Fun for All: 6th International Conference

on Video Game Translation and Accessibility - Programme

Venue: Faculty of Translation and Interpreting

Universitat Autònoma de Barcelona

Updated 27/01/23

Day 1: Thursday 2nd February 2023

8.45-9.15   **Registration - Welcome desk at the hall**

9.15-9.30   **Opening Proceedings by Olga Torres, Dean of the Faculty of Translation and Interpreting - Room 4**

9.30-10.30   **Keynote Lecture - Room 4**

              Paul Cairns, University of York: *Making Player Experiences Accessible*

10.30-11.30   **PANEL 1A: Game accessibility I - Chair: Anna Matamala - Room 4**

- **María Eugenia Larreina-Morales, Universitat Autònoma de Barcelona.** *Current Trends in Game Accessibility – Features and Reviews*

- **Jared Téllez Quirós, Universitat Autònoma de Barcelona.** *Accessibility in PC Action/Adventure Games*

10.30-11.30 **PANEL 1B: Game localisation: Transmedia story-telling and creativity - Chair: Ester Torres - Room 5**

- **Marco Pirrone, eCampus University (Italy).** *"The Game of Thrones": from novel to film and video game. A case study of game localization through narrative universes and nonlinear transmedia storytelling*

- **Jiaqi Liu, University of Manchester.** *Seeing it happen: How ethnographic workplace research can help explore creativity in game localisation*

11.30 -12.00 **Coffee break - Japanese Garden**

12.00- 13.00 **PANEL 2A: Game accessibility II - Chair: Xiaochun Zhang - Room 4**

- **Miguel Ángel Oliva-Zamora, Universitat Autònoma de Barcelona.** *An Exploratory Data Analysis of Recommendations for Players with Cognitive Disabilities*

- **Hakim Boussejra, Université de Bourgogne.** *Making video games for children based on literature: an accessibility problem*

12.00-13.30 **PANEL 2B: Game localisation – Case studies and fan translation - Chair: Gokhan Dogru - Room 5**

- **Mária Koscelníková, Constantine the Philosopher University in Nitra.** *Invisibility of Video Game Translators on the Example of Slovak Video Games*

- **Marián Kabát.** *Comenius University in Bratislava. Video Games in Times of Crisis: Play for Ukraine*

- **Amer Qobti. Kent State University.** *Game Over: The rise and fall of fan translation of video game magazines*

13.30-14:30   **LUNCH BREAK**

14.30 -15:30 **PANEL 3A: Game accessibility III - Chair: Estel·la Oncins - Room 4**

- **Mohammed Al-Batineh, United Arab Emirates University; Razan Alawneh, Yarmouk University.** *The Localization of non-verbal SDH in video games: the Arabic version of the Shadow of the Tomb Raider (2018) as a case study*

- **Aaliyah Charbenny, University of Edinburgh.** *Interactive Game Sound in Translation: Accessible Games of Online Survivor Horror Game*

14:30 - 16:00 **PANEL 3B: Game localisation: Localisation of Chinese and Japanese Games - Chair: Pablo Muñoz - Room 5**

- **Jemma Louise Stafford, University of Leeds.** *Jank or Agenda: Translator's attitudes and approaches to Chinese-English videogame translation*

- **Marcos Cardosa Benet, Universitat de València.** *From Domestication to Foreignization. An analysis of the localization of cultural elements in Atlus' Persona 5 Royal from Japanese to English and Spanish.*

- **Luis Damián Moreno García, Hong Kong Baptist University.** *A preliminary exploration of the perceptions of Chinese to foreign language mobile game localizers: processes, trends and areas of improvement*

16.00 - 16.30 **Coffee break**

16.30 - 17.30 **Keynote lecture - Room 4**

José Ramón Calvo & José Ramón Belda, Universitat d'Alacant: *What are the characteristics of a proficient video-game language tester?*

17:30-18:30 **PANEL 4A: Game Localisation: Pivot translation and training - Chair: Ramón Calvo - Room 4**

- **Xiaochun Zhang, University College London.** *Pivot Translation in Game Localisation*

- **Francesca Pezzoli & Riccardo Lausdei, Maneki Commando SRL.** *A Bridge over a Burning Issue*

18.30 - 19.30 **Light dinner reception - Japanese Garden**

Day 2: Friday, 3rd February 2023

9.00 – 10.30 **PANEL 1: Game Localisation: Industry insights, machine translation and localisation into Basque - Chair: Pablo Muñoz - Room 4**

- **Cristina Guzmán & Omid Saheb, Alpha.** *A practical insight on overcoming classic challenges in videogames localization*

- **David Cooper & Michele Passaro. Keywords Studios plc.** *KeywordsStudios - MTPE in Video Game Localization*

- **Itziar Zorrakin-Goikoetxea, LinguaVox; Maitane Junguitu Dronda, Indepent researcher.** *Video games in Basque. Who is behind the localisations?*

10.30 - 11.00   **Coffee break**

11.00 – 13.00 **PANEL 2: Game Localisation: Terminology, Gamer Speak, Humour and Cultural Representation - Chair: Anna Matamala - Room 4**

- **Ugo Ellefsen, Concordia University.** *Dungeons and Dragons as a source of video game terminology.*

- **Nadine Michelle Ducca Deharbe, Universitat Autònoma de Barcelona.** *Gamer Speak: A Case Study of Gaming Terminology in Spain*

- **Will Noonan, Université de Bourgogne Franche-Comté.** *Localising point-and-click humour across generations: Return to Monkey Island and the problem of translating for both fans and their children*

- **Silvia Pettini, Roma Tre University.** *Mario and Beyond: The representation and localization of Italianness in video games*

13.00 – 14.00 **LUNCH BREAK**

14.00 – 15.30 **PANEL 3: Gender in game localisation - Chair: Estel·la Oncins - Room: 4**

- **María Isabel Rivas Ginel, Université de Bourgogne Franche-Comté & Universidad de Valladolid.** *Non-binary language use in video games and players' immersion, a study*

- **Natalia Jaén Diego, Universitat Autònoma de Barcelona.** *The importance of gender characterisation during the localisation process*

- **Mariazell Eugènia Bosch Fábregas, University of Vic - Central University of Catalonia.** *Sexual content in translation: Analyzing wordplay and the representation of female characters in "Family Guy: The Quest for Stuff"*

15.30 – 17.00 **PANEL 4: Game localisation: Empirical research and reception studies - Chair: Xiaochun Zhang**

- **Laura Mejías-Climent, Universitat Jaume I.** *Video game classifications and game situations: two tools for empirical research*

- **Mikołaj Deckert; Krzysztof Hejduk, University of Lodz.** *Shaping player satisfaction through video game translation?*

- **Dominik Kudła, University of Warsaw.** *How do gamers look at video game localization? An eye-tracking analysis of three language versions of "Shadow of the Tomb Raider"*

17.00 – 17.30 **Coffee Break**

17.30 – 18.30 **Game Localisation Round Table Discussion - Chair: Carme Mangiron - Room: 4**

- **Miguel Sepúlveda, Associate Globalization Director at King**

- **Núria Paillissé, Freelance Game Localiser**

- **Manuela Ceccoli, Keywords International Barcelona**

18.30 **Closing remarks - Room 4**