

(MULTI) MEDIA TRANSLATION

CONCEPTS, PRACTICES, AND RESEARCH

Edited by

YVES GAMBIER

University of Turku

HENRIK GOTTLIEB

University of Copenhagen

JOHN BENJAMINS PUBLISHING COMPANY
AMSTERDAM/PHILADELPHIA

Table of Contents

Multimedia, Multilingua: Multiple Challenges <i>Yves Gambier and Henrik Gottlieb</i>	viii
---	------

Part I: Concepts

<i>Patrick Cattryse</i> Multimedia & Translation: Methodological Considerations	1
--	---

<i>Aline Remael</i> Some Thoughts on the Study of Multimodal and Multimedia Translation	13
--	----

<i>Sergio Viaggio</i> Simultaneous Interpreting for Television and Other Media: Translation Doubly Constrained	23
--	----

<i>Domingo Sánchez-Mesa Martínez</i> Hypertext and Cyberspace: New Challenges to Translation Studies	35
---	----

<i>Gregor Goethals</i> Images of Translation	45
---	----

<i>J. Ritter Werner</i> Text and Context in Multimedia Translation	51
---	----

<i>Karin Wehn</i> About Remakes, Dubbing and Morphing: Some Comments on Visual Transformation Processes and their Relevance for Translation Theory	65
--	----

Part II: Policies and Practices

<i>Anne Jäckel</i> Shooting in English? Myth or Necessity?.....	73
--	----

<i>Reine Meylaerts</i> The Position of Foreign Languages in the Flemish Media	91
--	----

<i>Patrick Zabalbeascoa, Natàlia Izard and Laura Santamaria</i> Disentangling Audiovisual Translation into Catalan from the Spanish Media Mesh	101
--	-----

<i>Bistra Alexieva</i> Interpreter-Mediated TV Live Interviews.....	113
<i>Gabriele Mack</i> Conference Interpreters on the Air: Live Simultaneous Interpreting on Italian Television	125
<i>Eivor Gummerus and Catrine Paro</i> Translation Quality. An Organizational Viewpoint.....	133
<i>Felicity Mueller</i> Quality Down Under.....	143
<i>Heulwen James</i> Quality Control of Subtitles: Review or Preview?.....	151
<i>Hazel R. Morgan</i> Subtitling for Channel 4 Television	161
<i>Corien den Boer</i> Live Interlingual Subtitling	167
<i>Clara Cerón</i> Punctuating Subtitles: Typographical Conventions and their Evolution	173
<i>Linda Dewolf</i> Surtitling Operas. With Examples of Translations from German into French and Dutch	179
Part III: Empirical Research	
<i>Fotios Karamitoglou</i> The Choice to Subtitle Children's TV Programmes in Greece: Conforming to Superior Norms	189
<i>Jorge Díaz Cintas</i> Striving for Quality in Subtitling: the Role of a Good Dialogue List	199
<i>Alexandra Assis Rosa</i> Features of Oral and Written Communication in Subtitling	213

<i>Anne Jäckel</i>	
The Subtitling of <i>la Haine</i> : A Case Study	223
<i>Teresa Tomaszkievicz</i>	
Transfert des références culturelles dans les sous-titres filmiques	237
<i>Henrik Gottlieb</i>	
Anglicisms and TV Subtitles in an Anglified World	249
<i>Marijke Van de Poel and Géry d'Ydewalle</i>	
Incidental Foreign-Language Acquisition by Children Watching Subtitled Television Programs	259
Epilogue	
<i>Anthony Pym</i>	
Four Remarks on Translation Research and Multimedia	275
References	283
Subject Index	294
List of Films and TV Programmes Cited	297