

Seminari Permanent 2017-2018

Sessió de presentacions de les línies de recerca Traducció audiovisual, Traumàtica i Traducció de textos literaris.

Presentation of research fields Audiovisual Translation and Media Accessibility, Information and Communication Technologies Applied to Translation, **and** Literary Translation

Professor: Gina Maria Greco

Día: dilluns 25 de març a les 15,30 hores.

Aula 207

Irene Tor Carroggio

Reception study on synthetic voices applied to audio description in Chinese

Media accessibility is still an unresearched field in China. One of the access services it encompasses, audio description (AD), is already provided in the country, especially in large cities, but only in films and it is mostly delivered by volunteers, although not exclusively. Its academic study is also at its infancy, since only a few researchers have considered it as an object of study. The objective of this PhD thesis is twofold. First, it aims at presenting the state of the art of AD in China by focusing on different agents, such as audio describers and end users. Second, it intends to carry out a reception study to test whether Chinese persons with sight loss would accept artificial voices applied to AD. Their acceptance could result in a wider availability of AD in the country.

Mina Ebrahimi Erdi

Variation Criteria in a Translation-Oriented Term Base from Political Corpora in English and Persian

This paper is concerned with corpus-based political terminology between Persian (Iran's official language) and English (UK's political context) from a translation perspective and seeks, other than to provide a bilingual political terminology, to investigate deep structure of conceptual and semantic network to find common grounds based on which, political international communications would be developed and we could witness less miscommunications and hence, less war-like actions such as sanctions against innocent people. As it is a comparative study, two main 'special purpose corpora' were created based on stratified sampling method, one in Persian and the other, in English and they were probed by SketchEngine terminological tool. Each corpus consists of parliamentary debates and political news of two main leading news agencies in the under-investigation country with two different political affiliations, i.e.

reformist and conservative, from January of 2016 to December of 2017. Some preliminary results will be discussed at the seminar.

Olga Jeczmyk

The acquisition of cognitive translation strategies. An experimental study for a FR-ES translation.

The research objective is to study the acquisition of cognitive translation strategies for the resolution of translation problems in written FR-ES translation.

Specific objectives are:

- * Establish a conceptual framework for the investigation;
- * Describe and define cognitive strategies;
- * Identify translation strategies' evolution in the Acquisition of Translation Competence

We will:

- * Study the strategy notion in disciplines related to Traductology and in Traductology;
- * Analyze which strategies are used in written translation, why, when, how and with which result.
- * Do an experimental study with FR-ES translation students from different levels investigating translation strategies' evolution in the Acquisition of Translation Competence.

An expert judgment will be done to determine if the selected text and especially prepared questionnaire are appropriate. Instruments will be checked with a pilot study before the definitive experiment

Nuria Mendoza Domínguez

La formación en audiodescripción en España: prácticas actuales de enseñanza y aprendizaje y propuesta de diseño de un MOOC

Este resumen contextualiza nuestra investigación doctoral, y enumera las partes de la presentación para el Seminario Permanente de Investigación y Doctorado, organizado por el Programa de Doctorado en Traducción y Estudios Interculturales de la UAB.

Nuestro estudio se enmarca en la traducción audiovisual y en los estudios de accesibilidad a los medios. Específicamente, en la audiodescripción (AD), así como en su didáctica, en España. Tras una revisión bibliográfica exhaustiva, confirmamos la necesidad de conocer qué competencias deben adquirir los futuros profesionales de la AD. Existen múltiples estudios sobre la adquisición de competencias en traducción, y en traducción audiovisual. Sin embargo, en el caso de una disciplina académica reciente

como la AD, pudimos confirmar que los estudios equivalentes son limitados en número y alcance.

Enumeraremos nuestros objetivos, enmarcándolos en sus marcos teóricos, por fases, y metodológicamente. Indicaremos los resultados obtenidos hasta la fecha. Por último, avanzaremos nuestras siguientes líneas de estudio.

Daniel Segura Giménez

Reception study on the sign Language translations produced in a crowdsourcing platform

Abstract:

Technological evolution has always conditioned the way translation professionals work. The appearance of the Internet is not an exception, as it's possibly the innovation that has changed our profession the most. Recently, the crowdsourcing phenomenon has raised the interest of scholars from different fields of knowledge, including translation studies. Although the exact definition of this term is still being discussed by experts, we could say, broadly speaking, that crowdsourcing is every online collaborative working process in which several collaborators join their efforts with the intention of completing a task given by a promoter.

In this PhD. dissertation, we hope to prove that a platform of such characteristics can be a quick and economical way to provide a sign language translation service. With this goal, we have created an online platform to which our participants will have access. These users will choose a text from our corpus, record their own sign language interpretation in video format and send it to us using a web form. After that, we will organize a reception study to test the quality of these crowdsourced translations and a focus group to deeply find out the aspects to improve.

Rocío Bernabé

Audiovisual content: easy-to-understand access services

Reading is a fundamental human right; still, not everyone can read, and many people face reading and comprehension barriers. The UN Convention on the Rights of People with Disabilities (CRPD) identifies poor literacy as a risk and explicitly states the necessity to aid understanding (United Nations, 2018). In our knowledge society, audiovisual media form the basis for communication, education, and full social and democratic participation. However, audiovisual information often requires a level of literacy that makes it inaccessible for specific audiences. Although many accessibility services already exist - audio description, subtitles, re-voicing, sign language - Easy to understand services are still relatively unknown and mostly associated with intellectual or learning disabilities.

This PhD thesis aims to explore how the simplification methods Plain Language (PL) and Easy to Read (E2R) can be combined with guidelines that apply to current audiovisual modalities to enhance the cognitive accessibility of the content. It also aims to analyse and measure viewers' reception of easy-to-understand subtitles. The research will deliver a new taxonomy of hybrid Easy Accessibility Services as well as implementation guidelines for the creation of easy-to-understand subtitles.