

Friday, 1<sup>st</sup> July 2011

AM

9:00-13:00	Registration					
9:30-11:00	Parallel Session 8					
	Beveridge Hall 8a	Chancellor's Hall 8b	Deller Hall 8c	Room 104 8d	Senate Room 8e	Jessel Room
	Chair: <b>Diana SANCHEZ</b>	Chair: <b>Pilar ORERO</b>	Chair: <b>Frederic CHAUME</b>	Chair: <b>Noa TALAVÁN</b>	Chair: <b>Delia CHIARO</b>	
	<p><b>Andrew LAMBOURNE</b> (SysMedia Ltd)</p> <p><i>Cutting Costs – Keeping Quality: The Subtitling Dilemma</i></p>	<p><b>Bernd BENECKE</b> (Bayerischer Rundfunk, Munich)</p> <p><i>Creating Audio Description: The Use of Character Fixation and Set Fixation</i></p>	<p><b>Irene DE HIGES ANDINO</b> (U. Jaume I, Castellón)</p> <p><i>Directors and Scriptwriters Take the Floor – Does On-Screen Translation Depict Immigrants in Multilingual Migration Films?</i></p>	<p><b>Annamaria CAIMI</b> <b>Cristina MARIOTTI</b> (U. Pavia)</p> <p><i>Beyond the Book: The Use of Subtitled Audiovisual Material to Promote Content and Language Integrated Learning in Higher Education</i></p>	<p><b>Anna BAÇZKOWSKA</b> (U. Kazimierz Wielki)</p> <p><b>Raffaella PANIZZON</b> (U. Padova)</p> <p><i>The Construal of Multimodal Meaning in Subtitling Humour in Polish and Italian</i></p>	Room
	<p><b>Luc VANDINGENEN</b> (Broadcast Text International)</p> <p><i>How to Sell Quality in a Price-driven Market</i></p>	<p><b>Nazaret FRESNO</b> (U. Autònoma Barcelona)</p> <p><i>Going Cognitive. The Role of Memory in Audio Description</i></p>	<p><b>Giuseppe DE BONIS</b> (U. Bologna-Forli)</p> <p><i>Conflict and Confusion. Le Concert: The Audiovisual Translation of Multilingual films</i></p>	<p><b>Judy Wai-ping KONG</b> (Hong Kong Polytechnic U.)</p> <p><i>Developing Foreign-language Competence Through Subtitling Translation</i></p>	<p><b>Haiya DONG</b> (Shanghai International Studies U.)</p> <p><i>Translating Culture-specific Humor in Sitcoms: An Empirical Case Study Based on the Chinese Dubbed and Subtitled Versions of Five American Sitcoms</i></p>	unavailable
	<p><b>Kenn STEFFENSEN</b> (U. College Cork &amp; Subtle)</p> <p><i>An Outline of the Crisis of Interlingual Subtitling in the UK: Observations and Reflections from the Freelancer's Workstation</i></p>	<p><b>Pablo ROMERO-FRESCO</b> (Roehampton U.)</p> <p><b>Louise FRYER</b> (Goldsmith U. London)</p> <p><i>Audio Introductions: Conveying the 'How' of Cinematic Storytelling</i></p>	<p><b>Elena SANZ ORTEGA</b> (U. Edinburgh &amp; Granada)</p> <p><i>Translating Multilingualism in Polyglot Films</i></p>	<p><b>Laura INCALCATERRA</b> <b>Marie BISCIO</b> (National U. of Ireland, Galway)</p> <p><i>www.sub2Learn.ie: Tools and Materials for Integration of Subtitling in FL Teaching and Learning</i></p>	<p><b>Mirolasva BREZOVSKÁ</b> <b>Janet LIVINGSTONE</b> (Freelance, Bratislava)</p> <p><i>Make 'em laugh! - Humor as the Audiovisual Translator's Challenge</i></p>	
11:00-11:45	COFFEE & TEA BREAK					

