AUDIOVISUAL TRANSLATION AND COMPUTER-MEDIATED COMMUNICATION:

FOSTERING ACCESS TO DIGITAL MEDIASCAPES

Palermo Translation Symposium
7-8 October 2021
University of Palermo
Complesso Monumentale di Sant'Antonino

First day

THURSDAY, 7TH OCTOBER

9:00   Registration

All times are given in CEST (Central European Summer Time, UTC +2)

10:00   Welcome addresses and opening remarks

Authorities:
Laura Auteri, Vice Chancellor, University of Palermo
Francesca Piazza, Head of Department, University of Palermo
Concetta Giliberto, Coordinator of the Degree Courses in Languages and Literatures, University of Palermo
Stefania Maci, Vice Chancellor, University of Bergamo
Massimo Sturiale, AIA Delegate (*ONLINE*), University of Catania

10:30 - 11:45   **Audiovisual Translation and Accessibility**

Chair: **Alessandra Rizzo**

Gian Maria Greco, University of Warsaw
The epistemic value of (media) accessibility

Margherita Dore, University of Rome, Sapienza
The Audio Description of humour in English and Italian

Gabriele Uzzo, University of Palermo
Subtitling Sign Language, ONLINE

12:00 - 13:15   **Discourse and Digital Settings**

Chair : **Stefania Maci**

Paola Catenaccio, University of Milan, Statale
Building legitimacy in contested industries: the corporate website as a complex argumentation site

Patricia Bou-Franch, University of València
Transmedia stories and evalutative discourse:
Between aggression and activism online and offline, ONLINE

Juerong Qiu, University of Melbourne
What do paratexts tell us about the online viewer's reception of fansubs? ONLINE

13:15   Lunch

THURSDAY, 7TH OCTOBER

14:30 - 15:45 **Audiovisual Digital Textualities & Translation**

Chair : **Marianna Lya Zummo**

Maria Grazia Sindoni, University of Messina
A toolkit for multimodal translators:
The Common Framework of Reference for Intercultural Digital Literacies

Rui Wang, University of Manchester
Russian audio-visual strategic narratives appropriated for Chinese audiences: A case study of Bilibili, ONLINE

Mariavita Cambria, University of Messina
Online audiovisual translation of videos: The OVP project's exploration of multisemiotic environments

15:45 - 17:00 **Accessibility**

Chair : **Elena Di Giovanni**

Anna Jankowska, University of Antwerp
Audio Description – between translation and writing

Nuria Sanmartín Ricart, University of València
Latest trend in accessibility to visual media and arts, ONLINE

Joel Snyder, President, Audio Description Associates, LLC
Audio Description: There's an App for that!, ONLINE

17:00 Coffee Break

17:15 - 18:50 **Teaching and AVT**

Chair : **Mette Rudvin**

Irene Ranzato, University of Rome, Sapienza
Translation: An educational activity for gender awareness

Noa Talaván Zanón, Antonio Jesús Tinedo Rodríguez, UNED
Voice-over to improve integrated skills in foreign language education: The Vocal Project, ONLINE

Pilar Rodríguez Arancón, José Javier Ávila Cabrera, UNED
Dubbing in L2 teaching: An integrated skills approach, ONLINE

Iris Guske, Kempten School of Translation & Interpreting,
Raising awareness about access to digital mediascapes in Undergraduate Translation and Interpreting programmes/curricula

Social Dinner

h. 20:45, **Orto Botanico**
   dell'Università degli
Studi di Palermo, via Lincoln,
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10:00 - 11:15

Accessibility and Inclusion

Chair: **Cinzia Spinzi**

Elena Di Giovanni, University of Macerata
Theatres go virtual: Guidelines for the streaming of accessible operas

M. Olalla Luque Colmenero, University of Granada
From corpus linguistics to applied research and beyond. The usefulness of metaphors in the Words to See Project with an emancipatory approach

Aleksandra Ożarowska, University of Warsaw
Opera accessibility on the Internet – in and on demand, ONLINE

11:15

Coffee Break

11:30 - 12:45

Accessibility and Translation

Chair : **Giulia Pennisi**

Eleonora Federici, University of Ferrara
Sugar palaces, ante-bellum mansions and magnolia gardens: How plantation tourism is narrated/translated

Larissa D'Angelo, University of Bergamo
Measuring the emotional impact of AD on blind and visually impaired (B/VIP) users: A case study, ONLINE

