

e-Expert Seminar Series: Translation and Language Teaching

AVT: Current Perspectives and Applications



**ATV: CURRENT PERSPECTIVES AND
APPLICATIONS**

Edited by

M^a Azahara Veroz González (University of Córdoba, Spain)

Mazal Oaknín (University College of London, UK)

**e-Expert Seminar Series: Translation and Language
Teaching**

Vol. I

Chief Editors:

M^a Azahara Veroz González (University of Córdoba, Spain)

Mazal Oaknín (University College of London, UK)

Advisory board:

Amparo Hurtado Albir (Universitat Autònoma de Barcelona,
Spain)

Jorge Díaz Cintas (University College of London, UK)

Miguel Angel Bernal Merino (Roehampton University, UK)

Gert Wotjak (Universität Leipzig, Germany)

Frederic Chaume Varela (Universitat Jaume I, Spain)

Geraldine Brodie (University College of London, UK)

Alejandro Bolaños García-Escribano (University College of
London, UK)

Soledad Díaz Alarcón (University of Córdoba, Spain)

Marga Navarrete (University College of London, UK)

ATV: Current Perspectives and Applications.– Córdoba : UCOPress.
Cordoba University Press, 2019.
(e-Expert Seminar Series; vol. I.)

Edited by Azahara Veroz González and Mazal Oaknín
21 x 29,7 cm, 16 pp.

© The authors

© Publisher: UCOPress. Editorial Universidad de Córdoba, 2019
Campus Universitario de Rabanales
Ctra. Nacional IV, Km 396. 14071 Córdoba (España)
Tel.: (+34) 957 218 126
<https://ucopress.uco.es> • ucopress@uco.es

e-ISBN: 978-84-9927-980-0



This publishing house is a member of the UNE, which guarantees the dissemination and marketing of its publications at a national and international level.

Cover design by Manuel Marcos Aldón

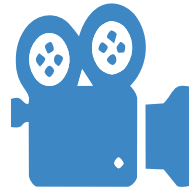
Video editing, design and layout: Cristóbal Laguna and Pedro Valderrábano



This publication is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. You may copy, distribute, adapt, and create derivative works from this content, provided you attribute the original authorship and do not use this work for commercial purposes. Derivative works must also be licensed under a similar license.

Summary

Learning to translate, translating to learn. <i>Mazal Oaknín (University College London, UK)</i>	6
Enseñanza de la traducción literaria a través del cine. <i>Soledad Díaz Alarcón (Universidad de Córdoba, Spain)</i>	7
Media Localisation in the 21st Century <i>Frederic Chaume Varela (Universitat Jaume I, Spain)</i>	9
Game on! The Quest for Accessible Video Games <i>Carme Mangirón Hevia (Universitat Autònoma de Barcelona, Spain)</i>	11
Translation and Localisation in Video Games <i>Miguel Ángel Bernal Merino (Roehampton University, UK)</i>	12
Taking Stock of Recent Advances in Subtitling <i>Jorge Díaz-Cintas (University College London, UK)</i> <i>Serenella Massidda (Roehampton University, UK)</i> <i>Alejandro Bolaños García-Escribano (University College London, UK)</i>	13
La TAV y los nuevos enfoques audiovisuales en el aula <i>Azahara Veroz González (Universidad de Córdoba, Spain)</i>	15

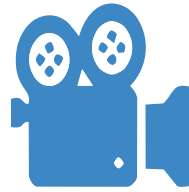


Learning to translate, translating to learn

Mazal Oaknín (University College London, UK)

BIODATA: Dr Mazal Oaknín is a Fellow of the Higher Education Academy. She teaches Spanish language and literature at University College London, where she is also a Language Coordinator. She has also taught Spanish in Malaga, New York, Paris and Birmingham. She is the co-editor of *Literatura política y política literaria en España: Del Desastre del 98 a Felipe VI* (Peter Lang, 2015) and her work has appeared in journals such as *Espéculo*, *Fahrenheit 452*, *Alba Magazine*, *Transletters* and *Argus*. Her research focuses on four main areas: contemporary Spanish literature, gender and identity, fiction in the digital age and representations of minorities. Her book *Writing, Feminism and the Media in Spain* is due to appear in summer 2019 (Peter Lang).

