1.	Record Nr.	UNINA9910457953903321
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	Titolo	Subtitling norms for television [[electronic resource]] : an exploration focussing on extralinguistic cultural references / / Jan Pedersen
	Pubbl/distr/stampa	Amsterdam ; ; Philadelphia, : John Benjamins Pub. Co., 2011
	ISBN	1-283-31468-1
		9786613314680
		90-272-8392-3
	Descrizione fisica	1 online resource (260 p.)
	Collana	Benjamins translation library, , 0929-7316 ; ; v. 98
	Disciplina	418/.03791
	Soggetti	Translating and interpreting
		Mass media and language
		Television programs - Titling
		Language and culture
		Discourse analysis
		Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Subtitling Norms for Television; Editorial page; Title page; LCC data; Dedication page; Table of contents; List of figures; List of tables; Abbreviations; Acknowledgement; Chapter 1: Subtitling as audiovisual translation; 1.1. Audiovisual choice; 1.2. The nature of subtitling; 1.2.1 The subtitling process; 1.2.2 The constraints of subtitling; 1.2.3 A contract of illusion; Chapter 2: Norms in general and particular; 2.1. The Descriptive paradigm; 2.2. In search of norms; 2.3. The potency of norms; 2.4. The content of norms; 2.4.1 Toury's norms; 2.4.2 Chesterman's norms
		2.5. Norms, strategies and solutions Chapter 3: Extralinguistic Cultural References as translation problems; 3.1. Translation problems; 3.2. Extralinguistic Cultural References (ECRs); 3.2.1 Selection criteria: Language and culture; 3.2.2 Defining reference; 3.2.3 What's in a name?; 3.2.4 The world of references; 3.2.5 The domains of ECRs; 3.3. Where ECRs are found and why; Chapter 4: Translation strategies; 4.1. Taxonomies of translation strategies; 4.2. A taxonomy for rendering

Sommario/riassunto	In most subtitling countries, those lines at the bottom of the screen are the most read medium of all, for which reason they deserve all the academic attention they can get. This monograph represents a large-scale attempt to provide such attention, by exploring the norms of subtitling for television. It does so by empirically investigating a large corpus of television subtitles from Scandinavia, one of the bastions of subtitling, along with other European data.The aim of the book is twofold: first, to provide an advanced and comprehensive model for investigating translation problems in