

# Intermedia 2016

## Conference on Audiovisual Translation

University of Łódź, Faculty of Philology, Pomorska 171/173

[intermedia.uni.lodz.pl](http://intermedia.uni.lodz.pl)

**Thursday, 14 April**

12:00 – 13:00	<b>registration</b> [ground floor]	
13:00	<b>conference opening</b> [room 1; 2 <sup>nd</sup> floor]	
13:15 – 14:15	<p><b>plenary lecture</b> [room 1]  <i>Aline Remael</i>            Hybridity is the new norm</p>	
14:15 – 15:15	lunch	
	<b>workshop sessions</b>	
	<p><i>Subtitling for the deaf and hard of hearing</i>            instructor: Agnieszka Szarkowska</p>	<p><i>Audio description</i>            instructor: Anna Jankowska</p>
15:15 – 16:45	workshop: part 1	workshop: part 1
16:45 – 17:15	coffee break	
17:15 – 18:45	workshop: part 2	workshop: part 2

Friday, 15 April

9:00 – 10:00	<p><b>plenary lecture</b> [room 1]</p> <p><i>Anna Matamala</i></p> <p>AVT Odyssey: Voyage to the Future</p>	
	room 1	room 2
10:05 – 10:35	<p><i>Gert Vercauteren</i></p> <p>Enough is enough! But... just how much is enough?</p>	<p><i>Gernot Hebenstreit</i></p> <p>Teaching AVT research at BA level? Some questions and tentative answers from a local perspective</p>
10:40 – 11:10	<p><i>Agnieszka Walczak</i></p> <p>Cinema4All: audio description on smartphones</p>	<p><i>Alexey Kozulyaev</i></p> <p>Against the current: building a successful school of audiovisual translation in a textocentric land</p>
11:15 – 11:45	<p><i>Anna Jankowska</i></p> <p>Intercultural competence in audio description</p>	<p><i>Olena Vovk</i></p> <p>Semantics and semiotics in multimodal environment (based upon the novel by S. King "The Shining" and its screened version by S. Kubrick)</p>
11:45 – 12:15	coffee break	
	room 1	room 2
12:15 – 12:45	<p><i>Iris C. Permuy Hércules de Solás</i></p> <p>The evolution of clean audio as an accessibility service</p>	<p><i>Anna Rędzioch-Korkuz</i></p> <p>Integrated Subtitles in EFL Class</p>
12:50 – 13:20	<p><i>Agnieszka Chmiel &amp; Iwona Mazur</i></p> <p>How to eat a cake and still have it, or (once again) about descriptive versus narrative audio description</p>	<p><i>Mikołaj Deckert</i></p> <p>Viewer expectations and subtitling quality</p>

13:25 – 13:55		<i>Olivia Gerber-Morón</i> Optimizing subtitle segmentation on smartphones
14:00 – 15:00	lunch	
	room 1	room 2
15:00 – 15:30	<i>Rebeca C. López González</i> When intertextual humour is supposed to make everyone laugh... even after translation	<i>Agata Hołobut, Jan Rybicki &amp; Monika Woźniak</i> Old questions, new answers – computational stylistics in audiovisual translation research
15:35 – 16:05	<i>Milad Mehdizadkhani, Masood Khoshsaligeh, Ali Khazae Farid &amp; Agnieszka Szarkowska</i> Voice off v. insertion in rendition of graphic code in English to Persian audiovisual translation	<i>Rafaella Athanasiadi</i> The applications of machine translation and translation memory tools in audiovisual translation: a new era?
16:10 – 16:40	<i>Lada Rybnickova</i> Visual information in dubbing translation: a case study of The Simpsons	<i>Kostiantyn Iakovliev</i> Using collaboration tools in developing consistency in audiovisual translation
16:45 – 17:15	<i>Amer Al-Adwan</i> The role of images in subtitling humour into Arabic	<i>Zeinab Nasrollahi</i> Official and non-official subtitling. Challenges of translation in the age of information flow
19:00	conference dinner	

### Saturday, 16 April

9:00 – 10:00	<b>plenary lecture</b> [room 1]  <i>Louise Fryer</i> Blue Smarties
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	room 1	room 2
10:05 – 10:35	<i>Ayse Sirin Okyayuz</i> Politics, society and AVT: a proposal for further research	<i>Camilla Badstübner-Kizik</i> Multilingualism in the movies – a fresh attempt regarding AVT
10:40 – 11:10	<i>Veronika Vazlerova</i> Media accessibility in the Czech Republic	<i>Minu Sara Paul</i> Factors that affect the occurrence of partial subtitling in Malayalam polyglot movies
11:15 – 11:45	<i>Federico M. Federici</i> AVT in the Media: Emergencies through conflicting words and contradictory translations	<i>Anna Urban</i> <i>A movie about a movie they don't want you to see.</i> Taglines in translation
11:45 – 12:15	coffee break	
	room 1	room 2
12:15 – 12:45	<i>Agnieszka Szarkowska &amp; Łukasz Dutka</i> Respeaking crisis points	<i>Olga Łabendowicz</i> A love-hate relationship with voice-over in Poland and why we have not gotten over it yet
12:50 – 13:20	<i>Aline Remael, Isabelle Robert &amp; Veerle Haverhals</i> Live interlingual subtitling at VTM: A first descriptive study	<i>Maryna Sauko</i> Source text deformation in AVT: subtitling vs. dubbing
13:25 – 13:55	<i>Monika Szczygielska &amp; Łukasz Dutka</i> Live subtitling in on-line streaming in Poland: between theory and practice	<i>Priyanka Rachabattuni</i> The localization of the television advertisements and its language and culture change: a critical study of audiovisual translations into Telugu language
14:00	conference closing	
14:15	lunch	