Audiovisual Translation Subtitling The Bbc S Documentary

The Semiotics of Subtitling

Historically a dubbing country, Germany is not well-known for subtitled productions. But while dubbing is predominant in Germany, more and more German viewers prefer original and subtitled versions of their favourite shows and films. Conventional subtitling, however, can be seen as a strong intrusion into the original image that can not only disrupt but also destroy the director’s intended shot composition and focus points. Long eye movements between focus points and subtitles decrease the viewer's information intake, and especially German audiences, who are often not used to subtitles, seem to prefer to wait for the next subtitle instead of looking back up again. Furthermore, not only the placement, but also the overall design of conventional subtitles can disturb the image composition - for instance titles with a weak contrast, inappropriate typeface or irritating colour system. So should it not, despite the translation process, be possible to preserve both image and sound as far as possible? Especially given today's numerous artistic and technical possibilities and the huge amount of work that goes into the visual aspects of a film, taking into account not only special effects, but also typefaces, opening credits and text-image compositions. A further development of existing subtitling guidelines would not only express respect towards the original film version but also the translator's work. This work was published by Saint Philip Street Press pursuant to a Creative Commons license permitting commercial use. All rights not granted by the work's license are retained by the author or authors.

Screen Translation

The Routledge Handbook of Translation Studies provides a comprehensive, state-of-the-art account of the complex field of translation studies. Written by leading specialists from around the world, this volume brings together authoritative original articles on pressing issues including: the current status of the field and its interdisciplinary nature the problematic definition of the object of study the various theoretical frameworks the research methodologies available. The handbook also includes discussion of the most recent theoretical, descriptive and applied research, as well as glimpses of future directions within the field and an extensive up-to-date bibliography. The Routledge Handbook of Translation Studies is an indispensable resource for postgraduate students of translation studies.
Translationswissenschaft

Praise for the previous edition of the Encyclopedia of Translation Studies: 'Translation has long deserved this sort of treatment. Appropriate for any college or university library supporting a program in linguistics, this is vital in those institutions that train students to become translators.' – Rettig on Reference 'Congratulations should be given to Mona Baker for undertaking such a mammoth task and successfully pulling it off. It will certainly be an essential reference book and starting point for anyone interested in translation studies.' – ITI Bulletin 'This excellent volume is to be commended for bringing together some of [its] most recent research. It provides a series of extremely useful short histories, quite unlike anything that can be found elsewhere. University teachers will find it invaluable for preparing seminars and it will be widely used by students.' – The Times Higher Education Supplement 'a pioneering work of reference' – Perspectives on Translation The Routledge Encyclopedia of Translation Studies has been the standard reference in the field since it first appeared in 1998. The second, extensively revised and extended edition brings this unique resource up-to-date and offers a thorough, critical and authoritative account of one of the fastest growing disciplines in the humanities. The Encyclopedia is divided into two parts and alphabetically ordered for ease of reference. Part One (General) covers the conceptual framework and core concerns of the discipline. Categories of entries include: central issues in translation theory (e.g. equivalence, translatability, unit of translation) key concepts (e.g. culture, norms, ethics, ideology, shifts, quality) approaches to translation and interpreting (e.g. sociological, linguistic, functionalist) types of translation (e.g. literary, audiovisual, scientific and technical) types of interpreting (e.g. signed language, dialogue, court). New additions in this section include entries on globalisation, mobility, localization, gender and sexuality, censorship, comics, advertising and retranslation, among many others. Part Two (History and Traditions) covers the history of translation in major linguistic and cultural communities. It is arranged alphabetically by linguistic region. There are entries on a wide range of languages which include Russian, French, Arabic, Japanese, Chinese and Finnish, and regions including Brazil, Canada and India. Many of the entries in this section are based on hitherto unpublished research. This section includes one new entry: Southeast Asian tradition. Drawing on the expertise of over 90 contributors from 30 countries and an international panel of consultant editors, this volume offers a comprehensive overview of translation studies as an academic discipline and anticipates new directions in the field. The contributors examine various forms of translation and interpreting as they are practised by professionals today, in addition to research topics, theoretical issues and the history of translation in various parts of the world. With key terms defined and discussed in context, a full index, extensive cross-references, diagrams and a full bibliography the Routledge Encyclopedia of Translation Studies is an invaluable reference work for all students and teachers of translation, interpreting, and literary and social theory. Mona Baker is Professor of Translation Studies at the University of Manchester, UK. She is co-founder and editorial director of St Jerome Publishing, a small press specializing in translation studies and cross-cultural communication. Apart from numerous papers in scholarly journals and collected volumes, she is author of In Other Words: A Coursebook on Translation (Routledge 1992), Translation and Conflict: A Narrative Account (2006) and Founding Editor of The Translator: Studies in Intercultural Communication (1995), a refereed international journal published by St Jerome since 1995. She is also co-Vice President of the International Association of Translation and Intercultural Studies (IATIS). Gabriela Saldanha is Lecturer in Translation Studies at the University of Birmingham, UK. She is founding editor (with Marion Winters) and current member of the editorial board of New Voices in Translation Studies, a refereed online journal of the International Association of Translation and Intercultural Studies, and co-editor (with Federico Zanettin) of Translation Studies Abstracts and Bibliography of Translation Studies.

