SHORT COURSE | University-level Continuing Education

Interlingual Subtitling:
Technology – Quality – Beyond

30 November 2022 | Online Workshop

Continuing professional development

FACULTY OF TRANSLATION AND INTERPRETING | FTI

UNIVERSITÉ DE GENÈVE

Presentation

Audiovisual translation is becoming increasingly important in the translation market. While streaming providers are making a tremendous number of their productions available in different languages, more and more public and private companies are subtitling their video content in order to reach a global audience.

Aimed at participants already working in the language industry with different language combinations, this introduction offers insights into the practical work of interlingual subtitling not only for translation professionals, but also for accessibility and media experts, enabling them to enhance their media content.

In addition to theoretical and practical knowledge for cross-lingual subtitling, this course will shed some light on the use of current technological developments.

Therefore, in this workshop you will learn about interlingual subtitling as a form of audiovisual translation with a strong focus on the potential of speech technologies such as machine translation. In addition, more recent applications and workflows based on artificial intelligence (AI) will be addressed, which could be enhanced with subtitling for future audiovisual production scenarios.

Target Audience

The course addresses freelance and employed translators in various institutions and companies, such as language service providers, translation agencies and media broadcasters. Not to mention, general language, media and accessibility professionals, and of course participants with a languages background.

Aims

The demanding work of subtitling requires a high level of linguistic, cultural, and technical competence. In our subtitling workshop, you will receive the requisite theoretical knowledge, and get practical

opportunities to use the appropriate professional software, as well as gain further insights through discussions in the group.

The course will help you to become more sensitive to and understand the specifics of the audiovisual translation process of subtitling as a form of semiotic transfer.

To facilitate the transfer from theory into practice, you will learn the basic functions of the appropriate professional software required to generate interlingual subtitles.

During this course, you will work on a subtitling project into your own A-language which we will discuss in depth, using and evaluating the potentials of machine translation.

Content

Theory
- Interlingual subtitling: cultural-linguistic aspects and translation strategies
- Machine translation and post-editing of subtitles
- Evaluation of (automated) interlingual subtitling quality
- Taking stock: recent research on AI and subtitling – pros and cons
- Current CAT tools and AI synergies for subtitling
- Avatars and artificial voices – future use of subtitles for the audiovisual localisation of visuals and sounds

Practice
Hands-on: MTPE subtitling project
Technology:
- Insights into subtitling software and how to use basic functions and tools

Linguistics:
- Quality analysis of (machine-translated) interlingual subtitles
- Post-editing automatically generated subtitles
- Group discussions on the MTPE subtitling project and its evaluation in terms of quality and efficiency

Course director

- **Prof. Alexander Künzli**, Faculty of Translation and Interpreting
  University of Geneva

Lecturer

Alexander Kurch has been working as an audiovisual translator for accessibility since 2013, including speech-to-text interpreting (live texting for people with and without hearing impairment), intralingual and interlingual subtitling, audio description (authoring of audio film versions for people with visual impairments) and post-editing for artificial voices.

He studied translation studies at the University of Heidelberg and at the Dublin City University, and media translation at the University of Hildesheim. Besides his practical experience, he is active as an independent researcher, freelance lecturer, trainer and auditor for accessibility in audiovisual translation. His special focus is on synergies of accessible communication in combination with (language) technologies and machine learning, such as speech recognition, machine translation, and speech synthesis including post-editing and evaluations of quality and efficiency.

Practical Information

Application before 16 November 2022
Online: www.unige.ch/formcont/cours/sous-titrage-inter

Fees
CHF 500.-

Format
Online via Zoom
Wednesday, 30 November 2022 | 10 am – 1 pm and 2 pm – 5 pm

Language of instruction: English

Contact
Sandra Lancoud
Faculty of Translation and Interpreting (FTI)
Tél. : +41 (0)22 379 98 92 | sandra.lancoud@unige.ch