

Wednesday, 29<sup>th</sup> June 2011

AM

8:15-13:00

Registration

9:00-9:30

**OPENING PROCEEDINGS**  
Beveridge Hall

**Prof. Julia BUCKINGHAM**  
Pro-Rector, Education and Academic Services  
(Imperial College London)

9:30-11:00

**KEYNOTE ROUNDTABLE**  
Beveridge Hall

**AUDIOVISUAL TRANSLATION – TAKING STOCK**

Chair: **Jorge DÍAZ CINTAS** (Imperial College London)

**David PADMORE** (Red Bee Media)

**Jody TOLL** (One Voice Productions)

**Lindsay BYWOOD** (VSI)

**Joanna MAL** (Discovery Communications Europe Ltd.)

11:00-11:45

**COFFEE & TEA BREAK**

Wednesday, 29<sup>th</sup> June 2011

AM

Parallel Session 1						
11:45-13:15	Beveridge Hall 1a	Chancellor's Hall 1b	Deller Hall 1c	Room 104 1d	Senate Room 1e	Jessel Room 1f
	Chair: <b>Josélia NEVES</b>	Chair: <b>Luise VON FLOTOW</b>	Chair: <b>Irene RANZATO</b>	Chair: <b>Pilar ORERO</b>	Chair: <b>Eva ESPASA</b>	Chair: <b>Anna MATAMALA</b>
	<b>Round Table Where To From Here?... iDTV and Mobile Technology Giving Access to Deaf and Hard-of-Hearing Users</b>	<b>Raquel MERINO-ÁLVAREZ</b> (U. País Vasco)  <i>Research on Censorship and AVT in Spain: New Perspectives</i>	<b>Victor GONZÁLEZ-RUIZ</b> (U. Las Palmas de Gran Canaria)  <i>Dubbing Multilingual Films: A Review of Current Practice</i>	<b>Hansjörg BITTNER</b> (U. Hildesheim)  <i>Audio Description Guidelines: A Comparison</i>	<b>Noa TALAVÁN</b> (U. Nacional Educación a Distancia, UNED)  <i>Subtitling and the Improvement of Writing Skills</i>	<b>Nathalie MÄLZER- SEMLINGER</b> (U. Hildesheim)  <i>Features of Orality in AVT</i>
	<b>Mark NELSON</b> (Remark!, London)  <b>Lucy DODD</b> (Inclusive Experience Ltd)	<b>Carla MEREU</b> (U. Reading)  <i>Post-Synchronising Consent: Censorial Interferences in the Dubbing of Foreign Films in Italy from the Early Sound Era to the Post-War Republic</i>	<b>Francesca CARACCILO</b> (U. Cattolica del Sacro Cuore, Milan)  <i>Dubbing Bilingual Animated Series: From 'Spanglish' to 'Italenglish'</i>	<b>Jennifer VELA VALIDO</b> (U. Las Palmas de Gran Canaria)  <i>Audio Description in Europe and the US: A Historical Comparative Analysis</i>	<b>Jennifer LERTOLA</b> (National U. of Ireland, Galway)  <i>Subtitling Practice in the Foreign Language Class: Investigating Incidental Vocabulary Acquisition</i>	<b>Agata HOLOBUT</b> (Jagiellonian U. Krakow)  <i>Voice-over as Spoken Discourse</i>
	<b>Nick TANTON</b> (BBC)	<b>Rosario GARNEMARK</b> (U. Oslo)  <i>The Francoist Dubbing of The Seventh Seal: Religion, Patriarchy and Censorship</i>	<b>Yeray AFONSO Adrián FUENTES-LUQUE</b> (U. Pablo de Olavide, Seville)  <i>Translation Strategies and Problem-solving in the Portrayal of Foreign Fictional Identities in AVT</i>	<b>Flávia MACHADO</b> (São Paulo State U.)  <i>The British Way of Audio Description: The Policy to Develop Audio Description in Digital Television</i>	<b>Heather ADAMS</b> (U. Las Palmas de Gran Canaria)  <i>Advertisements for Language Acquisition in the Field of Specialised Translation</i>	<b>Katarzyna SEPIELAK</b> (U. Autònoma Barcelona)  <i>Voice-over versus Voice- over</i>
<b>13:15-14:30</b>	<b>LUNCH</b>					