Media for All

Audiovisual Translation

Audiovisual translation is the fastest growing strand within translation studies. This book addresses the need for more robust theoretical frameworks
to investigate emerging text-types, address new methodological challenges (including the compilation, analysis and reproduction of audiovisual data), and understand new discourse communities bound together by the production and consumption of audiovisual texts. In this clear, user-friendly book, Luis Pérez-González introduces and explores the field, presenting and critiquing key concepts, research models and methodological approaches. Features include: • introductory overviews at the beginning of each chapter, outlining aims and relevant connections with other chapters • breakout boxes showcasing key concepts, research case studies or other relevant links to the wider field of translation studies • examples of audiovisual texts in a range of languages with back translation support when required • summaries reinforcing key issues dealt with in each chapter • follow-up questions for further study • core references and suggestions for further reading. • additional online resources on an extensive companion website This will be an essential text for all students studying audiovisual or screen translation at postgraduate or advanced undergraduate level and key reading for all researchers working in the area.

**New Insights Into Audiovisual Translation and Media Accessibility**

Subtitling: Concepts and Practices provides students, researchers and practitioners with a research-based introduction to the theory and practice of subtitling. The book, inspired by the highly successful Audiovisual Translation: Subtitling by the same authors, is a new publication reflecting the developments in practice and research that mark subtitling today, while considering the way ahead. It supplies the core concepts that will allow its users to acquaint themselves with the technical, linguistic and cultural features of this specific yet extremely diverse form of audiovisual translation and the many contexts in which it is deployed today. The book offers concrete subtitling strategies and contains a wealth of examples in numerous languages for dealing with specific translation problems. State-of-the-art translation technologies and their impact on the profession are explored along with a discussion of the ways in which they cater for the socio-political, multicultural and multilingual challenges that audiovisual productions and their translations must meet today. A truly multimedia package, Subtitling: Concepts and Practices comes with a companion website which includes a wide range of exercises with answer keys, video clips, dialogue lists, a glossary of concepts and terminology used in the industry and much more. It also provides access to a professional desktop subtitle editor, Wincaps Q4, and a leading cloud-based subtitling platform, OOONA.

