

ŁÓDŹ

STUDIES IN LANGUAGE

Edited by
Barbara Lewandowska-Tomaszczyk

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Łukasz Bogucki
Krzysztof Kredens
(eds.)

Perspectives on Audiovisual Translation



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NOTES ON CONTRIBUTORS

Jonathan Burton, BA (Cantab.), MA (Birmingham), is a Surtitler at the Royal Opera House in London, responsible for translating, editing and cueing live surtitles for opera performances. He also provides subtitles for operas on TV and DVD, and for the BBC's Cardiff Singer of the World competition. He lectures on surtitling and on operatic topics, and writes concert programme notes, articles and opera synopses. He has contributed chapters on "Orchestration" to the ENO Guide to Richard Strauss's *Salome* and *Elektra*, and to the *Wagner Compendium*.

Silvia Bruti (PhD in English Studies, University of Pisa, 1997) is Associate Professor of English Language and Linguistics at the University of Pisa. Her research interests include topics such as text-linguistics, discourse analysis, (historical) pragmatics, corpus linguistics and translation. She has published widely in these areas and contributed to national and international conferences.

Marta Dynel, PhD, is an assistant professor (*adiunkt*) in the Department of Pragmatics in the Institute of English at the University of Łódź. Her research interests are focused primarily on pragmatic, cognitive and sociolinguistic mechanisms of humour, as well as the processes of social influence and the rhetoric of advertising. She has published internationally in linguistic journals (e.g. *Journal of Pragmatics*, *Lodz Papers in Pragmatics*) and volumes (e.g. for Peter Lang and Cambridge Scholars Press).

Pierfranca Forchini has an MA in Foreign Languages and Literatures, an MA in Theoretical and Applied Linguistics, and a PhD in Linguistic and Literary Sciences. Her main interests are corpus linguistics (pragmatics and the lexico-grammar of spoken and movie language), language varieties (especially the differences between British and American English), applied linguistics (phraseology and the use of movies as potential sources for language teaching and learning), and contrastive linguistics (phraseology and dubbing from English into Italian). She currently lectures in English Linguistics at the Catholic University of Milan.

Laura Cruz García is a lecturer at the Faculty of Translation and Interpreting of the University of Las Palmas de Gran Canaria, where she got her PhD in 2001. Her main research areas are the translation of advertising, audiovisual translation, English for Specific Purposes and discourse analysis.

Anna Matamala is a full-time lecturer at Universitat Autònoma de Barcelona, where she coordinates, and teaches on, the MA Programme in Audiovisual Translation. She holds a PhD in Applied Linguistics from Universitat Pompeu Fabra and has been working as an audiovisual translator for more than ten years. Her main interests are audiovisual translation, media accessibility and applied

linguistics. She has published in international journals such as *Cadernos de Tradução*, *Translation Watch Quarterly*, *Catalan Journal of Linguistics*, and *The Translator*.

Laura Incalcaterra McLoughlin obtained her PhD in Italian from the National University of Ireland, Galway, where she currently teaches in the Italian Department. She has published widely on literary criticism and audiovisual translation.

Josélia Neves holds a degree in Modern Languages and Literatures, a Masters in English Studies and a PhD in Translation Studies with a thesis on “Subtitling for the Deaf and Hard of Hearing”. She has worked as a subtitler for over ten years and has been teaching Audiovisual Translation since 1997. She has carried out a number of projects with television broadcasters, DVD producers, museums and education providers for the provision of inclusive communication solutions for sensory impaired people.

Pilar Orero holds an MA in Translation from Universitat Autònoma de Barcelona and a PhD in Translation from UMIST, UK. She lectures at the former, where she also coordinates the Online Masters Programme in Audiovisual Translation. She has co-edited *The Translator's Dialogue* (1997) and edited *Topics in Audiovisual Translation* (2004), both published by John Benjamins. She is a member of the Editorial Board of *The Journal of Specialised Translation*, *Monographs in Translation and Interpreting*, and *Translation Watch Quarterly*. Her research interests are in nonsense literature, audiovisual translation and media access. She leads the research group *TransMedia Catalonia*.

Elisa Perego holds a PhD in Linguistics (University of Pavia). She is a research fellow in English Language and Linguistics at the University of Trieste, where she is also a member of the Department of Language, Translation and Interpreting Studies. Her research interests and publications lie in the field of AVT, in particular subtitling. She is now focussing her research primarily on subtitle usability and readability, and on film language.

Laura Puigdomènech graduated in Linguistics at Universitat Autònoma de Barcelona in 1992. She worked as a language and style consultant for the Catalan Government for six years. Her research interests are language testing and assessment. Nowadays she works for the Catalan Government in the Assessment and Certification Department of the Language Policy Division, where she is engaged in test construction, test analysis and communication with stakeholders.

Víctor Manuel González Ruiz got his PhD from the University of Las Palmas de Gran Canaria, Spain, where he is now a Lecturer in Legal Translation. His research areas are those of specialised translation (in particular, in the legal and audiovisual fields), legal language and cultural studies.