ABSTRACT: Recent years have seen translation teachers and professionals acknowledge the role of translation as an irreplaceable pedagogical vehicle. In today's increasingly globalised world, translation plays a double role – not only as a useful tool for foreign language learning, but also as a valuable communicative skill which is key in intercultural mediation. And it is the endless possibilities that this double role offers that has inspired us to lead the *E-Expert Seminar Series. Translation and Language Teaching*. Moreover, the recent trend in language teaching is to consider translation as the fifth skill in Foreign Language learning, and to integrate it into grammar lessons. Our series aim to tackle this need and to help teachers learn not only about a certain translation field, but also about ways in which to incorporate translation into their language class.



Enseñanza de la traducción literaria a través del cine

Soledad Díaz Alarcón (Universidad de Córdoba, Spain)

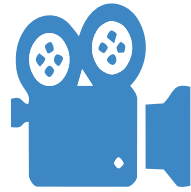
BIODATA: Dra. Soledad Díaz Alarcón is a Lecturer at the University of Córdoba's Degree in Translation and Interpretation and MA Specialised Translation. Her research areas include Literary Translation (French into Spanish), particularly French Narrative and 19th century detective novels, and Translation Pedagogy.

She is a prolific author whose work includes over twenty articles, book chapters and books on detective novels, and a sought-after speaker who has participated in numerous congresses and international research stays.

ABSTRACT: El trabajo que aquí presentamos surge de la constatación, por parte del docente de traducción literaria (francés-español), de una carencia del alumnado que se vislumbraba como un serio escollo en el proceso de enseñanza-aprendizaje. Los alumnos que cursan esta asignatura del Grado de Traducción e Interpretación tienen una escasa formación en literatura (tanto de su lengua materna como de la lengua que se ha de traducir) y apenas se han iniciado en la práctica en esta especialidad. Ante esta debilidad diseñamos una metodología que incorporara una herramienta didáctica de carácter audiovisual como es el cine, en concreto, el visionado y análisis de películas francesas fruto de adaptaciones de clásicos del canon literario y que forman parte de los contenidos evaluables. Decisión adoptada ante la evidencia de que en la "era de las multipantallas" (Marzal Felici, 2007) en la que vivimos es incuestionable el uso de herramientas audiovisuales en el aula, sin obviar que la relación entre el cine y la literatura ha sido tradicionalmente muy fructífera y fecunda, al tratarse de expresiones artísticas cuyo lenguaje creador necesita a un receptor activo para su decodificación.

Por tanto, hemos considerado objetivos de carácter socio-cultural, lingüístico, literario y comunicativo, tales como proporcionar el

conocimiento y contextualización necesarios de dichas obras en tiempo récord para evitar asimismo que el alumno se pierda en un maremágnum de documentación; reforzar la motivación y crear estímulos al alumnado para el estudio de la obra con actitud proactiva para su posterior traducción; llevar a cabo una comparación valorativa de los recursos lingüísticos (fonéticos, morfosintácticos, léxicos, semánticos, pragmáticos, etc.) y literarios (estructuras discursivas, figuras de estilo, simbología, simetrías, etc.) presentes en el texto fílmico y texto escrito y que puedan recrearse en el texto meta. Por último, detectar la intertextualidad y las referencias que se producen entre ambos. En este estudio presentamos la exposición práctica de una unidad didáctica mediante las fases metodológicas que constituyen este proyecto: fase descriptiva, fase descriptivo-interpretativa y fase interpretativa, siguiendo las orientaciones de Gómez y Marzal (2005), y Vanoye y Goliot (1992).