**Audiovisual Translation**

“This little gem offers the reader an overview of the various practices that form part of the ever increasing field of audiovisual translation (AVT) and makes brave inroads into the less glamorous but definitely needed areas of theory and research. Covering a wide range of topics in research in AVT, and admittedly questioning «whether a universal methodology for audiovisual translation research is feasible», this volume theorises about the nature of AVT, helps to frame some of the current trends, and points to potentially new research avenues. The style is reader friendly and to the point; a most welcome addition to translation studies.” Jorge Díaz Cintas, University College London

**Cahiers Élisabéthains**

This book, a first in its kind, offers a survey of the present state of affairs in media accessibility research and practice. It focuses on professional practices which are relative newcomers within the field of audiovisual translation and media studies, namely, audio description for the blind and visually impaired, sign language, and subtitling for the deaf and the hard-of-hearing for television, DVD, cinema, internet and live performances. Thanks to the work of lobbying groups and the introduction of legislation in some countries, media accessibility is an area that has recently gained marked visibility in our society. It has begun to appear in university curricula across Europe, and is the topic of numerous specialised conferences. The target readership of this book is first and foremost the growing number of academics involved in audiovisual translation at universities ? researchers, teachers and students ? but it is also of interest to the ever-expanding pool of practitioners and translators, who may wish
to improve their crafts. The collection also addresses media scholars, members of deaf and blind associations, TV channels, and cinema or theatre
managements who have embarked on the task of making their programmes and venues accessible to the visually and hearing impaired.

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Christopher STONE: Deaf access for Deaf people: the translation of the television news from English into British Sign Language

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Anna MATAMALA, Pilar ORERO: Accessible opera in Catalan: opera for all

Greg YORK: Verdi made visible: audio introduction for opera and ballet

Jessica YEUNG: Audio description in the Chinese world

The Media and International Communication

Captioning and Subtitling for d/Deaf and Hard of Hearing Audiences

The twenty-first century is witness to complex social, political, and cultural phenomena transforming the world in which we live. There are numerous
aspects to this global process; most of them, however, are related one way or another to the media of communication which foster and accelerate it.
The chapters in this book approach media and international/intercultural communication from various global perspectives. The authors provide
insight into the impact of media on different contexts, cultures and nations. One theme that weaves its way throughout this collection of essays is an
intercultural one, broadly defined as the contact point between two cultures that changes both to some degree. Scholars from different places in the
world try to understand, explain and/or argue from a variety of traditions, perspectives and values. They examine the contact point between culture
and identity, media and culture, art and media, technology and translation, theater and culture, etc., in order to better understand how and to what
degree changes occur.

Language, Power and Identity Politics

Captioning and Subtitling for d/Deaf and Hard of Hearing Audiences is a comprehensive guide to the theory and practice of captioning and subtitling,
a discipline that has evolved quickly in recent years. This guide is of a practical nature and contains examples and exercises at the end of each
chapter. Some of the tasks stimulate reflection on the practice and reception, while others focus on particular captioning and SDH areas, such as
paralinguistic features, music and sound effects. The requirements of d/Deaf and hard of hearing audiences are analysed in detail and are
accompanied by linguistic and technical considerations. These considerations, though shared with generic subtitling parameters, are discussed
specifically with d/Deaf and hard of hearing audiences in mind. The reader will become familiar with the characteristics of d/Deaf and hard of hearing
audiences, and the diversity - including cultural and linguistic differences - within this group of people. Based on first-hand experience in the field,
the book also provides a step-by-step guide to making live performances accessible to d/Deaf and hard of hearing audiences. As well as exploring all
linguistic and technical matters related to the creation of captions, aspects related to the overall set up of the captioned performance are discussed.
The guide will be valuable reading to students of audiovisual translation at undergraduate and postgraduate level, to professional subtitlers and
captioners, and to any organisation or venue that engages with d/Deaf and hard of hearing people.
Crossroads between Contrastive Linguistics, Translation Studies and Machine Translation