Wednesday, 29<sup>th</sup> June 2011

PM

Parallel Session 2						
Beveridge Hall 2a	Chancellor's Hall 2b	Deller Hall 2c	Room 104 2d	Senate Room 2e	Jessel Room 2f	
Chair: <b>Pilar ORERO</b>	Chair: <b>Agnieszka CHMIEL</b>	Chair: <b>Iwona MAZUR</b>	Chair: <b>Josélia NEVES</b>	Chair: <b>Frederic CHAUME</b>	Chair: <b>Charlotte BOSSEAUX</b>	
<b>14:30-16:00</b>  <b>Round Table Media Production and Broadcasting</b>  <b>Mark HARRISON</b> (MTV, Viacom International Media Networks, London)  <b>Emlyn Penny JONES</b> (S4/C, Cardiff)  <b>Agnieszka MOODY</b> (MEDIA Desk UK)	<b>Helena SANTIAGO VIGATA</b> (U. Brasilia)  <i>The Objectivity Dilemma in the Audio Description of Subjective Films</i>	<b>Chiara BUCARIA</b> (U. Bologna-Forti)  <i>American Pies, Scary Movies and Ladykillers: Film Comedy Titles as Translated Paratexts</i>	<b>Renata MLCZAK</b> (Imperial College London)  <i>Signing and Subtitling on Polish Television – A Case of (In)accessibility</i>	<b>Rocío BAÑOS-PIÑERO</b> (Imperial College, London)  <i>“That is so cool” &amp; “me parece súper guay”: The Translation of Adverbial Intensifiers in Dubbed Sitcoms</i>	<b>Lucia GIACHINI</b> (Subt-ti Access Rome) <b>Federico SPOLETTI</b> (Sub-ti Ltd., London)  <i>Subtitles and Quality: Researching Audiences at Film Festivals</i>	
	<b>Maija HIRVONEN</b> (U. Tampere) <b>Paula IGAREDA</b> (U. Autónoma Madrid)  <i>Verbalizing Space: Audio Description of 'Place' in the English, German and Spanish Versions of Slumdog Millionaire</i>	<b>Ling WANG</b> (Chinese U. of Hong Kong)  <i>Linguistic Transformation and Metamorphism in Cultural Transfer: On the Translation of Film Titles in Hong Kong</i>	<b>Cristina CAMBRA Núria SILVESTRE Aurora LEAL</b> (U. Autònoma Barcelona)  <i>How Useful are Television Captions in Helping Deaf Children to Understand Cartoon Programmes?</i>	<b>Defeng LI Fan YANG</b> (SOAS, U. London)  <i>A Pragmatic Study of Chinese Final Particles in Dubbese of English Movies</i>	<b>Carlos DE PABLOS-ORTEGA</b> (U. East Anglia)  <i>Audience Perception of Characters in Pedro Almodóvar's Film The Flower of My Secret</i>	
	<b>Joel SNYDER</b> (Audio Description Associates, USA)  <i>Teaching Audio Description: An On-Line Approach</i>	<b>Dan WANG Hui XIONG</b> (Northeastern Forestry U., Harbin)  <i>Translation of Hollywood Film Titles in the Perspective of Contrastive Cultural Studies (English into Chinese)</i>	<b>Lidia BEST-SMOLAREK</b> (EFHOH)  <i>Subtitling for the Deaf and the Hard-of-Hearing: The New Technology and Legislation</i>	<b>Angela SILEO</b> (U. Rome Tor Vergata)  <i>Phraseological Interference in TV-movie Dubbing from English into Italian</i>	<b>Miquel PUJOL</b> (U. Vic)  <i>Translating Characters Across Media: From Book to Film. Transmedia Storytelling and The Lord of the Rings</i>	
	<b>COFFEE &amp; TEA BREAK</b>					
<b>16:00-16:45</b>						