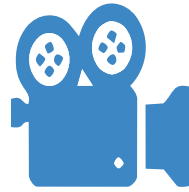
Media Localisation in the 21st Century

Frederic Chaume Varela (Universitat Jaume I, Spain)

BIODATA: Frederic Chaume is Professor of Audiovisual Translation at the Universitat Jaume I (Castelló, Spain), where he teaches audiovisual translation theory, dubbing and subtitling, and Honorary Professor at University College London (UK). He has also taught regularly at the universities of Roehampton and Imperial College London (London), Las Palmas, Malaga, Granada and Seville (Spain). He has published extensively on Audiovisual Translation. For the past 20 years he has also been working as a professional translator for different dubbing and subtitling companies.

ABSTRACT: In the field of media communication, digitalization facilitates the creation, production, distribution and potential manipulation of new audiovisual contents. Digitalization has also led to the multiplication of audiovisual distribution platforms and devices. The staggering number of hours of audiovisual content localized every single day, and the fast pace with which this is taking place, have brought a wider and better choice for audiences, as well as a growing diversity in audiovisual content consumption, and in the use of different translation practices. Different target cultures use different audiovisual transfer modes to bring foreign texts closer to their audiences. Audiovisual translation modes respond to the way a particular culture wants to consume a foreign audiovisual text. And these modes are deeply rooted in cultures, since habits and tastes are not easily changed in a short space of time. Modes of audiovisual translation are understood as all types of audiovisual text transfer between two languages and cultures (interlingual) or within the same language and culture (intralingual, such as the accessibility modes: subtitling for the deaf and the hard of hearing, audiodescription for the blind and visually impaired, respeaking, audiosubtitling, etc.). Essentially, translations of audiovisual texts entail introducing a target text with the translation or reproduction of the dialogues and inserts (captioning) on or next to the screen, or by inserting a new soundtrack in a different language and either cancelling out the original soundtrack of the source

language dialogues (dubbing) or leaving it in place (voice-over). In other words, the audiovisual text is either subtitled or revoiced. This presentation will tackle the most important audiovisual translation modes and will discuss new trends in the media localization market.

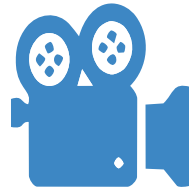


Game on! The Quest for Accessible Video Games

Carme Mangirón Hevia (Universitat Autònoma de Barcelona, Spain)

BIODATA: Carme Mangiron, PhD, is a lecturer and a member of the research group TransMedia Catalonia at the Universitat Autònoma de Barcelona (UAB). She is the Chair of the MA in Audiovisual Translation and has extensive experience as a translator, specializing in software and game localization. Her research interests include game localization, game accessibility audiovisual translation and accessibility to the media. She has published extensively in international journals and participated in several research projects. She is co-author of *Game Localization: Translating for the Global Digital Entertainment Industry* (O'Hagan and Mangiron, 2013), one of the editors of *Fun for All: Translation and Accessibility Practices in Video Games* (Mangiron, Orero & O'Hagan, 2014) and the main organizer of the Fun for All: Translation and Accessibility in Video Games and Virtual Worlds Conference, which started in 2010 and runs every two years.

ABSTRACT: Video games have become one of the most popular forms of entertainment in the 21st century and their global success is partly due to globalisation, internationalisation and localisation strategies, which have made the same games available to players around the world. However, most video games today still do not cater for players with disabilities, who cannot enjoy mainstream games because they face too many access barriers. This talk will focus on game accessibility, presenting an overview of the current status and main challenges, placing emphasis on sensorial accessibility, and, more specifically, subtitling practices in video games, which can contribute to improve accessibility for deaf and hard of hearing players.



Translation and Localisation in Video Games

Miguel Ángel Bernal Merino (Roehampton University, UK)

BIODATA: Dr Miguel Á. Bernal-Merino researches in the localisation of multimedia interactive entertainment software and audiovisual media translation. His research is original and multidisciplinary, and it keeps expanding the discipline of Translation Studies beyond its traditional limits.

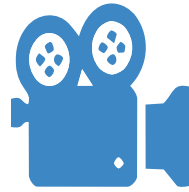
He created the main international fora for the discussion of professional video game localisation at the core of the game development industry (Localization Summit in Game Developers Conference, IGDA Localization SIG) and the software localisation sector (Game Localization Round Table, Game Global Summit), among others.

