

**SESSIONS DE PRESENTACIÓ DE LA RECERCA
DELS DOCTORANDS DEL PROGRAMA**

**Seminari Permanent de Recerca i Doctorat 2015/16
Programa de Doctorat en Traducció i Estudis Interculturals**

**Sessió 1, 17/03/2016, 15:00 hs., sala Jordi Arbonès
Moderador: Dr. Artur Lozano-Méndez**

15:00 a 15:30

Valeria Tonioli, *Mediación interlingüística e intercultural en Italia: estado de la cuestión, formación e implicaciones para la didáctica de las lenguas*. Direcció: Dra. Marta Arumí / Dr. Fabio Caon

15:30 a 16:00 [Skype]

Juan Martínez Pérez, *New Approaches to Improve the Quality of Live Subtitling on TV*. Direcció: Dr. Andrew T. Duchowski / Dra. Agnieszka Swarkowska

16:00 a 16:30

Iris Permuy, *Clean Audio: Optimising Accessible Media Content*. Direcció: Dra. Pilar Otero

16:30 a 17:00

Lesia Ponomarenko, *Translation of identity-related information in multilingual media*. Direcció: Dra. Laura Santamaria

17:00 a 17:30

Olena Blagodarna, *New Challenges of Translators' Training: Enhancing PE Mindset*. Direcció: Dra. Pilar Sánchez-Gijón

Resums

Valeria Tonioli, *Mediación interlingüística e intercultural en Italia: estado de la cuestión, formación e implicaciones para la didáctica de las lenguas*

Durante el seminario se presentarán los resultados de nuestra investigación cualitativa sobre la figura del mediador interlingüístico e intercultural en Italia. En particular, nos hemos focalizado sobre las técnicas y estrategias de mediación e interpretación que puedan mejorar la competencia comunicativa intercultural en los mediadores. El primer año se elaboró una revisión del marco teórico sobre modelos de mediación y estado de la cuestión en Italia. En el segundo año se realizó un trabajo empírico basado en:

- Observar y grabar sesiones de mediación;
- Suministrar cuestionarios a mediadores;
- Realizar grupos focales a mediadores;
- Suministrar una prueba piloto de certificación de las competencias en comunicación y mediación.

En el tercer año se han analizado los datos a través de programa Atlas Ti y se ha aplicado la metodología de análisis de contenido del grupo de investigación Miras de la UAB.

Juan Martínez Pérez, *New Approaches to Improve the Quality of Live Subtitling on TV*

The aim of this presentation is twofold: Firstly to define certain quality-related aspects of live subtitling on TV; secondly to describe the NERstar Editor, and to evaluate its performance. Regarding the first point, the hypothesis is that the importance placed on live subtitling quality will be different depending on the country. As to the second point, the hypothesis is that it may be possible to improve the quality of live subtitles by using technology that has been developed specifically for that purpose: a total of 20 thirty-minute clips from 20 programmes belonging to the news genre have been used in order to report on the percentage of subtitles that was improved in terms of speed, that is, readability, when comparing initial broadcast with adapted subtitle file.

Iris Permyu, *Clean Audio: Optimising Accessible Media Content*

Clean Audio (CA) is a technology aimed to improve the intelligibility of the audio track in an audiovisual product, by finding the optimal balance between noise, music, ambient and any acoustic signal other than dialogues. The aim of my PhD project is to prove CA, being a way of improving sound so that dialogues are more intelligible, will benefit hard of hearing viewers' experience when watching TV. Furthermore, we will also try to prove CA can improve the audiovisual experience of second-language learners as well as the blind and partially sighted. In order to do so, and in collaboration with TVC, so far I have selected some relevant TV show and film clips to test the advantages CA can provide to its audience. The relevance of this selection was drawn by a questionnaire designed to determine which types of programmes are less intelligible, thus more prompt to benefit from the CA service. At the same time, I have been designing the experiments in which this technology will be tested. They will consist on a series of 25-second-long clips divided into four parts. Each part will be processed in a different way with the CA techniques by the German IT company IRT, and shown to different target audiences in several lab tests. In order to assure more reliable results, the clips' processing will be randomized, meaning that one clip may present an ABCD processing and the next BDAC, for instance. The viewers will have to point out which parts of the clips are more intelligible for them using a Likert scale. These experiments are programmed to start at the end of next month, although these dates are subject to modification depending on technical constraints.

Lesia Ponomarenko, *Translation of identity-related information in multilingual media*

This research is focused on cross-cultural transfer of identity aspects, as well as discrepancies between representations of the same information within one Media (case of Euronews) in different European languages. Through translation theories, critical discourse analysis, and elements of content analysis this study aims to establish how identities are transferred and represented for different target audiences, as well as to analyze the interdependence between translation methods and procedures, news-production principles, and identity construction strategies. Domestication of global

news and their re-writing have not only favorable effects, such as relevance for the target audience or media format correspondence, but also information distortion and stereotyping. This research is centered on adjustment of identity-related information as a component of discursive identity construction, information targeting, its alteration, and distortion during its transfer between languages in the case of Euronews. Basing on the example of multilingual news production, their translation, transediting and re-writing, this study suggests that identity is the core element of sensitivity in any text, including global news.

Olena Blagodarna, *New Challenges of Translators' Training: Enhancing PE Mindset*

Postediting (PE) is a new and growing phenomenon of translation industry, while PE competence acquisition results in PE mindset building. PE competence is a relatively new area of research and the ways in which posteditors can acquire it have been given little academic attention to date. As a result, currently there are no widely accepted translation-postediting teaching programs. The aim of our research is to shed light on what PE competence actually is and how it can be acquired. We are inclined to see our objective as a threefold construct: first, it is important to carry out an overview of the MTPE industry working routines and professional requirements for post-editors; second, we plan to raise awareness of characteristic features of a post-editor's profile and of PE as an operation that is a linguistic task in its own right; third, to tailor a training proposal that contributes to PE competence development.