Based on sound research and first-hand experience in the field, Subtitling through Speech Recognition: Respeaking is the first book to present a comprehensive overview of the production of subtitles through speech recognition in Europe. Topics covered include the origins of subtitling for the deaf and hard of hearing, the different methods used to provide live subtitles and the training and professional practice of respeaking around the world. The core of the book is devoted to elaborating an in-depth respeaking course, including the skills required before, during and after the respeaking process. The volume also offers detailed analysis of the reception of respeaking, featuring information about viewers' preferences, comprehension and perception of respoken subtitles obtained with eye-tracking technology. An accompanying DVD features a wealth of video clips and documents designed to illustrate the material in the book and to serve as a basis for the exercises included at the end of each chapter. The working language of the book is English, but the DVD also contains sample material in Dutch, French, Galician, German, Italian and Spanish. Subtitling through Speech Recognition: Respeaking is designed for use as a course book for classroom practice or as a handbook for self-learning. It will be of interest to undergraduate and postgraduate students as well as freelance and in-house language professionals. It will also find a reading public among broadcasters, cinema, theatre and museum managers, as well as the deaf and members of deaf associations, who may use the volume to support future campaigns and enhance the quality of the speech-to-text accessibility they provide to their members.

Subtitling Through Speech Recognition

Dominance, identity and resistance are key themes in this volume in which contributors examine language in global, virtual and local settings. Power is highly contextual and the chapters focus on concepts such as world languages, linguistic rights and minority protection. Migrants and their vernaculars feature prominently and several case studies explore the social strategies employed by speakers on non-indigenous tongues. Religion and belief are key underlying themes in the final chapters, which analyze the misunderstandings that can occur in sensitive political contexts.

The Routledge Handbook of Translation and Technology

This book offers an up-to-date survey of the present state of affairs in Audiovisual Translation, providing a thought-provoking account of some of the most representative areas currently being researched in this field across the globe. The book discusses theoretical issues and provides useful and practical insights into professional practices.

The Palgrave Handbook of Audiovisual Translation and Media Accessibility

Translation, accessibility and the viewing experience of foreign, deaf and blind audiences has long been a neglected area of research within film studies. The same applies to the film industry, where current distribution strategies and exhibition platforms severely underestimate the audience that exists for foreign and accessible cinema. Translated and accessible versions are usually produced with limited time, for little remuneration, and traditionally involving zero contact with the creative team. Against this background, this book presents accessible filmmaking as an alternative approach, integrating translation and accessibility into the filmmaking process through collaboration between translators and filmmakers. The book introduces a wide notion of media accessibility and the concepts of the global version, the dubbing effect and subtitling blindness. It presents scientific evidence showing how translation and accessibility can impact the nature and reception of a film by foreign and sensory-impaired audiences, often changing the film in a way that filmmakers are not always aware of. The book includes clips from the award-winning film Notes on Blindness on the Routledge Translation Studies Portal, testimonies from filmmakers who have adopted this approach, and a presentation of the accessible filmmaking workflow and a new professional figure: the director of accessibility and translation. This is an essential resource for advanced
students and scholars working in film, audiovisual translation and media accessibility, as well as for those (accessible) filmmakers who are not only concerned about their original viewers, but also about those of the foreign and accessible versions of their films, who are often left behind.

**New Trends in Audiovisual Translation**

Audiovisual Translation: Dubbing is an introductory textbook that provides a solid overview of the world of dubbing and is fundamentally interactive in approach. A companion to Audiovisual Translation: Subtitling, it follows a similar structure and is accompanied by a DVD. Based on first-hand experience in the field, the book combines translation practice with other related tasks - usually commissioned to dialogue writers and dubbing assistants - thus offering a complete introduction to the field of dubbing. It develops diversified skills, presents a broad picture of the industry, engages with the various controversies in the field, and challenges prevailing stereotypes. The individual chapters cover the map of dubbing in the world, the dubbing market and professional environment, text segmentation into takes or loops, lip-syncing, the challenge of emulating oral discourse, the semiotic nature of audiovisual texts, and specific audiovisual translation issues. The book further raises a number of research questions and looks at some of the unresolved challenges of this very specific form of translation. It includes graded exercises covering core skills that can be practised in class or at home, individually or collectively. The accompanying DVD contains sample film material in Dutch, English, French, Italian and Spanish, as well as a range of useful material related to professional practice.

