



New Technologies in Audiovisual Translation and Accessible Tourism: Transforming Training for the Future

University of Palermo
Palazzo Chiaramonte-Steri
Sala Magna

12 December 2024

9:00 – 10:00

Institutional Greetings

Massimo Midiri, Rector, University of Palermo

Luisa Amenta, Pro-Rector, Right to Education and Innovation in Learning Processes

Daniela Tononi, President, Palermo University Language Centre

Alessandro Madonia, Vice-coordinator, Degree Courses in Foreign Languages & Literatures, Department of Humanities

Giuseppa Compagno, Associate Professor, Special Education and Didactics for Sensory Disabilities, Department of Psychology, Education and Human Movement

Marco Faldetta, Director, International House (IH) Language Centre Palermo

10:00 – 10:15

Chairperson:

Daniela Tononi, President, Palermo University Language Centre

Gabriele Uzzo, University of Palermo / Accessibility Manager (SudTitles)

Speaker:

Marco Faldetta, Director of IH

The Launch of the First **OOONA** Subtitling Course
at **IH** and **UniPa** Language Centre:

Become a Professional Subtitler!

10:30 – 11:15

Opening Plenary Session

Chairperson: **Alessandra Rizzo**, University of Palermo

Speakers:

Jorge Díaz Cintas, University College London (UCL) &

Serenella Massidda, University of Chieti-Pescara/UCL

Designing a Competence Model for Subtitling

Coffee break



12:00 – 13:15

Panel 1: Audio Description Reimagined: Cognitive Insights, Cultural Contexts, and Playful Narratives

Chairperson:

Mette Rudvin, University of Palermo

Speakers:

Monika Zabrocka-Śliwka, Jagiellonian University, Krakow

Unlocking the Potential of Creative Audio Description through Neurocognitive Data Collection Tools

Alessandra Rizzo, University of Palermo

I leoni di Sicilia: Challenges in the Transfer of Culture-Specific References

Will Noonan, University of Bourgogne &

María López Rubio, University of València

Can Audio Description Be Humorous and Should Audio Describers Be Trained to Use Humour? Towards a Working Hypothesis

Lunch

15:00 – 16:15

Workshop 1: Accessible Film Festivals: SDH Perspectives

Chairperson:

Gabriele Uzzo, University of Palermo / Accessibility Manager (SudTitles)

Speaker:

Emília Perez, Constantine the Philosopher University (Nitra, Slovakia)

16:30 – 17:45

Panel 2: Didactics, Training, and AI: What's on?

Chairperson:

Giulia Pennisi, University of Palermo

Speakers:

Margherita Dore, University of Roma 'Sapienza'

AVT and MA Practices in Education. The SI@VT Project

Gabriella Ardita & Maria Adele Limongelli, University of Catania

Deaf Co-Construction Approach in AVT: A Case Study from University to Professional Practice

Lucie Couset & Sonja Janssens, Université Libre de Bruxelles

Studying Humour in AI-Translated Subtitles: Stakes and Methodology

18:00

A tour of Palazzo Chiaramonte-Steri

20:30

Social Dinner



13 December 2024

University of Palermo
Palazzo Chiaramonte-Steri
Sala Magna

09:00 – 10:00

Opening Plenary Session

Chairperson:

Marianna Lya Zummo, University of Palermo

Speaker:

Eleonora Federici, University of Ferrara

Accessibility and Intercultural Paths in Museums. What about Emilia Romagna?

10:30 – 11:30

Panel 3: From Text to Multimedia: Enhancing Accessible Tourism

Chairperson:

Ester Gendusa, University of Palermo

Speakers:

Simonetta Falchi, University of Sassari

The Voice of History: A Corpus-Based Analysis of Audio Guides

Valentina Di Francesco, University of Ferrara

From Print Tourism Promotional Texts to the Audiovisual Promotion: Emilia Romagna across the Media

Coffee Break

12:00 – 13:15

Workshop 2: Cross-Cultural Approach to Tourism Accessibility

Chairperson:

Eleonora Federici, University of Ferrara

Speaker:

Cinzia Spinzi, University of Bergamo

Lunch



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15:00 – 15:30

The Industry: OOONA: web-based localisation platform for media content /
ZOO Digital & ZOO Academy

Chairperson:

Jorge Díaz Cintas, UCL

Speakers:

Lydia Hayes-Harris, Freelancer at ZOO Digital, Designer on the ZOO Academy Team
/University of Leeds

Alex Yoffe, Product Manager at OOONA

15:45 – 17:15

Workshop: *Introduction to Lip-Synch Dubbing*

Chairperson:

Maria Luisa Pensabene, University of Palermo

Speaker:

Giselle Spiteri Miggiani, University of Malta

17:30 – 19:00

Workshop 4: *Introduction to Subtitling: The OOONA Ecosystem*

Chairperson:

Serenella Massidda, University of Chieti-Pescara / UCL

Speaker:

Gabriele Uzzo, University of Palermo / SudTitles

Floriana Di Gesù, University of Palermo

Giovanna Virga, Institute for the Blind and the Visually Impaired People, Palermo

20:00

Aperitivo rinforzato