1st International Conference on Didactic Audiovisual Translation and Media Accessibility
TRADIT23

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Abstract

The inaugural TRADIT23 conference, organized by the TRADIT (i.e., Traducción Audiovisual Didáctica, in English Didactic Audiovisual Translation) research group and members of the TRADILEX project (i.e. TRADucción audiovisual como recurso DIdáctico en el aprendizaje de Lenguas EXtranjeras), took place on March 23rd and 24th, 2023. Pre-conference workshops were also held on March 22nd. This ground-breaking international event focused on the practical applications of revoicing and subtitling in L2 (i.e. second language) education settings. With a diverse range of topics explored, including language awareness through DAT (i.e., Didactic Audiovisual Translation), didactic media accessibility, videogames in DAT, multimodality and intermediality, accessibility in performing arts and museums, DAT for specific purposes, didactic revoicing, and gender and ethnicity in DAT, the conference attracted 150 participants, including organizers, speakers, both online and onsite attendees, and collaborators, all actively contributing to the discussions.

Key Words

TRADIT; TRADILEX project; didactic audiovisual translation; media accessibility; language education

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Introduction

Distinguished guests, including Dr. Ana Lisbona Bañuelos, Vice-Chancellor of Students and Inclusion, Dr. Beatriz Pérez Cabello de Alba, Vice-Dean of Transference and Research and VICD, 1st Vice Dean Philology Faculty, Dr.

Mª Dolores Castrillo de Larreta-Azelain, Director of the Department of Foreign Philologies and Linguistics, Dr. Noa Talaván, President of TRADIT23 and Principal researcher of the TRADILEX (i.e. TRADucción audiovisual como recurso DIdáctico en el aprendizaje de Lenguas EXtranjeras) project, along with Dr. Jennifer Lertola, Vice-President of TRADIT23, were present at the opening ceremony of the two-day event, thereby formally inaugurating the proceedings. The program consisted of intellectually stimulating parallel sessions and thought-provoking plenary conferences, and the subsequent summary provides a concise overview of these engaging scholarly activities.

Section 1

The inaugural plenary session took place on Thursday, 23rd March, featuring Agnieszka Szarkowska from Uniwersytet Warszawski, Poland. The session delved into the realm of experimental research in didactic AVT (i.e. audiovisual translation). Professor Szarkowska shed light on the advantages that experimental research brings to the field of didactic AVT, as well as the accompanying opportunities and challenges. In her comprehensive presentation, she explored various facets of the field's development, including methodologies, the necessity of training, the robustness of current research findings, and their practical applicability. Additionally, she proposed future research avenues and sought to contextualize DAT (i.e., didactic audiovisual translation) within related disciplines, such as second language acquisition and audiovisual translation.

Also on Thursday, 23rd March, Dr. Frederic Chaume-Varela from Universitat Jaume I, Spain, delivered the second plenary session under the title "How streaming platforms and cloud technologies can revolutionize language learning: A focus on dubbing." The session explored the transformative potential of streaming platforms and cloud technologies in the realm of language education, with a particular emphasis on the practice of dubbing. Dr. Chaume-Varela emphasized that dubbing possesses the ability to captivate language learners and facilitate second language acquisition, attributing this effectiveness to two key factors. Firstly, the integration of foreign/second language audiovisual content into our daily lives and leisure activities has reshaped language learning from a mere obligation to an enjoyable form of entertainment. Secondly, dubbing offers learners the opportunity to acquire language skills while simultaneously developing proficiency in a new profession. Dr. Chaume-Varela presented an array of materials and translation

strategies utilized in the translation and adaptation process for dubbing, highlighting their invaluable role as resources for L2 acquisition.

On Friday, 24th March, Dr. Anna Marzá from Universitat Jaume I, Spain, delivered the third plenary conference titled "Expanding the Frontiers of AVT and Language Teaching and Learning: Insights from the PLURITAV (i.e., Audiovisual Translation as a Tool for the Development of Multilingual Competences in the Classroom) Experience." The presentation revolved around the comprehensive overview of the PLURITAV project, aimed at examining the impact of active AVT on students' plurilingual competence. Dr. Marzá emphasized the importance of incorporating Didactic Sequences and introducing a specialized assessment tool tailored for evaluating plurilingual competence. The second part of the presentation delved into a thorough exploration of the intricate relationship between AVT and language teaching and learning. The stimulating presentation sparked engaging discussions among the attentive audience.

During the final plenary session, Dr. Jorge Díaz-Cintas from the University College London, UK, presented a conference entitled "The Power of Audiovisual Translation: Transforming Language Learning." Dr. Díaz-Cintas emphasized the historical and contemporary significance of interlingual translation in foreign language classrooms, highlighting its well-deserved recognition in educational settings. He also underscored the exciting advancements in the field of DAT, such as subtitling, dubbing, and audiodescription, which have enhanced the foreign language learning experience. However, Dr. Díaz-Cintas expressed regret over the limited integration of these new technologies and the practice of audiovisual translation in foreign language classrooms.

The Round table event on Friday, 24th March, titled "Perspectives from the TRADILEX Project: From Macrostructure to Microstructure," showcased a panel comprising Dr. Noa Talaván, Dr. Pilar Couto-Cantero, Dr. Mariona Sabaté-Carrové, Dr. Carolina Gonzalo, and Dr. Anca Frumuselu. During this session, the experts shared their diverse experiences with the TRADILEX Project over the past three years. They delved into the methodological design and piloting encounters of the project across multiple higher education centers in Spain. Furthermore, valuable insights were provided regarding the analysis of integrating DAT experiences within the CLIL (i.e., Content and Language Integrated Learning) context. The panel also embarked on exploring potential future research directions, encompassing the implications of TRADILEX in

translation training and its applicability to different proficiency levels (A1, A2, C1, and C2).

The significant number of parallel sessions offered during this Conference serves as an indication of its notable success, captivating nature, and active engagement. These sessions were conducted across four distinct rooms, ensuring optimal timing and strict adherence to the predetermined schedule. Attendees had the privilege to actively interact with the speakers during designated coffee and lunch breaks, contributing to a congenial and relaxed atmosphere. While most speakers attended the conference in person, a minority of them delivered their presentations remotely. In both cases, all these participatory modes were executed flawlessly.

Figure 1. Poster picture of TRADIT23

Conclusions

The conference's remarkable success and the significant contributions made by the participants suggest a strong likelihood of a future second edition. The insights and research presented during this event provide a solid foundation for further exploration and advancement in the field of didactic AVT. The collaboration between experts, researchers, and educators showcased at the conference paves the way for continued interdisciplinary dialogue and the

development of innovative approaches to language teaching and learning through AVT.