**Subtitling**

The late twentieth-century transition from a paper-oriented to a media-oriented society has triggered the emergence of Audiovisual Translation as the most dynamic and fastest developing trend within Translation Studies. The growing interest in this area is a clear indication that this discipline is going to set the agenda for the theory, research, training and practice of translation in the twenty-first century. Even so, this remains a largely underdeveloped field and much needs to be done to put Screen Translation, Multimedia Translation or the wider implications of Audiovisual Translation on a par with other fields within Translation Studies. In this light, this collection of essays reflects not only the “state of the art” in the research and teaching of Audiovisual Translation, but also the professionals’ experiences. The different contributions cover issues ranging from reflections on professional activities, to theory, the impact of ideology on Audiovisual Translation, and the practices of teaching and researching this new and challenging discipline. In expanding further the ground covered by the John Benjamins’ book (Multi)Media Translation (2001), this book seeks to provide readers with a deeper insight into some of the specific concepts, problems, aims and terminology of Audiovisual Translation, and, by this token, to make these specificities emerge from within the wider nexus of Translation Studies, Film Studies and Media Studies. In a quickly developing technical audiovisual world, Audiovisual Translation Studies is set to become the academic field that will address the complex cultural issues of a pervasively media-oriented society.

**Eyetracking and Applied Linguistics**

Contrastive Linguistics (CL), Translation Studies (TS) and Machine Translation (MT) have common grounds: They all work at the crossroad where two or more languages meet. Despite their inherent relatedness, methodological exchange between the three disciplines is rare. This special issue touches upon areas where the three fields converge. It results directly from a workshop at the 2011 German Association for Language Technology and Computational Linguistics (GSCL) conference in Hamburg where researchers from the three fields presented and discussed their interdisciplinary work. While the studies contained in this volume draw from a wide variety of objectives and methods, and various areas of overlaps between CL, TS and MT are addressed, the volume is by no means exhaustive with regard to this topic. Further cross-fertilisation is not only desirable, but almost mandatory in order to tackle future tasks and endeavours.
(Multi) Media Translation

Audiovisual Translation in a Global Context

New Trends in Audiovisual Translation is an innovative and interdisciplinary collection of articles written by leading experts in the emerging field of audiovisual translation (AVT). In a highly accessible and engaging way, it introduces readers to some of the main linguistic and cultural challenges that translators encounter when translating films and other audiovisual productions. The chapters in this volume examine translation practices and experiences in various countries, highlighting how AVT plays a crucial role in shaping debates about languages and cultures in a world increasingly dependent on audiovisual media. Through analysing materials which have been dubbed and subtitled like Bridget Jones’s Diary, Forrest Gump, The Simpsons or South Park, the authors raise awareness of current issues in the study of AVT and offer new insights on this complex and vibrant area of the translation discipline.

Audiovisual Translation: Subtitling

Eyetracking has become a powerful tool in scientific research and has finally found its way into disciplines such as applied linguistics and translation studies, paving the way for new insights and challenges in these fields. The aim of the first International Conference on Eyetracking and Applied Linguistics (ICEAL) was to bring together researchers who use eyetracking to empirically answer their research questions. It was intended to bridge the gaps between applied linguistics, translation studies, cognitive science and computational linguistics on the one hand and to further encourage innovative research methodologies and data triangulation on the other hand. These challenges are also addressed in this proceedings volume: While the studies described in the volume deal with a wide range of topics, they all agree on eyetracking as an appropriate methodology in empirical research.

Audiovisual Translation

This volume aims to take the pulse of the changes taking place in the thriving field of Audiovisual Translation and to offer new insights into both theoretical and practical issues. Academics and practitioners of proven international reputation are given voice in three distinctive sections pivoting around the main areas of subtitling and dubbing, media accessibility (subtitling for the deaf and hard-of-hearing and audio description), and didactic applications of AVT. Many countries, languages, transfer modes, audiences and genres are considered in order to provide the reader with a wide overview of the current state of the art in the field. This volume will be of interest not only for researchers, teachers and students in linguistics, translation and film studies, but also to translators and language professionals who want to expand their sphere of activity.

