



## *New Technologies in Audiovisual Translation and Accessible Tourism: Transforming Training for the Future*

University of Palermo  
Palazzo Chiaramonte-Steri  
Sala Magna

12 December 2024

9:00 – 10:00  
Institutional Greetings

**Massimo Midiri**, Rector, University of Palermo  
**Luisa Amenta**, Pro-Rector, Right to Education and Innovation in Learning Processes  
**Daniela Tononi**, President, Palermo University Language Centre  
**Alessandro Madonia**, Vice-coordinator, Degree Courses in Foreign Languages & Literatures, Department of Humanities  
**Giuseppa Compagno**, Associate Professor, Special Education and Didactics for Sensory Disabilities, Department of Psychology, Education and Human Movement  
**Marco Faldetta**, Director, International House (IH) Language Centre Palermo

10:00 – 10:15

Chairperson:

**Daniela Tononi**, President, Palermo University Language Centre

Speakers:

**Marco Faldetta**, Director of IH Palermo &

**Gabriele Uzzo**, University of Palermo / Accessibility Manager (SudTitles)

The Launch of the First **OOONA** Subtitling Course, in collaboration with

**SudTitles, IH Palermo and UniPa Language Centre:**

*Become a Professional Subtitler*

10:30 – 11:15

### **Opening Plenary Session**

Chairperson: **Alessandra Rizzo**, University of Palermo

Speakers:

**Jorge Díaz Cintas**, University College London (UCL) &

**Serenella Massidda**, University of Chieti-Pescara/UCL

*Designing a Competence Model for Subtitling*

Coffee break



12:00 – 13:15

**Panel 1:** Audio Description Reimagined: Cognitive Insights, Cultural Contexts, and Playful Narratives

Chairperson:

**Mette Rudvin**, University of Palermo

Speakers:

**Monika Zabrocka-Śliwka**, Jagiellonian University, Krakow

*Unlocking the Potential of Creative Audio Description through Neurocognitive Data Collection Tools*

**Alessandra Rizzo**, University of Palermo

*I leoni di Sicilia: Challenges in the Transfer of Culture-Specific References*

**Will Noonan**, University of Bourgogne &

**María López Rubio**, University of València

*Can Audio Description Be Humorous and Should Audio Describers Be Trained to Use Humour? Towards a Working Hypothesis*

Lunch

15:00 – 16:15

**Workshop 1:** Accessible Film Festivals: SDH Perspectives

Chairperson:

**Gabriele Uzzo**, University of Palermo / Accessibility Manager (SudTitles)

Speaker:

**Emília Perez**, Constantine the Philosopher University (Nitra, Slovakia)

16:30 – 17:45

**Panel 2:** Didactics, Training, and AI: What's on?

Chairperson:

**Ester Gendusa**, University of Palermo

Speakers:

**Margherita Dore**, University of Roma 'Sapienza'

*AVT and MA Practices in Education. The Sl@VT Project*

**Gabriella Ardita & Maria Adele Limongelli**, University of Catania

*Deaf Co-Construction Approach in AVT: A Case Study from University to Professional Practice*

**Lucie Couset & Sonja Janssens**, Université Libre de Bruxelles

*Studying Humour in AI-Translated Subtitles: Stakes and Methodology*

18:00

A tour of Palazzo Chiaramonte-Steri

20:30

*Social Dinner*





13 December 2024

University of Palermo  
Palazzo Chiaramonte-Steri  
Sala Magna

09:00 – 10:00

**Opening Plenary Session**

Chairperson:

**Marianna Lya Zummo**, University of Palermo

Speaker:

**Eleonora Federici**, University of Ferrara

*Accessibility and Intercultural Paths in Museums. What about Emilia Romagna?*

10:30 – 11:30

**Panel 3: From Text to Multimedia: Enhancing Accessible Tourism**

Chairperson:

**Giulia Pennisi**, University of Palermo

Speakers:

**Simonetta Falchi**, University of Sassari

*The Voice of History: A Corpus-Based Analysis of Audio Guides*

**Valentina Di Francesco**, University of Ferrara

*From Print Tourism Promotional Texts to the Audiovisual Promotion: Emilia Romagna across the Media*

Coffee Break

12:00 – 13:15

**Workshop 2: Cross-Cultural Approach to Tourism Accessibility**

Chairperson:

**Eleonora Federici**, University of Ferrara

Speaker:

**Cinzia Spinzi**, University of Bergamo

Lunch



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15:00 – 15:30

**The Industry:** OOONA: web-based localisation platform for media content / ZOO Digital & ZOO Academy

Chairperson:

**Jorge Díaz Cintas**, UCL

Speakers:

**Lydia Hayes-Harris**, Freelancer at ZOO Digital, Designer on the ZOO Academy Team /University of Leeds

**Alex Yoffe**, Product Manager at OOONA

15:45 – 17:15

**Workshop 3:** *Introduction to Lip-Synch Dubbing*

Chairperson:

**Maria Luisa Pensabene**, University of Palermo

Speaker:

**Giselle Spiteri Miggiani**, University of Malta

17:30 – 19:00

**Workshop 4:** *Introduction to Subtitling: The OOONA Ecosystem*

Chairperson:

**Serenella Massidda**, University of Chieti-Pescara / UCL

Speaker:

**Gabriele Uzzo**, University of Palermo / SudTitles

**Floriana Di Gesù**, University of Palermo

**Giovanna Virga**, Institute for the Blind and the Visually Impaired People, Palermo

20:00

*Aperitivo rinforzato*