw): Beyond accessibility for disability: Senior citizens go to the movies.</p>	<p><b>SESSION 12. MUSIC AND SOUND</b></p> <p>Chair: <b>Jan Pedersen</b></p> <p><b>Sarah Maitland</b> (Goldsmiths, University of London), <b>David Heath</b> (Kanto Gakuin University): Putting the “Pop” into J-Pop: Using Creative subtitles to promote Japanese Popular Music Globally.</p>

	<p><b>Haina Jin</b> (Communication University of China): Audiovisual translation and going global of Chinese Film and Television.</p> <p><b>Alexander Künzli</b> (University of Geneva): You've got mail... using email interviews to investigate professional subtitling culture.</p> <p><b>Pawel Aleksandrowicz</b> (Maria Curie-Sklodowska University): Does changing translators affect the translation quality of a series? A corpus study.</p> <p><b>Nadia Georgiou</b> (Independent Researcher), <b>Katerina Perdikaki</b> (University of Surrey): Permission to emote: Developing coping techniques for emotion regulation in subtitling.</p>	<p><b>Nazaret Fresno</b> (University of Texas Rio Grande Valley): Human versus Machine: semi-automatization of delay calculations in live subtitling.</p> <p><b>María Rico Vázquez</b> (Universidade de Vigo): Insights into respeaking practices in Spain.</p> <p><b>Amaury De Meulder</b> (University of Antwerp), <b>Isabelle Robert</b> (University of Antwerp), <b>Iris Schrijver</b> (University of Antwerp): Live subtitling for access to education: A pilot study of university students' reception of intralingual live subtitles.</p>	<p><b>Floriane Bardini</b> (Universitat de Vic - Universitat Central de Catalunya), <b>Eva Espasa Borràs</b> (Universitat de Vic - Universitat Central de Catalunya): Audio description as a pedagogical tool in the L1 classroom.</p> <p><b>Kangte Luo</b> (City University of Hong Kong), <b>Jackie Xiu Yan</b> (City University of Hong Kong): Learning AD in a tertiary interpreting program: a learner perspective (10)</p> <p><b>Ismeni Karantzi</b> (Ionian University): A multisensory approach to audio description.</p> <p><b>Jane Devoy</b> (University of Oxford): Experiments with integrated audio description in film practice (15')</p>	<p><b>Belén Cruz Durán</b> (Universidad de Málaga): Real answers behind translation choices: Interviewing agents involved in the translation of musical audiovisual products.</p> <p><b>Aleksandra Ożarowska</b> (University of Warsaw): To have your cake and eat it too: saving the quality and quantity of modern operatic surtitles.</p> <p><b>Gabriele Uzzo</b> (University of Palermo): Towards a multilingual database of sound effects.</p>
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## Day 2: Friday, 29 January 2021

<p><b>Available at 09:30 CET</b></p>	<p><b>KEYNOTE 2</b></p> <p><b>Mariana Diaz-Wionczek</b> (NYU's Psychology Department): Diversity and representation in children's media</p> <p>Chair: <b>Anna Matamala</b></p>			
<p><i>Break (10:30-11:00)</i></p>				
<p><b>Available at 11:00 CET</b></p>	<p><b>PANEL 3. TRAINING NEW PROFESSIONAL PROFILES: STRATEGIC PARTNERSHIPS EXPLAINED</b></p> <p>Coordinated by <b>Elisa Perego</b> (University of Trieste).</p> <p>With: <b>Rocío Bernabé-Caro</b> (SDI München), <b>Anna Matamala</b> (UAB), <b>Estel·la Oncins</b> (UAB), <b>Pablo Romero-Fresco</b> (University of Vigo).</p>			
	<p><b>SESSION 13. MULTILINGUALISM AND LANGUAGE VARIATION</b></p> <p>Chair: <b>Irene de Higes</b></p> <p><b>Patrick Zabalbeascoa</b> (Universitat Pompeu Fabra), <b>Stavroula Sokoli</b> (Computer Technology Institute): How to solve AVT of multilingualism in television comedy, no laughing matter.</p>	<p><b>SESSION 14. ACCESSIBILITY</b></p> <p>Chair: <b>Ana Tamayo Masero</b></p> <p><b>Jurgita Aušrauskienė</b> (Vilnius University): Accessibility for the Deaf and Hard of Hearing in Lithuania.</p>	<p><b>SESSION 15. AUDIO DESCRIPTION (industry session)</b></p> <p>Chair: <b>Eva Espasa</b></p> <p><b>*Joel Snyder</b> (Audio Description Associates, LLC - Audio Description Project of the American Council of the Blind): No more audio description! (Long Live Audio Description).</p>	<p><b>SESSION 16. POSTER SESSION</b></p> <p>Chair: <b>Nazaret Fresno</b></p> <p><b>Margherita Dore</b> (Sapienza University of Rome): The audio description of humour in English and Italian</p> <p><b>Rita Menezes</b> (University of Lisbon): Professional practices in AVT revision: a Ph.D. project</p>