Wednesday, 29<sup>th</sup> June 2011

PM

Parallel Session 3						
Beveridge Hall 3a	Chancellor's Hall 3b	Deller Hall 3c	Room 104 3d	Senate Room 3e	Jessel Room 3f	
Chair: <b>Andrew LAMBOURNE</b>	Chair: <b>Mary CARROLL</b>	Chair: <b>Aline REMAEL</b>	Chair: <b>Delia CHIARO</b>	Chair: <b>Josélia NEVES</b>	Chair: <b>Rocío BAÑOS-PIÑERO</b>	
<p><b>Pilar ORERO</b> (U. Autònoma de Barcelona)</p> <p><i>Androids4Access</i></p>	<p><b>Jan PEDERSEN</b> (U. Stockholm)</p> <p><i>The Audiovisual Translation Situation in Scandinavia</i></p>	<p><b>Luise VON FLOTOW</b> (U. Ottawa)</p> <p><i>The Politics of Dubbing Hollywood</i></p>	<p><b>Cristina VALDÉS</b> (U. Oviedo)</p> <p><i>The MultilingualWeb (MLW) Project: A Collaborative Approach and a Challenge for Translation Studies</i></p>	<p><b>Cláudia MARTINS</b> (Polytechnic Institute Bragança)</p> <p><i>Museum Audio Description</i></p>	<p><b>Anukasia ALANEN</b> (U. Helsinki &amp; Tampere)</p> <p><i>Ethical Questions of Educational Print Interpreters</i></p>	
<p><b>John BIRCH</b> (Screen Subtitling Systems Ltd)</p> <p><i>Developments in 3D and Subtitling</i></p>	<p><b>Cristina POPESCU</b> (Freelance, Romania)</p> <p><i>Interlingual Subtitling in Romania</i></p>	<p><b>Serenella ZANOTTI</b> (Roma Tre U.)</p> <p><i>Dubbing and Re-Dubbing: When, How and Why?</i></p>	<p><b>Adrián FUENTES-LUQUE</b> (U. Pablo Olavide, Seville)</p> <p><i>Institutional Audiovisual Translation: A (Shop)Window to the World</i></p>	<p><b>Christine YORK</b> (U. Ottawa)</p> <p><i>Audioguides: Translation in a Multifunction Environment</i></p>	<p><b>Pedro CASTILLO ORTIZ</b> (U. Heriot-Watt &amp; Granada)</p> <p><i>Interpreting in Multilingual TV Production: Case Study of Canal Sur TV Film Programmes</i></p>	
<p><b>Anna VILARÓ SOLER</b> (U. Autònoma de Barcelona)</p> <p><i>Does 3D Stereopsis Change the Way We Watch Movies? An Eye-tracking Study</i></p>	<p><b>Elaine Alves TRINDADE</b> (U. Nove de Julho)</p> <p><i>Brazilian Cable Channels Subtitling: Techniques and Translation Methods Description</i></p>	<p><b>Loulou AL AKL KHOURY</b> (Lebanese American U.)</p> <p><i>Dubbing Mexican Films to Lebanese Audience</i></p>	<p><b>Alberto FERNÁNDEZ COSTALES</b> (U. Oviedo)</p> <p><i>New Phenomena in Translation: Globalising Media for All</i></p>	<p><b>Cristina ÁLVAREZ DE MORALES; Laura CARLUCCI; Silvia MARTÍNEZ-MARTÍNEZ</b> (U. Granada)</p> <p><i>Science for All - Museum-based Learning in the Scientific Translation Classroom: A Practical Approach</i></p>	<p><b>Óscar JIMÉNEZ SERRANO</b> (U. Granada)</p> <p><i>TV Interpreting as a Tool for Computer Assisted Interpreter Training</i></p>	
<p><b>Réjane VALLÉE</b> (Evry U.)</p> <p><i>Subtitles as Special Effects. From Digital Technologies to Stereo Films</i></p>		<p><b>Dilma MACHADO</b> (Freelance, Brazil)</p> <p><i>Translation for Dubbing in Brazil</i></p>	<p><b>Miguel Á. JIMÉNEZ-CRESPO</b> (Rutgers U.)</p> <p><i>The Social Function of Web Localization: A Contrastive Study of US Corporate and Non-profit Websites</i></p>	<p><b>Catalina JIMÉNEZ HURTADO; Claudia SEIBEL; Silvia SOLER GALLEG0</b> (U. Córdoba)</p> <p><i>Museums for All: The Knowledge Dissemination Space of the Future</i></p>	<p><b>Heike JÜNGST</b> (U. Applied Sciences Würzburg)</p> <p><i>Simultaneous Interpreting at the Movies: A Rare Form of AVT</i></p>	

19:00-20:30



VINO DE HONOR FOR ALL DELEGATES

[Crush Hall]