media Across Borders: The 1st International Conference on the Localisation of Film, Television and Video Games

Saturday 9th June, 2012 at the University of Roehampton, London

Launch event of the Media Across Borders network, funded by the Arts & Humanities Research Council (AHRC) as part of the Translating Cultures programme.

What happened when the UK TV series The Office was reworked for French audiences as Le Bureau? Or when Vishal Bhardwaj adapted Othello in the Bollywood musical Omkara? Or when the Tomb Raider video game had to be altered for the Japanese market? The practice of adapting media content across borders is spreading. Opportunities offered by digital technologies have accelerated creative borrowing and have firmly established content franchising.

This international conference seeks to interrogate the myriad ways in which media content is translated and adapted across cultural borders. Bringing together academic scholars and industry professionals, the conference will discuss processes of media localisation and contemplate the broader significance of cultural translation within the creative industries.

We will consider all proposals relevant to this theme, although we particularly welcome those that engage with the following topics:

- Cross-cultural remakes and adaptations
- TV Formats
- Video game localisation
- Media content franchising
- Transmedia storytelling
- Localisation through para-texts
- Fan appropriation across borders
- Cultural translation
- The universal and the particular

Please submit an abstract of 300 words along with a short biographical note to:

mab@roehampton.ac.uk

Deadline for abstracts is 2nd April 2012

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