

2017 CRLCC Translation Research Summer School
AUDIOVISUAL TRANSLATION: BETWEEN THEORY AND PRACTICE
Glendon College, York University - June 12-16, 2017
SESSIONS AND SPEAKERS

CHAIR PROFESSOR/KEYNOTE SPEAKER

Yves GAMBIER (University of Turku)

PUBLIC LECTURE:

Current International Opportunities and Challenges in Audiovisual Translation (AVT)

Tuesday 13 - 1.10pm

Room: A304

The lecture will be devoted to three main challenges facing AVT today:

- 1. The technology turn in subtitling and dubbing**
 - Impact of digitization in the production and distribution
 - Software programs, automation, Machine Translation
 - The collaborative translation

- 2. Accessibility and Reception**
 - Legal matter
 - New mode of AVT
 - Fragmented audiences

- 3. New competences of the AV translator**

Yves GAMBIER is the author of nearly 190 publications including 25 books edited or co-edited. Since 1990, his main research area is audiovisual translation. He has edited or co-edited the following works in this field: *Communication audiovisuelle et transferts linguistiques* (1995); *Transferts linguistiques dans les médias audiovisuels* (1996); *Language Transfer and Audiovisual Communication – A Bibliography* (1997); *Translating for the Media* (1998); *(Multi)Media Translation – Concepts, Practices and Research* (2001); *Handbook of Translation Studies*, 4 vol. (2010-2013); *Subtitles and Language Learning – Principles, Strategies and Practical Experiences* (2015); co-edited with Elena Di Giovanni: *AVT and Reception Studies* (forthcoming).

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SPEAKERS AND WORKSHOP LEADERS

WORKSHOP:

Subtitling: Methods, Tools and Constraints

Carolina ALFARO CARVALHO (Carol Alfaro Translations)

Monday 12 - 1.00pm

Room: YH144

In this two-hour hands-on subtitling workshop, we will work on the main constraints of subtitling (reading speed and space limitation) while translating a small but challenging video clip (provided in English and French). We will use this sample to discuss other important aspects of audiovisual translation and subtitling in particular, as well as work methods and tools, and opportunities in the subtitling industry.

Carolina ALFARO CARVALHO is a native speaker of Portuguese and Spanish with bachelor's and master's degrees in English-Portuguese Translation (PUC-Rio, Brazil). She has been a professional translator since 1996 and specializes in film subtitling. She provides services for clients around the world, including multinationals, NGOs, book publishers and academia, as well as film producers and the arts segment in her three working languages. She has researched and taught translation, audiovisual translation and subtitling since her M.A. (2005) and continues to research and publish. She has lived in Toronto, Canada, since 2007.

WORKSHOP:

(Audio)description and Audiovisual Translation: Accessibility and Usability. The WCAG 2.0 rules

Izabela MROCHEN (University of Silesia)

Wednesday 14 - 1.00pm

Room: YH144

Would you like to know more about Web Content Accessibility Guidelines (WCAG)? Are you interested in e-accessibility? Would you like to improve your website? Do you know that there are groups of people who are called "digital outcasts"? People with disabilities use computers, laptops, tablets and smartphones to have access to education, culture and arts via the Internet. You can help them!

Come and learn good practices in cyberspace. Remember about closed captions. Support people with hearing impairment. Transfer the WCAG 2.0 rules into your website. Implement good practices to support digital inclusion. Take into account the disabled who are digitally excluded. Add transcript to your films. Learn how to prepare digital documents according to the WCAG rules. After this seminar you will be eager to improve your website and decide which category of image fits into it.

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Izabela MROCHEN has a Master's degree in Pedagogy and Psychology (1995), English Linguistics (1998), and a PhD in Historical Linguistics (2009) from the University of Silesia, Poland. She started to be interested in translation and preparing subtitles in the late 1990s when she visited Copenhagen University. As an academic, she integrates CAT tools in the university curriculum and has become a certified memoQ trainer. She has taken part in a wide range of conferences on new technologies in the field of translation and interpretation. Her active interests are to improve the trainee translator's competence for the job market and to support the basic objectives of the European Master's in Translation program. Furthermore, Ms. Mrochen has been interested in software localization tools and cloud computing so as to familiarize students with translating graphical user interfaces. Since 2012, she has been supporting the idea of accessibility social and digital inclusion. The issues of preparing good websites according to WCAG rules have influenced her interests. As a member of the Working Group of Digital Content on the Internet Accessibility in the Ministry of Digitization, Poland, Ms. Mrochen has organized and conducted workshops at a vast range of conferences. In April 2016 she was awarded the Professional Certificate in Web Accessibility by the University of South Australia and Media Access Australia.