Erik Skuggevik is a lecturer in Audiovisual Translation at the University of Surrey, UK, where he also teaches on the MA programme in Intercultural Communication. He also lectures on the University of Westminster's MA in Translation. He has subtitled over 300 films and translated books, short stories and cartoons. He is the author of *Twelve Lectures on Audiovisual Translation* (Memorandum Press, 2009). He is currently working on his doctorate in Intercultural Theory and Translation at University College London.

Agnieszka Szarkowska holds a PhD in Audiovisual Translation from the Institute of English Studies at the University of Warsaw, where she now works as an assistant professor, teaching translation. Her research interests include audiovisual translation, especially subtitling for the deaf and hard-of-hearing, interlingual subtitling, audio description as well as translator training and e-learning. She is a member of the European Association for Studies in Screen Translation.

Teresa Tomasziewicz is a Professor at Adam Mickiewicz University (Poznań, Poland). She teaches in the Institute of Romance Languages and is Director of the Laboratory of Translation Studies. She is the author of five books and some 80 articles on the theory and practice of translation. Three of her books treat of audiovisual translation or intersemiotic translation: *Les opérations linguistiques qui sous-tendent le processus de sous-titrage des films* (AMU Press, 1993), *Texte et image dans les communications aux masses* (AMU Press, 1999), and *Przekład audiowizualny* ("Audiovisual Translation") (PWN, 2006).

Soledad Zárate completed a Master's degree in Audiovisual Translation (Roehampton University, UK) and wrote a thesis on "Subtitling for Deaf Children on British Television". She has contributed articles to *The NDCS Magazine* and *The Sign Language Translator and Interpreter Journal*. In April 2008 she started her Doctoral research at Imperial College London on Subtitling for Deaf Children, with a particular interest in the incidental learning that takes place in the process of reading subtitles.

INTRODUCTION

Audiovisual translation (AVT) is enjoying its heyday at the moment. The last decade has seen the publication of monographs, special issues of journals and conferences devoted to this booming area. It seems, though, that not even that is enough to satisfy the demand from academics, practitioners, teachers and students of AVT.

Translation can no longer be defined as merely rendering a text into another language. What with the rising importance of such notions as for instance intertextuality and localisation, the latter now practically synonymous with translation, the traditional definition needs a thorough revision. AVT, as a relatively recent phenomenon, is a paragon of a novel approach to translating, going beyond the text and making frequent use of technological advances. Such practices as audio description and live subtitling have received little academic attention to date, as they are a product of the 21st century.

The Department of English Language and Applied Linguistics at Lodz University has had a long tradition of organising translation conferences like the internationally renowned Maastricht-Lodz Duo Colloquium held since 1990, but it was the founding of the Department of Translation Theory and Practice that has resulted in new translation events that are now held each year. The first of those was the Intermedia conference, devoted to aspects of audiovisual translation and conference interpreting, held on April 13-14, 2007, in response to a growing interest in the area and lack of relevant events in Poland.

The present volume contains nine papers delivered at that conference and one (by Laura Incalcaterra McLoughlin) read at a workshop devoted to teaching translation and interpreting (Łódź, April 4, 2008). There are also two invited contributions, a joint paper by Laura Cruz Garcia and Victor Manuel González Ruiz, and an article by Joselia Neves. The latter, as well as the contribution by Soledad Zarate, represent the area of subtitling for the deaf and hard-of hearing (SDH), the former tackling the testing task of conveying music in subtitles, the latter discussing subtitling for deaf children. It should be noted that discussions on this type of intralingual translation are of particular interest, as SDH is not very well known in certain areas of Europe, including Poland. Interlingual subtitles are discussed by Silvia Bruti and Elisa Perego as well as Agnieszka Szarkowska; both papers focus on the problem of translating vocatives. The paper by Pierfranca Forchini refers to film dialogue, particularly discourse markers and their rendition. Jonathan Burton discusses opera subtitling and surtitling, a somewhat niche, but profoundly interesting area. Teresa Tomaszekiewicz, one of the founders of audiovisual translation theory, talks about the ever nagging problem of untranslatability in AVT. Erik Skuggevik of Surrey, UK, discusses a technique of audiovisual transfer often associated with Poland, viz. voice-over, comparing it to subtitling and, rather interestingly, interpreting. Laura Puigdomènech, Anna

Matamala and Pilar Orero discuss a new, but already quite popular type of intralingual translation, catering for the needs of the visually impaired, viz. audio description. The contribution by Laura Incalcaterra McLoughlin treats of interlingual subtitles from the perspective of translation process and translation training. Marta Dynel embarks on the always controversial issue of translating (or very frequently adapting) film titles, discussing strategies and techniques used by translators. Finally, Laura Cruz García and Víctor Manuel González Ruiz discuss the dubbing of TV advertisements in the context of standardised marketing strategies

Thanks are due to Professor Barbara Lewandowska-Tomaszczyk, Head of the Department of English Language and Applied Linguistics, for her immense help with both conferences and the present volume. Michał Kornacki, the technical editor, has put in a lot of effort into preparing the volume. Most importantly, however, all the contributors ought to be given credit for their valuable and relevant work. It is hoped that this selection of contributions by academics and practitioners from six European countries will offer a significant insight into the current status of the theory and practice of audiovisual transfer.

Łukasz Bogucki
Krzysztof Kredens
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