

| International
conference |

**MEDIA
FOR ALL**

10

A N T W E R P

BOOK OF ABSTRACTS

Media for All 10

Human Agency in the Age of Technology

University of Antwerp, July 5-7, 2023

The programme at a glance

Wednesday July 5th, 2023			
Times	Computer room, Building R	Computer room, Building R	Main room, Building K
9:00	Workshop 1: Teaching Languages with a Twist: Embedding Didactic Audiovisual Translation in the Foreign Language Classroom	Workshop 3: EBU Handbook for High Quality Audio Description on Screen.	
12:00			LUNCH
13:00	Workshop 2: New and alternative approaches to media access for film and live events - theory and practice.	Workshop 4: Collaborative audio descriptions: minority styles and practices.	
16:00			Screening: "Where Memory Ends" (Pablo Romero Fresco)
18:00	RECEPTION FOR ALL		

Thursday July 6th, 2023

8:00	REGISTRATION: Aula Rector Dhanis, building K			
9:00	KEYNOTE 1: Human factors and algorithmic norms in audiovisual translation Joss Moorkens			
10:00	BREAK			
	Aula Rector Dhanis, building K	Room 1, building R	Room 2, building R	room 3, building R
10:30	Session 1 - Alternative approaches to subtitling	Session 4 - Accessibility	Presentation by Oona Panel 2: industry panel by MESA	Session 11 - Training
12:00	LUNCH: Aula Rector Dhanis, building K			
13:30	Session 2 - Subtitling workflows	Session 5 - Audio Description translation	Session 8 - Live subtitling quality	panel 3 - Multimodality and translanguaging for inclusive communication in higher/tertiary education
15:00	BREAK			
15:30	Session 3 - language issues in subtitling	Session 6 - Audio Description varia	Session 9 - Industry presentations AVT	Session 12 - Research pitches AVT
17:00	Panel 1 - Media for all? What about the speakers of minoritized languages?	Session 7 - Audio Description scripting strategies	Session 10 - Live subtitling varia	Session 13 - Research pitches Accessibility
18:30	BREAK			
20:00	CONFERENCE DINNER @CAFE HORTA			

Friday July 7th, 2023

	Aula Rector Dhanis, building K	Room 1, building R	Room 2, building R	room 3, building R
8:00	REGISTRATION: Aula Rector Dhanis, building K			
9:00	KEYNOTE 2: 'Access as a conversation' and participatory approaches in media accessibility Kate Dangerfield			
10:00	BREAK			
	Aula Rector Dhanis, building K	Room 1, building R	Room 2, building R	room 3, building R
10:30	Session 14 - Subtitling & emotions	Session 18 - Subtitling for the D/deaf and hard-of-hearing and Sign Language Interpreting	Panel 5 - The future of work in media localisation and accessibility: talent crunch in the age of AI?	Session 24 - Fan translation
12:00	LUNCH: Aula Rector Dhanis, building K			
13:30	Session 15 - Subtitling & eye tracking	Panel 4 - The balance between standardisation and creativity in media accessibility	Session 21 - Videogame localization	Session 25 - Audiovisual Translation
15:00	BREAK			
15:30	Session 16 - Subtitling & eye tracking	Session 19: Audio Description & the arts	Session 22 - Dubbing	Session 26 - Industry presentations Accessibility
17:00	Session 17 - Subtitling varia	Session 20 - Audio Description creativity	Session 23 - Dubbing	
18:30	CLOSING SESSION			

AD and SDH on Portuguese state-sponsored channels: state of play and where to?

Cláudia Martins, Catarina Xavier, Susana Valdez, Sara Ramos Pinto, Silvia Malena Modesto Monteiro, Mariana Martins, Marta Morgado

The development of Media Accessibility (MA) has brought to the fore concerns with the inclusion of people with disabilities in all walks of life, from the traditional audiovisual contexts (e.g. TV and cinema) to other cultural and historical venues, including other life events, such as births, weddings, and the like. These concerns stemmed from the fact that, in the 1980s and 1990s, attention was focused on the need for television channels and cinema houses to provide accessible programming including then subtitling for the deaf and hard-of-hearing (SDH) and audiodescription (AD), and later respeaking. While the USA and the UK were the pioneers internationally, other European countries slowly engaged in such practices and developed guidelines to cater for these needs. One such case is Germany where Bernd Benecke (from Bayerischer Rundfunk) has been a reference in MA when it comes to AD in TV programmes.

As a result, accessibility television services have become a legal requirement worldwide, particularly in European countries, since the early 2000s. In her ground-breaking survey, Remael (2007) has identified that different countries go through different histories, traditions and priorities with a direct impact on how much SDH each country produces and broadcasts and the procedures it follows. The data collected by Reivers (2016) seems to indicate similar circumstances regarding Audiodescription.

In this paper, we will focus on the case of Portugal, and in particular the state-sponsored channel RTP, in order to offer a more in-depth look into how the accessibility services developed, their current practices and priorities as well as the SDH and AD professionals' working conditions and main challenges.