Sarah Almeida, Instituto Politécnico de Bragança
Cláudia Martins, Instituto Politécnico de Bragança & CLLC-UA & CEAUL-GI6
Bruno F. Gonçalves, Instituto Politécnico de Bragança
How accessible is your web narrative?
Reporting on the accessibility of a digital mediascape, ONLINE

13:00

Lunch

14:30 - 15:45

Live-subtitling and Machine Translation

Chair : **Alessandra Rizzo**

Annalisa Sandrelli, Lorenzo Blini, Fiorenza Mileto, Claudio Russello, Rome University of International Studies, UNINT
Serenella Massidda, University of Roehampton
ISub! Localisation workflows (th)at work ONLINE

Alina Karakanta, Fondazione Bruno Kessler/University of Trento
Subtitles of tomorrow: More Machine- than Human-translated?

Carlo Eugeni, University of Leeds
Multilingual Live Subtitling – the ways forward

15:45

Coffee Break

16:00 - 17:00

Round Table

Audiovisual Translation in a time of flux

Chair: **Jorge Díaz-Cintas,** University College London, UK

Panellists:

Frederic Chaume, Universitat Jaume I, Castellón, Spain

Other panellists to be confirmed.

Research on (audiovisual) translation, computer-mediated communication, technology and accessibility has gained momentum in recent years (Díaz-Cintas & Massidda 2020). Accessibility, understood as the set of procedures, mechanisms and practices aimed at the provision of inclusive services addressed to a general public, has grown as a methodological and theoretical framework in academia. For many, it should be entrenched in society as a human right (Rizzo 2019; Greco 2018), since its ultimate goal is to facilitate universal access to knowledge, thus breaking not only linguistic and cultural barriers but also sensory ones (Di Giovanni 2018). Against the backdrop of digital mediascapes, accessibility has become an instrument of mediation and communication across a variety of discursive perspectives (Catenaccio 2018; Federici 2019), and its function is guaranteed and strengthened by the vast array of audiovisual translation modes practised in the industry as well as by the proliferation of visual and linguistic performative narratives on the web (Bou-Franch 2019; Sindoni 2013). In the digital space (i.e. websites, blogs, web collectives, social networks), accessibility guarantees the provision of some measures that make discourse more accessible for all users (Luque, Soler, 2019). These rapid and encompassing developments are increasingly affecting education and translation training (Spinzi 2019). The combination of two domains, namely, audiovisual translation and computer-mediated communication, to secure accessible digital platforms, entails both usability and inclusion, specifically conceived for the design, creation and development of (audio)visual digital spaces that are addressed to all citizens and make knowledge universally accessible. Such an approach has opened up new horizons of global interaction, which cannot but involve interlingual activities. Among them, practices like amateur translation, fandubbing and cybersubtitling (Díaz Cintas 2018a) have become crucial to the construction of digital networks for the spread of computer-mediated knowledge (Zummo 2018; Díaz Cintas 2018b). In broader terms, the promotion of access services to information in digital settings recognises the need for adapting, simplifying, reinforcing, manipulating and/or translating written and spoken messages in order to make them accessible to anyone, thus, including people with different (temporary or contingent) cognitive abilities, speakers of other languages, sensory-impaired persons, and regular citizens. In light of recent scholarly research in audiovisual translation and thanks to the "affordabilities of information and communication technologies and their alleged democratising power" (Díaz Cintas 2018a: 127), the symposium aims to explore the links between new forms of translation and the language of the multiple digital discourse types inhabiting the cyberspace (Maci 2013). Encouraging knowledge dissemination while at the same time challenging conventional media, the event is open to students, academics, teachers, and professionals interested in the role and potential of access services, of which interlingual translation is a component, in the promotion and propagation of digital discourses.

Guest Speakers

Patricia Bou-Franch (University of València); Paola Catenaccio (University of Milano "Statale"); Frederic Chaume (Universitat Jaume I); Larissa D'Angelo (University of Bergamo); Jorge Díaz-Cintas (University College London); Elena Di Giovanni (University of Macerata); Carlo Eugeni (University of Leeds); Eleonora Federici (University of Ferrara); Gian Maria Greco (University of Warsaw); Anna Jankowska (University of Antwerp); Maria Olalla Luque Colmenero (University of Granada); Irene Ranzato (University of Rome "Sapienza"), Maria Grazia Sindoni (University of Messina); Nuria Sanmartín Rincart (Universidad de Valencia).

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Stefania Maci (University of Bergamo)
Giulia Pennisi (University of Palermo)
Alessandra Rizzo (University of Palermo)
Cinzia Spinzi (University of Bergamo)
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