



University of Palermo
Department of Humanities
English Studies: Linguistics and Translation

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

In addition to launching the first **OOONA** course for professional subtitling in Southern Italy, Palermo (Coordinator: Dr Gabriele Uzzo), in collaboration with International House Language Centre (Palermo), the 7th edition of the well-established international translation symposium will be held at the Department of Humanities, University of Palermo, on December 12-13, 2024. This academic event aims to promote the latest technological innovations, as well as the most up-to-date scientific research within educational environments, to encourage new professional horizons in the fields of audiovisual translation (AVT) and accessible tourism.

The rapid growth of original audiovisual content in a variety of languages has compelled media localisation companies to adapt to new market trends and meet the needs of contemporary audiences, who are eager to consume audiovisual productions from far and wide, provided they are localised in their own language and enhanced with accessibility features like audio description and closed captions. Research on AVT and accessible tourism has deepened our understanding of the best strategies to make the local travel globally, while triggering significant transformations within the AVT profession across the media, arts, and tourism sectors. In this context, AVT has opened new avenues into the media world, the arts and tourism industries by promoting increasingly imaginative and creative approaches, where translators, artists, museum curators, and other stakeholders collaborate in innovative ways. These efforts incorporate new skills and competences essential for the development and growth of audiovisual accessibility at local, international and digital levels. The event aspires to be a significant voice in the debate on audiovisual translation and accessibility during a time of marked social and technological change and paradigm shifts. It aims to promote and reinforce AVT as a key area within the field of specialised translation, targetting students interested in pursuing a career in this industry, while exploring new models for future professional environments in technologically-driven, collaborative settings.

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Possible topics include but are not limited to:

- Educating and training future specialists in the field of AVT and media accessibility.
- New approaches to AVT training and media accessibility practices aimed at professionalising the role of practitioners.
- Accessibility services like audio description (AD) and subtitles for people who are d/Deaf or hard of hearing (SDH) in the tourism industry.
- Emerging technologies in AVT and media accessibility research, including artificial intelligence.
- The intersection of technology and creativity in AD and SDH
- The promotion of international tourism through AVT and the challenges of translating tourism promotional materials.
- The use of AVT technologies to achieve maximum impact within the industry and society.
- Projects, MA programmes, and short professional courses focused on AVT technologies.
- Collaboration and digitisation in the AVT and tourism industries.

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The 7th edition of the symposium will feature workshops focusing on AVT practices (audio description, dubbing, subtitling, subtitling for the deaf and the hard-of-hearing) and will host guest speakers from academia and industry settings, including some of the world's leading scholars and professionals in AVT and accessible tourism. Among our confirmed speakers are **Elena Di Giovanni, Jorge Díaz Cintas, Eleonora Federici, Stefania Maci, Emília Perez, Serenella Massidda, Giselle Spiteri Miggiani, Maria Grazia Sindoni, Cinzia Spinzi.**

Prospective contributors are invited to send their abstracts (max. 300 words) to alessandra.rizzo@unipa.it and mariannalya.zummo@unipa.it by October 31, 2024, providing the following information in the email: (a) title of the presentation, (b) author's full name, (c) professional bio, (d) professional affiliation.

Conference Fee: 80 euros (PhD students; postdoctoral researchers; research fellows, and school teachers); 120 euros (tenured academics; RTD-A and adjunct professors; professionals).

The symposium is open (and highly recommended) to PhD students in *Studi Umanistici* (Director: Prof. Marina Castiglione); and in *Migrazioni, Differenze, Giustizia Sociale* (Director: Prof. Mari D'Agostino) and to students attending the following degree courses:

Lingue e Letterature – Studi Interculturali; Lingue Moderne e Traduzione per le Relazioni Internazionali; Lingue e Letterature: Interculturalità e Didattica – Coordinator: Prof. Concetta Giliberto

Digital Humanities per l'Industria Culturale – Coordinator: Prof. Donatella La Monaca

Transnational German Studies – Coordinator: Prof. Arianna Di Bella

Scienze Politiche e delle Relazioni Internazionali – Coordinator: Prof. Laura Azzolina