



## Languages & The Media 2014: Pre-conference workshops online!

**Berlin. July 15, 2014.** The pre-conference workshops for the **10th Languages & The Media** conference are now online. From November 5 – 7, 2014, experts in the fields of media, sciences and economics will once again discuss the latest developments, opportunities and challenges in language mediation in audiovisual media under the theme **Smart Technologies – Smart Translations**.

More and more audiovisual content is available and more and more people have access to it. In Europe alone, there are already more than 40.4 million television sets with Internet connections. Therefore, the demand for translations, subtitles, voiceovers and acoustic image descriptions is growing. At the same time, ICT developments are constantly bringing new, innovative translation instruments and services to the market.

The complete 2014 conference programme will be published in August, but the contents of the pre-conference workshops are already online ahead of time. They will take place on November 5, offering a practice-oriented approach to conference topics.

In the **‘Project Management for Translators’** workshop, interested translators and interpreters can get familiar with the fundamentals of project management and gain insight into the work processes of different industry branches. The workshop will focus on problem solving, communication and customer management in daily work; while taking into account the different sub-disciplines, for instance subtitling, dubbing, etc.

The **‘Post-editing for Subtitlers’** workshop will offer an overview of the subtitling industry and discuss the fundamentals of statistical machine translation (SMT) and the impact the use of such technologies will have on the translation industry. The workshop also includes a practical exercise in machine translation.

Participants in **‘The A to Z of Audio Guides and Co. Strategies for Designing Audio, Video and Multimedia Guides for Tourism and Culture’** workshop can learn which steps are required to create a multimedia audio guide. The measures introduced can be applied to all kinds of multimedia formats and are particularly interesting for research and teaching.

In the **‘Audio Description for Theatre and Opera’** workshop, participants have the opportunity to learn more about access to cinemas and theatres for the visually impaired and can try out suitable software themselves.

The conference is also targeted at providers of audiovisual media products, television services, film festival organisers, developers and website translators, dubbing, subtitling and localisation companies, language and media scientists and representatives from consumer centres. The **Languages & The Media** conference will once again be accompanied by a trade exhibition which will include product displays from translation technology manufacturers and service providers in this field. The event will be held in English.



# Languages & The Media

10<sup>th</sup> International Conference on Language Transfer in Audiovisual Media

November 5 – 7, 2014, Berlin, Germany

## **LANGUAGES & THE MEDIA**

10th International Trade Conference for Language Mediation in Audiovisual Media  
5 – 7 November 2014, Hotel Radisson Blu, Berlin

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