

Audiovisual Translation Scenarios

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AVT Modes

- ▶ Subtitling
 - ▶ Surtitling
- ▶ Interpretation
- ▶ Dubbing
- ▶ Voice-over
- ▶ Narration
- ▶ Sign Language Interpreting
- ▶ New practices
 - ▶ Subtitling for the deaf and the hard-of-hearing
 - ▶ Audio description for the blind and the partially sighted
 - ▶ Audio subtitling

Reception

► Origins

- ⊕ Illiteracy
- ⊕ Political repression
- ⊕ Economic factors
- ⊕ Custom and habit
- ⊕ Artistic and aesthetic value

► Changes

- ⊕ Dubbing vs subtitling countries
 - ⊕ Spain, France, Germany
 - ⊕ Greece, Denmark
 - ⊕ Baltic States
- ⊕ cinema, television (public/commercial), DVD, Internet, mobile...

► Subtitling

- ⊕ Fast
- ⊕ Cheap
- ⊕ Flexible

Distribution

- ▶ **Number of channels**
- ▶ **Analogue / digital**
- ▶ **DVD**
- ▶ **Multimedia products**
 - ✦ Videogames (interactive software)
- ▶ **Internet (*streaming*)**
 - ✦ Online teaching
 - ✦ Personal use
 - ✦ *blogs, YouTube*
 - ✦ Commercial use
 - ✦ Newspapers, TV channels, advertising, films to download, etc.
 - ✦ *Fansubs, fandubs, webtoons, scanlations...*
 - ✦ L33t
- ▶ **Mobile technology**
 - ✦ *Podcasts*
- ▶ **AVT importance**
 - ✦ Easy reception
 - ✦ Vast array of genres

DVD > HD-DVD / Blu-ray

▶ Quantity

- ⊕ 8 dubbed / 32 subtitled
- ⊕ Regions
- ⊕ More translation
 - ⊕ VAM, music, corporate videos, videogames...
 - ⊕ Extras and collector's editions
 - ⊕ Re-launch of classical films, TV series, documentaries...
 - ⊕ Internet streaming

▶ Quality

- ⊕ Privileged viewer
- ⊕ Conventions

▶ New practices

Subtitling equipment

- ▶ Freeware
 - ⊕ dotSub, Subtitle Workshop...
- ▶ Sound detection
- ▶ Voice recognition
- ▶ Machine translation
 - ⊕ Translate TV
 - ⊕ Musa
 - ⊕ E-title
- ▶ Demos
- ▶ Templates

Definition

Subtitling may be defined as a translation practice that consists of presenting a written text, generally on the lower part of the screen, that endeavours to recount the original dialogue of the speakers, as well as the discursive elements that appear in the image (letters, inserts, graffiti, inscriptions, placards, and the like), and the information that is contained on the soundtrack (songs, voices off).

Translation
or
Adaptation?

It has to be understood that the subtitled text is not a proper translation, but rather a *simple adaptation* that preserves the general meaning of the original.

Pommier (1988:22)

Constraint translation, transadaptation...

Film translation, cinema translation...

Screen translation, audiovisual translation

Multimedia translation

Classification

According to parameters

- Linguistic
- Preparation time
- Technical
- Projection
- Distribution

Linguistic parameters

Intralingual

- SDH
- Didactic
- Karaoke
- Dialects & accents
- Commercials

Interlingual

- Hearers
- Deaf and Hard-of-Hearing

Bilingual

Preparation time

Pre-prepared = off-line

- Complete sentences
- Reduced

Live = realtime = on-line

- Human
 - Stenography
 - Voice recognition
- Machine translation

Technical parameters

Open

Closed

Projection methods

Mechanical and thermal

Photochemical

Optical

Laser

Electronic

Distribution format

Cinema

Television

Video, VHS

DVD

Internet (= streaming)

Mobile technology

General characteristics

Semiotic dimension

Verbal signs transmitted acoustically

dialogue, monologue

Non-verbal signs transmitted acoustically

background noise, music...

