

Culture in/and Multimedia Localisation: Measurable quantity or smoke and mirrors?

A one-day workshop for researchers, language industry professionals and students organised by the “Modèles et discours” research group of the EA4182-TIL research centre, in collaboration with the [Multimedia Translation \(T2M\)](#) and [Intercultural Management \(ICM\)](#) MA programs.

Date: Friday, 23 November 2018

Location: Amphithéâtre/Lecture theatre, [Maison des Sciences de l’Homme, Dijon](#)
(on the Montmuzard university campus)

Organisers: Will Noonan, Alex Frame, Laurent Gautier, Isabel Rivas ([UBFC](#))
Aurélie Perrin (videogame translator, [Oreli Translation](#))

Programme:

- 9:00 registration
- 9:30 Introduction: the complexity of adapting unusual content. *Interactive session presented by MA students from the ICM and T2M programs (UBFC).*
- 10:30 coffee
- 11:00 Alex Frame and Will Noonan (UBFC). *Localisation and the theoretical impasse.*
- 11:30 Madiha Kassawat (ESIT – Paris 3), *Localizable elements and the limits of cultural adaptation: the surface and the core*
- 12:00 lunch (provided on-site for workshop participants)
- 13:30 Simon Varga (Mainz-UBFC) *Risk Perception and Trust in Cross-Border E-Commerce: Comparing France and Germany*
- 14:00 Mikhail Fiodatau (Tallinn) *Localization as Cultural Translation: Bringing Japanese Visual Novels to Western Audiences*
- 14:30 Parthena Charalampidou (Aristotle University of Thessaloniki, by videolink), *Unveiling culture in localized websites: implications for website localization towards the Greek locale*
- 15:00 coffee
- 15:30 Richard Alfred (Visionär, UK), Aurélie Perrin (Oreli Translation, Chalon), with other participants: *Do practitioners have the answer?*
- 16:30 closing remarks

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