Media and Translation

This book is an edited collection of papers dealing with some of the main issues in audiovisual translation (AVT) today. As the title indicates, it proposes to take stock of where the discipline stands and to speak of the opportunities and challenges that an ever-changing environment poses to those involved in the field, whether in teaching, researching or working professionally within the industry. The selection of papers provides a detailed overview of the multidisciplinary richness that ch
Linguistic and Cultural Representation in Audiovisual Translation

This work considers the impact of technology on our command of (foreign) languages, and the effects that our (lack of) linguistic skills have on technology, even though modern communications technology implies multilingualism, yet at the same time paves the way for the development of a "lingua franca". The challenges are not only industrial, political, social administrative, judicial, ethical; they are also cultural and linguistic. This volume is a collection of essays and the edited results of some of the presentations and debates from two international forums on the subject.

Subtitling

The Routledge Handbook of Translation and Technology provides a comprehensive and accessible overview of the dynamically evolving relationship between translation and technology. Divided into five parts, with an editor's introduction, this volume presents the perspectives of users of translation technologies, and of researchers concerned with issues arising from the increasing interdependency between translation and technology. The chapters in this Handbook tackle the advent of technologization at both a technical and a philosophical level, based on industry practice and academic research. Containing over 30 authoritative, cutting-edge chapters, this is an essential reference and resource for those studying and researching translation and technology. The volume will also be valuable for translators, computational linguists and developers of translation tools.

Non-Professional Subtitling

The Routledge Encyclopedia of Translation Technology provides a state-of-the-art survey of the field of computer-assisted translation. It is the first definitive reference to provide a comprehensive overview of the general, regional and topical aspects of this increasingly significant area of study. The Encyclopedia is divided into three parts: Part One presents general issues in translation technology, such as its history and development, translator training and various aspects of machine translation, including a valuable case study of its teaching at a major university; Part Two discusses national and regional developments in translation technology, offering contributions covering the crucial territories of China, Canada, France, Hong Kong, Japan, South Africa, Taiwan, the Netherlands and Belgium, the United Kingdom and the United States Part Three evaluates specific matters in translation technology, with entries focused on subjects such as alignment, bitext, computational lexicography, corpus, editing, online translation, subtitling and technology and translation management systems. The Routledge Encyclopedia of Translation Technology draws on the expertise of over fifty contributors from around the world and an international panel of consultant editors to provide a selection of articles on the most pertinent topics in the discipline. All the articles are self-contained, extensively cross-referenced, and include useful and up-to-date references and information for further reading. It will be an invaluable reference work for anyone with a professional or academic interest in the subject.

Audiovisual Translation

While complementing other volumes in the BTL series in its exploration of the state of the art of translator training, this collection of essays is solely focused on audiovisual translation, one of the most complex and dynamic areas of the translation discipline. The book offers an easily accessible yet comprehensive introduction to the fascinating subject of translating films, video games and other audiovisual material. Offering a balance between theory and practice, the main aim of this volume is to provide a wealth of teaching and learning ideas in areas such as subtitling, dubbing, and voice-over without forgetting the newer fields of subtitling for the deaf and audio description for the blind. The Didactics of Audiovisual Translation comes with an accompanying CD-Rom, highlighting its fundamentally interactive approach, and the activities proposed can be adapted to different learning environments and used with different language combinations.
Translation Today

This handbook is a comprehensive and up-to-date resource covering the booming field of Audiovisual Translation (AVT) and Media Accessibility (MA). Bringing together an international team of renowned scholars in the field of translation studies, the handbook surveys the state of the discipline, consolidates existing knowledge, explores avenues for future research and development, and also examines methodological and ethical concerns. This handbook will be a valuable resource for advanced undergraduate and postgraduate students, early-stage researchers but also experienced scholars working in translation studies, communication studies, media studies, linguistics, cultural studies and foreign language education.

