Conference Report

ScreenIT 2010: The Changing Face of Screen Translation
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Last year, partially funded by Graduate Studies, Mahidol University and Research Institute for Languages and Cultures of Asia, I had an excellent opportunity to participate in an international conference and workshops on Screen Translation, a discipline of huge interest to me for over a decade, entitled ScreenIT 2010: The Changing Face of Screen Translation, organized by Department S.I.T.L.eC. (Interdisciplinary Studies in Translation, Languages and Cultures), University of Bologna at Forlì, Italy.

According to Prof Delia Chiaro (University of Bologna), a member of the organizing committee, ScreenIT 2010 is “one of the many conferences and workshops being held in celebration of the 20th anniversary of the foundation of the University of Bologna’s prestigious Advanced School in Modern Languages for Translators and Interpreters (Forlì), which, by a singular twist of fate, also happens to coincide with the 10th anniversary of the city’s Department of Interdisciplinary Studies in Languages, Translation and Cultures.”

Before the conference started on the 21st of October, there were three workshops provided at SSLMIT, University of Bologna at Forlì: Voice-Over by Ahmad Khuddro, Director of Silver Screen Subtitling, Kent; Audio description for visually impaired by Dr. Pilar Orero, Universitat Autònoma de Barcelona (UAB), Spain; and Translating audiovisual texts for children by Elena Di Giovanni. I attended the first two workshops and soon realized that, not only did I gain a better insight into such interesting techniques and practices of audiovisual translation, but

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recognized the importance of sharing this knowledge with my colleagues and students of MA Translation Program at Mahidol University in Thailand. I was particularly interested in Audio Description (AD), which was a totally new technique for me. The workshop included a general introduction, history, possible scenarios, standards and norms, and challenges. The most valuable part was when all the workshop participants paired off to practice preparing audio descriptions for a film scene.

The venue for conference was Centro Culturale San Francesco (The San Francisco Cultural Center) in Forlì. The keynote speeches included Translation, transduction, transformation: old questions in the contemporary media (and social) landscape by Professor Gunther Kress (University of London), Decentering, disorienting and defying AVT norms: ShakEl, FlashIt, ColourIt on Japanese TV by Dr. Minako O'Hagan (Dublin City University), Translation as exchangeable asset by Giorgio Gosetti (film critic, film festival director), and On-line technologies and anthropological mutations in the audiovisual translation scenario: the "Digital Native" generation vs. localization by Serafino Murri (dubbing translator, IULM, Milano).

In total, 39 papers were presented covering topics such as new audiences, new research and new translation practices; methodology in interdisciplinary screen translation research; accessibility and its impact on the audience; the changing face of dubbing and subtitling; new technologies in audiovisual translation; localization of video games; the perception of screen translation; teamwork, crowd-sourcing; and the future of screen translation. These topics were then grouped into different sessions, namely the changing face of screen translation, the changing face of dubbing, Inclusion in Europe, Different faces of ST, Beyond the West, An Italian perspective, Language acquisition and translation quality, A geographically connoted ST, The professional point of view: Screen Translation on the Move; and Humour and the Changing Face of Screen Translation.

Participants included scholars, lecturers, MA and PhD students, professional translators and entrepreneurs. My paper, “Proper names are poetry in the raw” Unlike all poetry they are translatable in Thai Films, was in the Beyond the West
session chaired by Professor Rosa Maria Bollettieri Bosinelli. The other three papers in this session included Ahmad Khuddro’s *Diplomacy or mediation in AVT: the Israeli-Palestinian context*; Ali Ahmed’s *To dub or not to dub: that is the MBC question*; and Yong Zhong’s *Accurate translation, not enough for dubbing and subtitling, a case study of the Chinese edition of Desperate Housewives*. All suggestions and comments I received from both the session speakers and participants have been very helpful in improving my paper which I hope to submit for international publication.

After the conference, the organizers kindly arranged a guided visit to the special exhibition, “The Unknown Face of Egypt” at the Forlì San Domenico Museum.

As a significant feature sequence of the conference’s success, a selection of papers presented at various sessions will be published in the form of a themed volume of peer-reviewed articles, to be co-edited by Professor Rosa Maria Bollettieri Bosinelli, Dr. Elena Di Giovanni and Dr. Linda Rossato, and probably bearing the title of: ACROSS BOUNDARIES, ACROSS SCREENS.

More information is available at the conference website:
Reference: http://screenit2010.sitlec.unibo.it/