

1. Record Nr.	UNINA9910962905003321
Autore	Renna Dora
Titolo	Language Variation and Multimodality in Audiovisual Translation : A New Framework of Analysis // Dora Renna
Pubbl/distr/stampa	Hannover, : ibidem, 2021
ISBN	3-8382-7594-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (223 pages)
Disciplina	418.020208
Soggetti	Audiovisual Tanslation Audiovisuelle Translation Language Variation Linguistics Linguistik Sprachvariation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Content -- List of Figures and Tables -- Introduction -- Chapter 1 Accepting challenges in audiovisual translation -- 1.1 Overcoming prescriptive approaches in AVT -- 1.2 Expanding the scope with corpora -- 1.3 Recognising language variation and its role in AVT -- 1.4 Incorporating multimodality in AVT studies -- Chapter 2 A framework for corpus-based, multimodal analysis of language variation in source and target films -- 2.1 Inside the source text I: language, power and variation -- 2.2 Inside the source text II: defining Chicano English -- 2.3 Defining the corpus: time frame, data availability, relevance and coherence -- 2.4 The framework and its application -- Chapter 3 Broadened horizons: framework application and results -- 3.1 Language variation in source and target films: the textual dimension -- 3.2 Language and multimodality: the diegetic dimension -- 3.3 An invitation to contextualization: the sociocultural dimension and some considerations on the overall results -- Conclusion -- References.
Sommario/riassunto	Society is characterized by a constant flow of multimodal products, which increasingly blur the lines between screen and reality, and

audiovisual translation allows overcoming geographical and linguistic frontiers between small realities across the planet. However, research has long struggled to adapt its methodologies to effectively analyze such phenomena, and even more to scale its results through larger corpus analyses. Dora Renna proposes a pioneering framework, informed by the latest trends in audiovisual translation and multimodality and fit to achieve the complex task of operatively including multimodality in a rigorous corpus analysis of source and target versions of films characterized by language variation as a key element of character design. While language is at the core of her analysis, its role in the broader audiovisual context is explored thanks to a solid network of relations that shed light on linguistic and translational choices as well as on their implications. Framework and methodology are explained in detail and thoroughly applied to the case study to show how this perspective contributes to move a step forward in corpus-based audiovisual translation studies. The results obtained are unexpected and urge readers to overcome old attitudes towards audiovisual translation and multimodal corpora.