	<p><b>Luca Valleriani</b> (Sapienza University of Rome): Language variation and identity construction: the translation of multilingualism in "Killing Eve".</p> <p><b>Arista Szu-Yu Kuo</b> (Nanyang Technological University): Dialect translation on the screen and its historical reasons.</p>	<p><b>Alessandra Rizzo</b> (University of Palermo), <b>Cinzia Spinzi</b> (University of Bergamo), <b>Gian Maria Greco</b> (Universitat Autònoma de Barcelona, Universidade de Vigo &amp; POIESIS): Mediascapes in the accessibility of migrant narratives (20')</p> <p><b>Karin Sibul</b> (University of Tartu): Interlingual accessibility in theatre: interpreting, surtitles, iPads.</p> <p><b>Yanina Boria</b> (Universidad de Buenos Aires), <b>Florencia Fascioli Álvarez</b> (Universidade de Vigo), <b>Leticia Lorier</b> (Universidad de la República), <b>Marcela Tancredi</b> (Universidad de la República): Inquiry into the strategies and skills of sign language interpreters in live audiovisual media in Argentina and Uruguay.</p>	<p><b>*Jonathan Penny</b> (ITV): Bringing the stage to the screen: enhanced audio introductions to complement broadcast AD.</p> <p><b>*Rebecca Singh</b> (Superior Description): Changing it up: audio description at large festivals and access strategies in a pandemic world.</p> <p><b>* Eliana Franco</b> (Sintagma Lda), <b>Liliana Tavares</b> (COM Acessibilidade Comunicacional): The Verovindo project as a successful strategy to promote accessibility by and for all.</p>	<p><b>Alexandra Frazão Seoane</b> (State University of Ceará), <b>Vera Lúcia Santiago Araújo</b> (State University of Ceará): Information on sounds and speaker identification in subtitle for the Deaf and Hard of hearing on Brazilian Netflix and DVDspierre</p> <p><b>Gian Maria Greco</b> (Universitat Autònoma de Barcelona, Universidade de Vigo &amp; POIESIS), <b>Zoe Moores</b> (Universities of Roehampton and Surrey): Investigating a multidimensional framework for subtitling quality.</p>
<p><b>Break (13:00-14:00)</b></p>				



<p><b>Available at 14:00 CET</b></p>	<p><b>SESSION 17. EDUCATION</b></p> <p>Chair: <b>Carlo Eugeni</b></p> <p><b>Sharon Black</b> (University of East Anglia), <b>Carlos de Pablos-Ortega</b> (University of East Anglia): Creating digital accessibility training for young adults: users' views and lessons learnt.</p> <p><b>Wim Gerbecks</b> (Velotype), <b>Rocío Bernabé Caro</b> (Internationale Hochschule SDI München – University of Applied Sciences): Assessment methodology for creating accessible, open source, online-based training in EU-projects.</p> <p><b>Aleksei Kozuliaev</b> (RuFilms Group): Translation of educational videos in the CoVID era- a sudden challenge for the industry ind.</p>	<p><b>SESSION 18. HISTORICAL PERSPECTIVES</b></p> <p>Chair: <b>Jin Haina</b></p> <p><b>Katrin Pieper</b> (University of Coimbra): Measuring censorship? Determining the level of "censoredness" of films subtitled during the dictatorship in Portugal..</p> <p><b>Joshua Branson</b> (Roehampton University): Film and translation: more than one history, but less than two.</p> <p><b>Juan Pedro Rica-Peromingo</b> (Universidad Complutense de Madrid), <b>Ángela Sáenz-Herrero</b> (Universidad Europea Miguel de Cervantes): "Accessibility" in early films of the twentieth century.</p>	<p><b>SESSION 19. USER RESEARCH IN SUBTITLING</b></p> <p>Chair: <b>Jorge Díaz-Cintas</b></p> <p><b>Zoe Moores</b> (University of Roehampton &amp; University of Surrey): The 'so what' of research in media accessibility- finding out what individual users say about the use and provision of subtitling.</p> <p><b>Evgeniya Malenova</b> (Alba Multimedia LLC &amp; Dostoevsky Omsk State University), <b>Elena Aleksandrova</b> (Alba Multimedia LLC &amp; Murmansk Arctic State University): Go vertical: Challenges of subtitling vertical content.</p> <p><b>Italo Alves Pinto de Assis</b> (Acará Valley State University), <b>Patrícia Araújo Vieira</b> (Federal University of Ceará), <b>Vera Lúcia Santiago Araújo</b> (State University of Ceará): An eye-tracking study on the influence of number of lines and subtitle speed on the processing of Brazilian deaf and hard-of-hearing participants.</p>	<p><b>SESSION 20. DUBBING AND VOICE-OVER</b></p> <p>Chair: <b>Gian Maria Greco</b></p> <p><b>Sofía Sánchez-Mompeán</b> (University of Murcia): Netflix's bet on English dubbing: turning quantity into quality?</p> <p><b>Margherita Dore</b> (Sapienza University of Rome), <b>Laura Vagnoli</b> (Paediatric Hospital Psychology Unit, AOU Meyer), <b>Francesca Addarii</b> (Paediatric Hospital Psychology Unit, AOU Meyer), <b>Elena Amore</b> (Paediatric Hospital Psychology Unit, AOU Meyer): Amateur dubbing and humour to promote wellbeing. An innovative project for hospitalized children and adolescents.</p> <p><b>Davide Passa</b> (Sapienza University of Rome): "Reinas unidas, jamás serán vencidas". Characterisation of drag queens in the Spanish voice-over of RuPaul's Drag Race.</p>
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<p><b>Available at 16:00 CET</b></p>	<p><b>CLOSING ROUND TABLE</b>, moderated by <b>Mary Carroll</b>. With <b>Aline Remael</b>, <b>Diana Sánchez</b>, <b>Jorge Díaz-Cintas</b>, <b>Josélia Neves</b> and <b>Pilar Orero</b>, from the <b>Transmedia Research Group</b>.</p>			

**Conference organisers: TransMedia Catalonia.**



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