

# 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:** [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 Opening: Alex Frame and Will Noonan (UBFC). *Localisation and the theoretical impasse.*

10:00 Paper 1: Madiha Kassawat (ESIT – Paris 3), *Localizable elements and the limits of cultural adaptation: the surface and the core*

10:30 coffee

11:00 Round table 1: *What is the field struggling with? Case studies presented by MA students from the ICM and T2M programs (UBFC).*

12:00 lunch

13:30 Paper 3: Parthena Charalampidou (Aristotle University of Thessaloniki, by videolink), *Unveiling culture in localized websites: implications for website localization towards the Greek locale*

14:00: Simon Varga (Mainz-UBFC) *Risk Perception and Trust in Cross-Border E-Commerce: Comparing France and Germany*

14:30: Mikhail Fiodatau (Tallinn) *Localization as Cultural Translation: Bringing Japanese Visual Novels to Western Audiences*

15:00 coffee

15:30 Round table 2: Richard Alfred (Visionär, UK), Aurélie Perrin (Oreli Translation, Chalon), with other participants: *Do practitioners have the answer?*

16:30 close.

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