1. Record Nr. UNINA9910791680603321

Titolo	New insights into audiovisual translation and media accessibility [[electronic resource]] : media for all 2 / / edited by Jorge Diaz Cintas, Aline Remael, Joselia Neves
Pubbl/distr/stampa	Amsterdam ; ; New York, : Rodopi, 2010
ISBN	1-282-91688-2 9786612916885 90-420-3181-6
Descrizione fisica	1 online resource (311 p.)
Collana	Approaches to translation studies ; ; 33
Altri autori (Persone)	Diaz-CintasJorge RemaelAline NevesJoselia
Disciplina	418.00711 22
Soggetti	Hearing impaired - Services for Deaf - Services for People with visual disabilities - Services for Audiodescription Closed captioning Motion pictures - Titling Television programs - Titling
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminary Material -- Acknowledgements -- Media for All: new developments / Jorge Díaz Cintas , Anna Matamala and Josélia Neves -- Translation in constrained communication and entertainment / Patrick Zabalbeascoa -- Audiovisual advertising: “Don't adapt to the text, be the text” / Adrián Fuentes Luque -- But That's Like, It's not All that I Am, You Know. The Swedish subtitling of discourse particle You Know in ten US films / Jenny Mattsson -- When do you go for benevolent intervention? How subtitlers determine the need for cultural mediation / Jan Pedersen -- Towards a creative approach in subtitling: a case study / Anna Foerster -- The subtitling profession in Croatia / Kristijan Nikoli -- Localising Cockney: translating dialect into Italian / Irene

Ranzato -- Translating postmodern networks of cultural associations in the Polish dubbed version of Shrek / Agnieszka Chmiel -- Accessibility to the media by hearing impaired audiences in Poland: problems, paradoxes, perspectives / Agnieszka Szarkowska -- Bridging the gap between Deaf Studies and AVT for Deaf children / Soledad Zárate -- Standing on quicksand: hearing viewers' comprehension and reading patterns of respoken subtitles for the news / Pablo Romero-Fresco -- Audio description as a complex translation process: a protocol / Gala Rodríguez Posadas -- The benefits of audio description for blind children / Alicia Palomo López -- Opera audio description at Barcelona's Liceu theatre / Cristóbal Cabeza i Cáceres -- The importance of listening with one's eyes: a case study of multimodality in simultaneous interpreting / Elena Zagar Galvão and Isabel Galhano Rodrigues -- Translation goes to the movies: a didactic approach / Maria José Veiga -- Text on screen and text on air: a useful tool for foreign language teachers and learners / Conceição Bravo -- Subtitling as a task and subtitles as support: pedagogical applications / Noa Talaván -- Notes on contributors -- Index.

Sommario/riassunto

This volume aims to take the pulse of the changes taking place in the thriving field of Audiovisual Translation and to offer new insights into both theoretical and practical issues. Academics and practitioners of proven international reputation are given voice in three distinctive sections pivoting around the main areas of subtitling and dubbing, media accessibility (subtitling for the deaf and hard-of-hearing and audio description), and didactic applications of AVT. Many countries, languages, transfer modes, audiences and genres are considered in order to provide the reader with a wide overview of the current state of the art in the field. This volume will be of interest not only for researchers, teachers and students in linguistics, translation and film studies, but also to translators and language professionals who want to expand their sphere of activity.