The Routledge Handbook of Translation Studies

An introduction by leading experts in the field to the fascinating subject of translating audiovisual programmes for the television, the cinema, the Internet and the stage and the problems the differences between cultures can cause.

Can Integrated Titles Improve the Viewing Experience?

This collection of essays offers a multi-faceted exploration of audiovisual translation, both as a means of intercultural exchange and as a lens through which linguistic and cultural representations are negotiated and shaped. Examining case studies from a variety of media, including film, television, and video games, the volume focuses on different modes of audiovisual translation, including subtitling and dubbing, and the representations of linguistic and stylistic features, cultural mores, gender, and the translation process itself embedded within them. The book also meditates on issues regarding accessibility, a growing concern in audiovisual translation research. Rooted in the most up-to-date issues in both audiovisual translation and media culture today, this volume is essential reading for students and scholars in translation studies, film studies, television studies, video game studies, and media studies.

Between Text and Image

Over the last decade there has been a dramatic increase in publications on media and translation. In fact, there are those who believe that so much has been published in this field that any further publications are superfluous. But if one views media and translation as anything ranging from film and television drama to news-casting, commercials, video games, web-pages and electronic street signs, it would seem that research in media and translation has barely scratched the surface. The research in this field is shared largely by scholars in communication and translation studies, often without knowledge of each other or access to their respective methods of scholarship. This collection will rectify this lack of communication by bringing such scholars together and creating a context for a theoretical discussion of the entire emerging field of Media and Translation, with a preference for theoretical work (rather than case studies) on translation and communications of various forms, and through various media.

So You've Been Publicly Shamed

This is an introduction to the subject of translating audiovisual programmes for television, cinema, the Internet and the stage and the problems the differences between cultures can cause.

Accessible Filmmaking
Subtitling serves two purposes: to translate the dialogue of foreign language films for secondary audiences (interlingual) and to transform the soundtrack of television programmes into written captions for deaf and hard-of-hearing viewers (intralingual). While both practices have strong linguistic roots, often being compared to text translation and editing, this book reveals the complex influences arising from the audiovisual environment. Far from being simply a matter of linguistic equivalence, the authors show how the effectiveness of subtitles is crucially dependent upon the hidden semiotic relations between text and image; relations which affect the meaning of the visual-linguistic message and the way in which that message is ultimately received. Focusing primarily on intralingual subtitling, The Semiotics of Subtitling adopts a holistic approach, combining linguistic theory with empirical eye-movement analysis in order to explore the full depth of the medium and the reading behaviour of viewers.

The Didactics of Audiovisual Translation

"Audiovisual Translation: Subtitling" is an introductory textbook which provides a solid overview of the world of subtitling. Based on sound research and first-hand experience in the field, the book focuses on generally accepted practice but identifies current points of contention, takes regional and medium-bound variants into consideration, and traces new developments that may have an influence on the evolution of the profession. The individual chapters cover the rules of good subtitling practice, the linguistic and semiotic dimensions of subtitling, the professional environment, technical considerations, and key concepts and conventions, providing access to the core skills and knowledge needed to subtitle for television, cinema and DVD. Also included are graded exercises covering core skills. "Audiovisual Translation: Subtitling" can be used by teachers and students as a coursebook for the classroom or for self-learning. It is also aimed at translators and other language professionals wishing to expand their sphere of activity. While the working language of the book is English, an accompanying DVD contains sample film material in Dutch, English, French, Italian and Spanish, as well as a range of dialogue lists and a key to some of the exercises. The DVD also includes WinCAPS, SysMedia’s professional subtitling preparation software package, used for broadcast television around the world and for many of the latest multinational DVD releases of major Hollywood projects.

