

# Perspectives On Audiovisual Translation Lodz Studies In Language

The Didactics of Audiovisual Translation New Trends in Audiovisual  
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Research Perspectives on Audiovisual Translation Topics in Audiovisual  
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Gambier John D. Sanderson Łukasz Bogucki Pilar Orero Agnieszka Szarkowska Elena  
Di Giovanni Jorge Díaz Cintas Laura Incalcaterra McLoughlin Irene Ranzato Jorge  
Díaz-Cintas Anna Jankowska Fotios Karamitroglou Jorge Díaz Cintas Ewelina  
Bruzdziak Adriana Serban Laura Incalcaterra McLoughlin Priyanka Rachabattuni  
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Rachabattuni

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 offers exercises and more on a companion website highlighting its fundamentally interactive approach and the activities proposed can be adapted to different learning environments and used with different language combinations benjamins.com sites btl 77

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

the exponential growth of audiovisual translation avt in the last three decades has consolidated its place as an area of study within translation studies ts however avt is still a young domain currently exploring a number of different lines of inquiry without a specific methodological and theoretical framework this volume discusses the advantages and drawbacks of ten approaches to avt and highlights the potential avenues opened up by new methods our aim is to jumpstart the discussion on the inadequacy of the methodologies imported from other disciplines and the need or not for a conceptual apparatus and framework of analysis specific to avt this collective

work relates to recent edited volumes that seek to take stock on research in avt but it distinguishes itself from those publications by promoting links in what is now a very fragmented field originally published as a special issue of target 28 2 2016

the aim of this volume is to make a statement on the importance of research on audiovisual translation both in its different varieties of production dubbing subtitling surtitling voice over and e learning and in its relationship with language acquisition on the whole it is a merging of applied theory and practice with a willingness to encourage a dialogue between scholars specialized in this field that may expand to other fields

the book offers a general and up to date overview of the wider discipline of audiovisual translation avt including practices such as accessibility to the media the innovative and exciting articles by well known authors offer a comprehensive selection of topics for discussion and reflection that will appeal to students lecturers researchers and professionals alike and indeed to anyone concerned about the way in which translation is carried out in the audiovisual media

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

this user friendly textbook offers comprehensive insights into all facets of audiovisual translation and media localisation serving as a comprehensive guide spanning seven chapters it begins by introducing audiovisual translation avt it goes on to explore the historical backdrop and highlights the distinctions from traditional written text translation the authors expertly navigate you through the primary avt modalities interlingual subtitling dubbing voice over subtitling for the deaf and hard of hearing live subtitling and audio description a blend of theoretical concepts and practical real world examples in various languages ensures a seamless understanding of the fundamental principles of avt the book clearly guides you through the most important aspects of each type of avt designed for those exploring various avt forms budding audiovisual translators and those interested in contemporary avt trends and research this book is an invaluable resource for students of translation and linguistics and for educators in avt across higher education and media localisation programmes

the coming of age of audiovisual translation studies has brought about a much needed surge of studies focusing on the audience their comprehension appreciation or rejection of what reaches them through the medium of translation although complex to perform studies on the reception of translated audiovisual texts offer a uniquely thorough picture of the life and afterlife of these texts this volume provides a detailed and comprehensive overview of reception studies related to audiovisual translation and accessibility from a diachronic and synchronic perspective focusing on all audiovisual translation techniques and encompassing theoretical and methodological approaches from translation media and film studies it aims to become a reference for students and scholars across these fields

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

an increasing number of contributions have appeared in recent years on the subject of audiovisual translation avt particularly in relation to dubbing and subtitling the broad scope of this branch of translation studies is challenging because it brings together diverse disciplines including film studies translatology semiotics linguistics applied linguistics cognitive psychology technology and ict ltr this volume addresses issues relating to avt research and didactics the first section is dedicated to

theoretical aspects in order to stimulate further debate and encourage progress in research informed teaching the second section focuses on a less developed area of research in the field of avt its potential use in foreign language pedagogy Itbr this collection of articles is intended to create a discourse on new directions in avt and foreign language learning the book begins with reflections on wider methodological issues advances to a proposed model of analysis for colloquial speech touches on more niche aspects of avt e g surtitling progresses to didactic applications in foreign language pedagogy and learning at both linguistic and cultural levels and concludes with a practical proposal for the use of avt in foreign language classes an interview with a professional subtitler draws the volume to a close