As in other countries, the development of SDH in Portugal has largely coincided with the introduction of teletext and was initiated by the channel under analysis which has played a vital role in recruiting and training local teams of experts, as well as developing and disseminating working practices both internally and externally. In the context of the project AVT Accessibility in Portugal, data has been collected via a questionnaire and follow-up in-depth/qualitative interviews with the different SDH and AD in-house professionals employed at RTP. Preliminary analysis points towards particular linguistic, technological and internal communication challenges, lack of training, and lack of guidelines updates, and that professionals may tend not to identify themselves as translators. It also indicates a lack of knowledge-sharing among European television channels. Finally, it has been possible to note difficult access to the target communities which professionals try to compensate for by having, in the case of AD, blind consultants that check translations.

In sum, we will seek to provide a thorough description of RTP's team of translators in terms of their training, previous experience, work procedures, and relation to SDH and AD guidelines and target audiences. This will be complemented with selected information retrieved from the qualitative interviews. Based on this preliminary analysis, we aim to critically reflect on the overall situation and suggest a series of recommendations for moving forward, including conducting a reception-oriented study.

Cláudia Martins (presenter) holds a PhD in Translation by the University of Aveiro, with a thesis on museum accessibility for people with visual impairment. She was awarded a Diploma of Advanced Studies in Translation and Intercultural Studies (Spain) and master in Terminology and Translation and bachelor's degree in Modern Languages and Literatures, both at the Faculty of Arts and Humanities of the University of Porto, Portugal. Since 2001, she has been teaching English as a foreign language, English Linguistics, Terminology and Audiovisual Translation at the School of Education in the Polytechnic Institute of Bragança, Portugal. Her academic interests include ELT, Linguistics, Phraseology and Paremiology, Terminology and Audiovisual Translation, with a special focus on Media Accessibility.

Catarina Xavier (presenter) is Junior Researcher at the University of Lisbon. She is also a researcher with the Reception and Translation Studies Research Group at the Center for English Studies, UL (ULICES).

Catarina holds a PhD in Translation Studies and her current research looks into taboo accessibility in audio description and subtitling for the Deaf and hard of hearing. By focusing on the fact that sensory-impaired users are entitled to be given access to audiovisual products and meanings, she is currently examining users' needs and actors' attitudes to impact on academia and society. She has been awarded doctoral and post-doctoral grants, and in the meantime has contributed to the area of the translation of taboo in different media with several academic outputs, promoting the study of translation norms and the systematisation of translation strategies.

Susana Valdez (co-author, non-presenter) is an Assistant Professor in Translation Studies at Leiden University. Before taking up her current position, she had spent 15 years working in the translation industry, and she was an invited lecturer at NOVA School of Social Sciences and Humanities, as well as Lisbon University School of Arts and Humanities (Lisbon, Portugal). Her doctoral thesis focused on medical translation. Her current research focuses on pivot templates, medical translation, the translation process, and reception. She is the PI of the ApiVoT project, the Reviews editor and member of the Editorial Board of JAT - Journal of Audiovisual Translation, and co-editor of a special issue on pivot audiovisual translation (Perspectives 2023, with Hanna Pięta, Hanna, Rita Menezes and Stravoula Sokoli).

Sara Ramos Pinto (co-author, non-presenter) is an Associate Professor in Translation Studies at the University of Leeds. She is also a board member of ESIST, an international board member of CETRA at KU. Leuven (Belgium) and a research collaborator at the Centre for Anglophone studies at the University of Lisbon. Sara's research focuses on audiovisual translation and translation theory as she is interested in investigating the translation of multimodal products and the challenges they bring to translation practice and theory. She has published in a number of peer-reviewed journal articles and chapters in highly-regarded journals such as Target, The Translator, and META as well as co-edited books and special issues. Her most recent publication is the book Introduction to Translation Studies (5th edition) co-authored with Jeremy Munday and Jacob Blakesley. Parallel to her academic work, Sara is an experienced translator in the areas of audiovisual translation, theatre translation and academic writing. She maintains close links with the industry as a consultant, but also via her research which she develops in collaboration with different companies.

Silvia Malena Modesto Monteiro (co-author, non-presenter) has a degree in Languages - Portuguese, English and Literature and Specialization in Translation - Federal University of Ceará (UFC); Master in Applied Linguistics and PhD in Applied Linguistics - State University of Ceará (UECE). She is an effective professor at the Languages-English Course at the State University of Ceará, since 2003. She is also a professor at the Graduate Program in Applied Linguistics (PosLA) and Coordinator of the Audiovisual Translation Laboratory (LATAV) at the State University of Ceará. She has experience in the area of Applied Linguistics, with emphasis on English Language and Translation, working mainly on the following subjects: Audiovisual Translation, Accessible Audiovisual Translation, Translation, English Language Teaching and Learning, Reading in English, Teacher Training, Virtual Environments.