The Linguist

"This book sets out to establish the state of the art of screen translation and at the same time to underscore the work of scholars following new paths of investigation both in terms of innovative linguistic mediations being examined and pioneering experimental design." "The volume includes descriptions of sophisticated electronic databases and corpora of audiovisual products for the big and small screen, and the rationale behind them. Furthermore, Between Text and Image also includes a number of cutting edge studies in audience perception of audiovisual products." "Finally, the volume does not fail to ignore examples of original research carried out from both a traditional linguistic viewpoint and from a more cultural perspective."--P. [4] de la couv.

Routledge Encyclopedia of Translation Technology

From fansubbing, fan-generated translation, to user-generated translation, from amateur translation to social translation, non-professional subtitling has come a long way since its humble beginning in the 1980s. The prevailing technological affordance enables and mobilises the digital generation to turn subtitling into a method of self-expression and mediation, and their activities have made translation a more social and visible activity than ever before. This volume provides a comprehensive review of the current state of play of this user-generated subtitling phenomenon. It includes projects and research focusing on various aspects of non-professional subtitling, including the communities at work, the agents at play, the
production conditions and the products. The perspectives in the book explore the role played by the agents involved in the emerging subtitling networks worldwide, and their impact on the communities is also discussed, based on empirical data generated from observations on active fansubbing communities. The collection demonstrates, from various viewpoints, the ways in which non-professional subtitling connects languages, cultures and communities in a global setting.

Areas and Methods of Audiovisual Translation Research

Now a New York Times bestseller and from the author of The Psychopath Test, a captivating and brilliant exploration of one of our world's most underappreciated forces: shame. 'It's about the terror, isn't it?' 'The terror of what?' I said. 'The terror of being found out.' For the past three years, Jon Ronson has travelled the world meeting recipients of high-profile public shamings. The shamed are people like us - people who, say, made a joke on social media that came out badly, or made a mistake at work. Once their transgression is revealed, collective outrage circles with the force of a hurricane and the next thing they know they're being torn apart by an angry mob, jeered at, demonized, sometimes even fired from their job. A great renaissance of public shaming is sweeping our land. Justice has been democratized. The silent majority are getting a voice. But what are we doing with our voice? We are mercilessly finding people's faults. We are defining the boundaries of normality by ruining the lives of those outside it. We are using shame as a form of social control. Simultaneously powerful and hilarious in the way only Jon Ronson can be, So You've Been Publicly Shamed is a deeply honest book about modern life, full of eye-opening truths about the escalating war on human flaws - and the very scary part we all play in it.

Audiovisual Translation

There are three fundamental issues in the field of screen translation, namely, the relationship between verbal output and pictures and soundtrack, between a foreign language/culture and the target language/culture, and finally between the spoken code and the written one. All three issues are raised and discussed by contributors to this special issue of The Translator. The topics covered include the following: the use of multimodal transcription for the analysis of audiovisual data; the depiction and reception of cultural otherness in Disney animated films produced in the 1990's; the way in which subtitles in Flanders strengthen the already streamlined narratives of mainstream film stories, and how they 'enhance' the characteristics of the films and their underlying ideology; developing a research methodology for testing the effectiveness of intralingual subtitling for the deaf and hard of hearing; the pragmatic, semiotic and communicative dimensions of puns and plays on words in The Simpsons; the reception of translated humour in the Marx Brothers' film Duck Soup; and non-professional interpreting in live interviews on breakfast television in Finland. The volume also includes a detailed profile of two postgraduate courses that have been successfully piloted and run at the Universitat Autònoma de Barcelona: the Postgrado de Traducción Audiovisual and the Postgrado de Traducción Audiovisual On-line.

Routledge Encyclopedia of Translation Studies

This text provides a snapshot of issues reflecting the changing nature of translation studies at the beginning of a new millennium. Resulting from discussions between translation theorists from all over the world, topics covered include: the nature of translation; English as a "lingua franca"; public service translation and interpreting; assessment; and audio-visual translation. The first part of the work covers a discussion stimulated by Peter Newmark's paper, and the second part allows invited colleagues to develop his topics.

Topics in Audiovisual Translation