WORKSHOP:

Tracing Imagination: Elements of Visual Communication

Philippe THEOPHANIDIS (Glendon College)

Thursday 15 - 1.00pm

Room: A304

This workshop will examine the process that takes place when we translate words into images. This examination will unfold three complementary perspectives ultimately bridging together the theoretical with the practical. WHY – First, we will examine the role of images play when it comes to communicate. HOW – Second, we will examine what exactly it entails to circulate between words and images. WHAT – Finally, we will discuss practical tips and advices pertaining to the research and use of iconographic materials online. The remaining time will be used to run a series of exercises in order to apply what will have been discussed.

Philippe THEOPHANIDIS is assistant professor of Communications at Glendon College (York University) in Toronto. He holds a Ph.D. in Communication Studies from Université de Montréal. He is interested in philosophies of communication and media studies. He has published academic articles and book chapters in French and English on a variety of topics, ranging from cinema to contemporary political issues. Some of his essays have been translated into Greek and Persian. His current research examines the concept of “media” in light of problems of space and community. He writes online at aphelis.net. Over the years, his website has been referenced or linked to by a number of significant publications, including The New York Times, The Guardian, The Washington Post, Variety, Publishers Weekly, The Daily Mail, The Daily Kos.

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PRESENTATION:

The Baroque Stage Translated: A Preliminary Study of the On-Stage Translation of 'Los empeños de una casa'

Tania OSCA (Glendon College)

Friday 16 - 1.00pm

Room: A304

On May of 2016 a group of theatre professionals gathered at Glendon Theatre, in Toronto, to work on a fragment from the Baroque play *Los empeños de una casa* (1683) by writer from New Spain Sor Juana Inés de la Cruz. The team, formed by a theatre director, a native Spanish-speaking actor, a theatre technician, and a translator/language consultant, engaged in a three-day workshop to experiment on the potential translational approaches that can be adopted on stage when presenting a play in a cultural setting different from the one in which it originated. This paper aims to present a theoretical and critical reflection on the experiences arising from the workshop. It also aims to formulate an audiovisual translation strategy for the staging of *Los empeños de una casa* in Toronto in the near future.

Tania OSCA is a graduate of the MA in Translation Studies at Glendon College, York University. She currently works as a freelance translator and theatre practitioner. Her research focuses on audiovisual and theatre translation, media accessibility, and theatre semiotics. She is also the coordinator of the Working Group on Translation and the Performing Arts (PETRA) based in Toronto.

LECTURE/WORKSHOP:

Dynamic & Embedded Surtitling in the Theatre: Expanding the Possibilities of Audiovisual Translation and Multiple Fluencies on Stage

Shelley LIEBEMBUK (Toronto Laboratory Theatre)

Friday 16 - 1.30pm

Room: A304

This lecture/workshop will investigate contemporary audiovisual innovations in the theatre, a medium already negotiating the various elements of relational and intermedial translation. Specifically, the lecture will introduce surtitling across two recent formulations: dynamic and embedded; drawing on particular production examples of these two forms of surtitling, and how each variously integrates broader audiovisual technologies (i.e. projections, microphones, and audience headsets) in the process of stage translation. In the workshop portion, the participants will then have an opportunity to take on the process of surtitling in both formulations, and explore how these new ways of working with surtitling might reconceptualize the possibilities of translation and multilingualism on stage.

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Shelley LIEBEMBUK is a theatre scholar and dramaturge. She is a 2017 postdoctoral fellow at York University, conducting scholarly and practical dramaturgical research on multiple fluencies in Canadian-Latin performance; funded by the Canadian Consortium on Performance and Politics in the Americas (the Canadian branch of the Hemispheric Institute), She has completed a doctoral dissertation on the Latina body in performance at the University of Toronto's Graduate Centre for Drama, Theatre and Performance Studies (2016); and is currently working as a dramaturge on Toronto Laboratory Theatre's multilingual production with no translation *In Sundry Languages* (upcoming at the Toronto Fringe 2017), as well as conducting comparative research on contemporary methods of staging multiple languages on stage in Germany and Canada. She has also taught acting and theatre courses at the University of Toronto's Scarborough campus, and is a graduate of the Atlantic Theatre Company's acting conservatory (NYC).