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Parallel Session 9						
11:45-13:15	Beveridge Hall 9a	Chancellor's Hall 9b	Deller Hall 9c	Room 104 9d	Senate Room 9e	Jessel Room 9f
	Chair: <b>Frederic CHAUME</b>	Chair: <b>Charlotte BOSSEAUX</b>	Chair: <b>Aline REMAEL</b>	Chair: <b>Cristina VALDÉS</b>	Chair: <b>Catalina JIMÉNEZ HURTADO</b>	Chair: <b>Carmen MANGIRON</b>
	<b>Filippo OTTONI</b> (AIDAC, Rome)  <i>Theory vs Practice in Dialogue Adaptation</i>	<b>Ana HORNERO</b> (U. Zaragoza)  <i>A Yabba-dabba-doo Translation of the Stone Age: From Bedrock to Spain</i>	<b>Juan MARTÍNEZ</b> (Freelance, Bern)  <b>Pablo ROMERO-FRESCO</b> (Roehampton U.)  <i>Apples and Oranges?: A Comparative Study of Accuracy in Respeaking</i>	<b>Ying ZHANG</b> (Shanghai International Studies U.)  <i>Hive Translation: China's Fansub Groups and Crowdsourced Translators</i>	<b>John D. SANDERSON</b> (U. Alicante)  <i>Translating the Landscape: Audio Description of Culture Specific Settings in Foreign Films</i>	<b>Mandana TABAN</b> <b>Brigitte WIDLER</b> (U. Vienna)  <i>Teaching Subtitling in a Dubbing Country</i>
	<b>Regina MENDES</b> (Freelance, Rio de Janeiro)  <i>Dubbing Director and Dubbing Actor: The Co-authors of Translation for Dubbing</i>	<b>Justine HUET</b> (U. Alberta)  <i>Dubbing The Flintstones in Québécois or the Art of Standing at a Crossroads</i>	<b>Mercedes DE CASTRO</b> <b>Luis PUENTE</b> <b>Julián HERNÁNDEZ</b> (U. Carlos III, Madrid)  <i>Synchronized Subtitles in Live Television Programs</i>	<b>Sung-Eun CHO</b> (Hankuk U. of Foreign Studies, Seoul)  <i>The Two Channels: A Comparison of Amateur and Professional Translations of American TV Sitcoms in the New Media Environment in Korea</i>	<b>Marina RAMOS CARO</b> (U. Murcia)  <i>Films, Audio Description and Emotions: The Impact of Different Films on Different Audiences</i>	<b>M<sup>a</sup> Mercedes ENRÍQUEZ ARANDA</b> (U. Málaga)  <b>Nieves JIMÉNEZ CARRA</b> (U. Pablo de Olavide, Seville)  <i>The Translation of Ads as a Means of Conveying the Core of Audiovisual Translation in a Didactic Context</i>
	<b>Anna MARZÀ</b> <b>Gloria TORRALBA</b> (U. Jaume I, Castellón)  <i>Professional Norms in Translation for Dubbing in Spain</i>	<b>Vincenza MINUTELLA</b> (U. Turin)  <i>'It ain't ogre til it's ogre': Translating Shrek into Italian</i>	<b>Malena MONTEIRO</b> (State U. Ceará, Fortaleza)  <i>SDH Parameters for Brazilian Party Political Broadcasts: A Research in the City of Fortaleza-CE-Brazil</i>	<b>Micòl BESEGGI</b> (U. Modena e Reggio Emilia)  <i>Addicted to Subtitles: Fansubbing in Italy</i>	<b>Anna MASZEROWSKA</b> (U. Autònoma de Barcelona)  <i>Language Without Words: Light and Contrast in Audio Description</i>	<b>Claudia KOLOSZAR-KOO</b> <b>Bettina FINK</b> (U. Vienna)  <i>How Not To Dub: Dealing with Dubbing in AVT Translator Training</i>
<b>13:15-14:30</b>	<b>LUNCH</b>					