Verbal signs transmitted visually

credits, letters, documents, banners...

Non-verbal signs transmitted visually

gestures, kinesics...

General characteristics

Packing all the ideas and their finest nuances into two lines is damn difficult

- ▶ Reduction
 - ✦ Delivery of original
 - ✦ Reading speed
 - ✦ Total or partial

- ▶ Change of medium
 - ✦ Oral to written

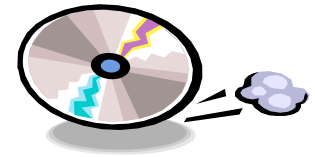
Spatial considerations

- ▶ Maximum of 2 lines
- ▶ Safe area
- ▶ Position on screen
 - ✦ Background
- ▶ 28 to 40 spaces per line
 - ✦ Type of font
 - ✦ Font size
- ▶ Characters / pixels
 - ✦ Proportional lettering

Temporal considerations

- ▶ Spotting, cueing, timing, originating
 - ✦ Synchronisation
 - ✦ Frames per second
 - ✦ Timecodes (TCR)
 - ✦ 6-second rule
 - ✦ Words per minute
 - ✦ Characters per second
- ▶ Shot changes
- ▶ Gap between subtitles





		Seconds : frames	Spaces	Seconds : frames	Spaces
		180 words per minute		01:00	17
01:04	20			02:04	37
01:08	23			02:08	39
01:12	26			02:12	43
01:16	28			02:16	45
01:20	30			02:20	49
Seconds : frames	Spaces			Seconds : frames	Spaces
03:00	53	04:00	70	05:00	78
03:04	55	04:04	73	05:04	78
03:08	57	04:08	76	05:08	78
03:12	62	04:12	76	05:12	78
03:16	65	04:16	77	05:16	78
03:20	68	04:20	77	05:20	78
				06:00	78

*Structured titles

0001 : 10:00:00:04 10:00:01:22

C1Y00

C1Y00 One, two, three, four...

0002 : 10:01:21:08 10:01:25:04

C1Y00 Steady now...

C1Y00 You can't see the cities anymore.

0003 : 10:01:25:06 10:01:27:18

C1Y00

C1Y00 What cities?

0004 : 10:01:27:20 10:01:31:05

C1Y00

C1Y00 Beautiful. You're on Texas now.

0005 : 10:01:31:07 10:01:34:12

C1Y00

C1Y00 <ABBA - Sweden's greatest export.

0006 : 10:01:34:14 10:01:37:04

C1Y00

C1Y00 <On their very first American tour.

Image

+

Text

Bugs Bunny

**Mugsy, take this rabbit
into the other room and let him have it.**

Okay, boss.

All right, Mugsy, let me have it.

**Come, come. You heard what the boss said.
Let me have it.**

Okay, but...

That's better.

Bugs Bunny



Winnie the Pooh

**Our story today begins with Tigger,
who was, on this beautiful spring day,
helping Rabbit
with his spring-cleaning.**

**That's right. See, I spring
and all clean.**

Winnie the Pooh

TOR. 01:22:56:10*



Manhattan Murder Mystery

**We never had children,
but it's easy to empathize.**

- What college does your son attend?**
 - Brown.**

Nice color.

Manhattan Murder Mystery

Manhattan Murder Mystery

German

Sub

Eine nette Farbe.

Dub

Eine schöne Farbe.

Manhattan Murder Mystery

Spanish

French

Sub

Bonito color.

[Nice color.]

Jolie couleur.

[Nice color.]

Dub

Secadores de primera.

[First class hair dryers.]

Excellent chanteur.

[Excellent singer.]

Manhattan Murder Mystery

Italian

Sub

- **Che studi compie vostro figlio?**
 - **Economia alla Brown.**
- [- Which studies is your son completing?
- Economics in Brown.]*

Un risparmiatore.

[A thrifty one.]

Dub

**Alla Brown, cosa fa il vostro figlio?
Economia.
Risparmiatore.**

Vielen Dank!

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