

**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 21<sup>st</sup> 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: ShakeIt, 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/>