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

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

this volume features current research approaches in the field of audiovisual translation avt and media accessibility it reflects on new challenges and potential avenues for investigation in traditional avt practices as well as in media accessibility including audio description subtitling for the deaf and hard of hearing and audio subtitling

here is presented for the first time a methodology for the investigation of norms which operate in the field of audiovisual translation based on the findings of the polysystem approach to translation the present work aims to demonstrate that it is possible to investigate audiovisual translation and the norms that operate in it in a systematic way human agents audiovisual products recipients and the mode itself are thoroughly investigated and stratified under a lower middle and upper level specific techniques for collecting and analysing data are suggested the model is tentatively applied to the investigation of norms which seem to determine the choice between subtitling and revoicing children s tv programmes in greece however one will soon notice that the same model could be applied for the investigation of audiovisual translation norms in any other country but not only that one will quickly realise that with minute modifications the same model can prove effective for the study of norms in other modes of written translation too therefore this volume can be of a high interest not only to audiovisual translation scholars and practitioners but to general translation scholars and students of translation proper as well

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

thesis m a from the year 2011 in the subject interpreting translating grade a university of gdansk institute of english course translation studies language english abstract humour translation is an extremely difficult process which causes translators many problems rendering humour into a different language becomes even more

complicated when the translator translates film dialogues for the purpose of dubbing or subtitling the aim of this thesis is to analyse translation strategies and techniques applied in the process of humour translation in dubbing and subtitling the analysis is based on two animated films shrek 2 and ice age in the thesis the original version of film dialogues is compared with its dubbed and subtitled versions in polish the material for the study comes from dvd releases the thesis is divided into two chapters in the first chapter the concept of humour is explained and humour translation is described in this chapter i also provide definitions of translation strategy and translation technique explain the difference between these two concepts and describe possible translation strategies and techniques in humour translation in the second part of the first chapter the specificity of audiovisual translation is discussed and subtitling and dubbing are described as two different translation methods the second chapter offers a comparison between the polish dubbed and subtitled dialogue versions in this chapter i describe translation strategies and techniques used by the translators and compare the humorous effect evoked by them with the humorous effect of the original dialogues

how are audiovisual translations made and received this is just one of the questions this book offers answers to bringing together research on various forms of audiovisual translation the range of issues treated is wide how are discourse features translated in dubbed and subtitled programmes does subtitling enhance foreign language learning can the quality of audiovisual translation be assessed in a relevant way what should we know about the audience how should we audio describe audiovisual translation in close up addresses these issues from a variety of perspectives from discourse analysis and pragmatics to cognitive science second language acquisition actor network theory and speech recognition amongst others most contributions to this volume originate from the international bilingual conference audiovisual translation multidisciplinary approaches la traduction audiovisuelle approches pluridisciplinaires held in montpellier france in 2008

an increasing number of contributions have appeared in recent years on the subject of audiovisual translation avt particularly in relation to dubbing and subtitling the broad scope of this branch of translation studies is challenging because it brings together diverse disciplines including film studies translatology semiotics linguistics applied linguistics cognitive psychology technology and ict this volume addresses issues relating to avt research and didactics the first section is dedicated to theoretical aspects in order to stimulate further debate and encourage progress in

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this book provides a comprehensive introduction to audiovisual translation avt in india it examines the avt of tv advertisements analyses trends and practices of avt in india and studies the challenges faced by av translators including synchronising video with voice dialogue in advertisements and time and space text compression for subtitling the volume studies the interplay of language culture transfer and the role of the av translator in indian av advertisement translations and looks at how global advertising impacts local language and culture it emphasises the role of the translator and explores how the translator devises strategies by considering various elements in an av medium to achieve equivalence through the translation process drawing on case studies this work will be indispensable to students and researchers of translation studies media studies language and linguistics advertising film studies communication studies and south asian studies

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