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Nota di contenuto	Review of China's Film and TV Drama Export in Recent Years -- Cultural Default and Translation Compensation in the English Translation of Chinese Films: Taking Ang Lee's Family Trilogy as an Example -- On Subtitle Translation from the Perspectives of Semantic Translation and Communicative Translation -- Cultural Default and Transmission of Martial Arts Imagery: the Translation of Cultural- loaded Words in The Grandmaster -- On Film Subtitle Translation from the Perspective of Skopos Theory: Taking Black Coal, Thin Ice as an Example -- On Feng's Humor from the Perspective of Equivalent Effect Translation : Taking Feng Xiaogang's New Year Comedies as an Example -- On the English Translation of Culture-Loaded Words in Finding Mr. Right from the Perspective of Manipulation Theory -- Translation of Culture-loaded Words in Audiovisual Translation: Taking Empresses in the Palace as an Example -- Meme Transmission and Domestication and Foreignization in the CE Translation of Film Titles --

Translation for International Film Festival under the Guidance of Functional Equivalence Theory -- Considerations for CE Translation of TV News and Production of Foreign-related TV Programs.

Sommario/riassunto

This book explores translation strategies for films and TV programs. On the basis of case studies on subtitle translations, it argues that translators are expected to take into consideration not only linguistic and cultural differences but also the limits of time and space. Based on the editor's experience working as a translator for TV, journalist, and narrator, this book proposes employing editorial translation for TV translation. Further, in light of statistics on international audiences' views on Chinese films, it suggests striking a balance between conveying cultural messages and providing good entertainment.