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Parallel Session 10						
	Beveridge Hall 10a	Chancellor's Hall 10b	Deller Hall 10c	Room 104 10d	Senate Room 10e	Jessel Room 10f
14:30-16:00	Chair: <b>Elena DI GIOVANNI</b>	Chair: <b>Jan PEDERSEN</b>	Chair: <b>Adrián FUENTES</b>	Chair: <b>Agnieszka CHMIEL</b>	Chair: <b>Anna MATAMALA</b>	Chair: <b>Marcella DE MARCO</b>
	<b>Lucile DESBLACHE</b> (U. Roehampton)  <i>Surtitling and Opera Thirty Years On: Pampering Audiences or Giving Them Their Due?</i>	<b>Touran SAADATI</b> (Azad U.)  <i>A Comparative Study of Dubbing and Subtitling Norms in Translation of Taboos in Movies from English to Persian</i>	<b>Monika WOZNIAK</b> (Sapienza U. Rome)  <i>Opaque Glass: Translating Minority Language Films</i>	<b>Magdalena MAĆZYŃSKA</b> (U. Warsaw)  <i>Text-to-speech Audio Description with Audio Subtitling to a Documentary</i>	<b>Charlotte BOSSEAUX</b> (U. Edinburgh)  <i>The Importance of Being British: Translating Spike</i>	<b>Ilaria PARINI</b> (U. Milan)  <i>Italian American Women in Italian Dubbing</i>
	<b>Judi PALMER</b> <b>Ken CHALMERS</b> (Royal Opera House, London)  <i>From Commission to Premier: Charting the Genesis of Surtitles</i>	<b>Maria FRĄCZEK</b> (Baobab Publishing, Warsaw)  <i>Strategies of Translating Offensive Language in Popular Entertainment</i>	<b>Anna VERMEULEN</b> (U. College of Translation Studies, Ghent)  <i>Localisation of Subtitles: Peninsular Spanish vs. Latin American Spanish and Netherlandic Dutch vs. Belgian Dutch</i>	<b>Rosamund WEBSTER</b> (Freelance, London)  <i>Cohesion Strategies in Audio Subtitling</i>	<b>Isabel FERNANDES SILVA</b> <b>Jane DUARTE</b> (U. Autónoma Lisboa)  <i>Does Dr House Make House Calls in Portugal? Characterisation in Subtitling</i>	<b>Charles TEIXEIRA</b> (U. Brasilia)  <i>Translation and Cultural Identity: Women's Social Role Reframed in the Film Adaptation of Le Silence de la mer</i>
	<b>Anika VERVECKEN</b> (Centre National Dramatique d'Orléans & Artois U. College Antwerp)  <i>Surtitling Software: Room for Change</i>	<b>Hongbo ZHANG</b> <b>Defeng LI</b> (SOAS, U. London)  <i>Subtitling Vulgarism in China: A Case Study of Desperate Housewives</i>	<b>Beatriz SÁNCHEZ PALOMO</b> (Freelance Translator)  <i>Quarter Pounder or Royale with Cheese? The Translation of Cultural References in Pulp Fiction Dubbed into Spanish. A Descriptive Study</i>		<b>Manuela CANIATO</b> (Ghent U. College)  <i>The Double Re-negotiation of Meaning When Subtitling Italian Films in Dutch</i>	
	<b>Sarah WEAVER</b> (U. Durham)  <i>Opera Surtitles for the Deaf and Hard-of-Hearing</i>					
16:00-16:30	COFFEE & TEA BREAK					

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16:30-17:45

**KEYNOTE ROUNDTABLE**  
Beveridge Hall

**AUDIOVISUAL TRANSLATION – A VIEW TO THE FUTURE**

Chair: **Mary CARROLL** (Titelbild GmbH, Berlin)

**Aljoscha BURCHARDT** (MetaNet and German Institute for Artificial Intelligence, Berlin)

**Elina LAGOUDAKI** (Turner Broadcasting System Europe, London)

**James SPALDING** (Show Translations, London)

**Brendan MALLO** (BBC Scotland)

17:45-18:00

**Closing Session**

20:00-02:00

**DINNER + PARTY**

**ST MARTIN IN THE FIELDS**  
Trafalgar Square