

Languages & The Media

9th international Conference on Language Transfer in Audiovisual Media

November 21 – 23, 2012 • Hotel Berlin, Berlin

Press release, March 13th 2012

Multilingualism and technology: A challenge for the translation industry

Berlin, Germany. Technological change and technical innovations change the way media are produced, consumed and distributed. At the ninth annual **Languages & The Media** conference, delegates will discuss the challenges, opportunities and most recent audiovisual developments impacting translation and teaching. The conference will take place from November 21st to 23rd at Hotel Berlin in central Berlin, Germany.

The overall theme of “**Translating in multilingual communities**” will guide the discussions in the workshops, seminars and conference presentations. In today’s multilingual communities, technological developments bring both opportunities for and obstacles to translation. Using new media for translation in these communities has widespread implications for the producers and translators of audiovisual material, for television networks and for software developers – all matters to be addressed at the **Languages & The Media** conference. Further themes include new approaches to work within the translation industry, how companies might stave off economic pressure whilst maintaining quality and how companies should address the question of standardisation in the localisation of media products.

The conference will serve as a network for decision makers and language and media practitioners from science, academia and business. The conference themes will appeal to providers of audiovisual media products, television networks, organisers of film festivals, developers and translators of web pages, subtitling and localisation experts, language and media scientists as well as representatives from consumer organisations, amongst others. The **Languages & The Media** conference will be accompanied by a trade exhibition for producers, vendors and service providers showcasing the latest in translation technology.

There is still time to suggest a topic for a session, workshop or seminar. Please submit your proposal by Tuesday, May 31st, 2012. For more information on how you can be part of the **Languages & The Media** conference, please visit www.languages-media.com

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9th International Conference on Language Transfer in Audiovisual Media
November 21st – 23rd, 2012, Hotel Berlin, Berlin

Registration fees:

Standard EUR 400; Supporting organisations EUR 340; Students EUR 200

Organiser: ICWE GmbH, Leibnizstrasse 32, 10625 Berlin, Germany

Contact: Lenka Houskova,

Tel.: +49 (0)30 310 18 18-0

Email: info@languages-media.com

Web: www.languages-media.com