His publications have had a very positive impact on professional practice and he is regularly called upon as a private consultant by companies across Europe. He is a respected member of the Higher Education Academy and the research councils. He has developed specialists' MA and BA courses channelling his professional experience and business contacts in the interactive and the audiovisual entertainment industries.

He collaborates with universities across Europe as an external quality assessor of programmes as well as in REF-readiness exercises for international research excellence.

He promotes language learning through audiovisual and multimedia products, and he collaborates with Routes into Languages across the UK, visiting schools to inspire children who want to pursue a career utilising their language skills.

ABSTRACT: The session will introduce participants to video game localisation. As well as highlighting the main challenges and processes behind industrial game localisation, participants will gain an insight into professional workflow with various types of materials such as UI, interactive subtitles, voice-over scripts, marketing and packaging, graphics, etc.



Taking Stock of Recent Advances in Subtitling

Jorge Díaz-Cintas (University College London, UK)

Serenella Massidda (Roehampton University, UK)

Alejandro Bolaños García-Escribano (University College London, UK)

BIODATA: Jorge Díaz Cintas is Professor of Translation Studies at University College London, UK. He has published extensively in the field of audiovisual translation, subtitling and dubbing and is the editor of *New Trends in Audiovisual Translation* (2009, *Multilingual Matters*).

Dr Serenella Massidda is a Lecturer in Audiovisual Translation at Roehampton University and Honorary Research Associate at CenTraS, University College London. She holds a European Doctorate in Audiovisual Translation and an MSc in Scientific and Medical Translation with Translation Technology (Imperial College London). She is also a professional translator and subtitler, and member of ESIST (European Association for Studies in Screen Translation) and EST (European Society for Translation Studies).

Alejandro Bolaños is a Teaching Fellow, PhD candidate, Postgraduate Teaching Assistant at UCL Centre for Translation Studies (CenTraS) and UCL Department of Spanish, Portuguese and Latin American Studies. He is also a freelance translator, localiser and subtitler.

ABSTRACT: The growth in the use of subtitles for audiovisual and multimedia products seems unstoppable. With the advent and democratisation of new technologies, the consumption of audiovisual programmes, websites, video games and multimedia content has increased exponentially over the last few decades. A similar technological revolution as the one induced by the arrival of the DVD and cable TV at the end of the 20th century is now taking place with the development of cloud-based and online systems. The viewing habits of today's audiences are also changing, favouring the use of online platforms, streaming websites and video on demand sites, such as Amazon Prime, Movistar+, Netflix, Vimeo, Wuaki TV and Youtube, to name but a few. Subtitling has

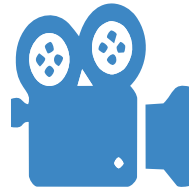
become the preferred translation practice of many providers and even countries traditionally considered “dubbing countries” have also embraced the subtitling revolution.

In the same vein, recent advancements in the development of translation-specific software and applications have set the ground for further changes in the ways in which translators translate and localise such texts, with memory tools, automatic speech recognition and machine translation engines making inroads in the field of AVT.

From a research perspective, many scholars are nowadays exploiting the use of eye tracking tools and adopting new empirical approaches to question assumptions generally accepted in the profession without much evidence. Also, of interest are the developments in accessibility to the media, including SDH (subtitling for the deaf and the hard of hearing), which aim for a greater awareness about the importance of accessible audiovisual material for the impaired audiences. All in all, academic research outputs in this field are literally booming, leading to technical innovations, (such as creative/integrated titles and animated captions) and a greater social empowerment.

Many avenues, both in terms of research and professional practice, are being opened up. Subtitling workflows are now larger than ever, and subtitlers’ communities and associations seem to be having greater importance in the industry. Many leading stakeholders are also recognising professional subtitlers’ work by acknowledging their authorship, although copyright legislation and working conditions call for further improvement.

In this round table, we will address some of the main issues that affect today’s subtitling landscape: What is happening in the subtitling industry? What can subtitlers-to-be expect in a few years’ time? What do they need to know and what skills are necessary to be a “good” subtitler? How can we carry out research on subtitling that is both useful and sound? How will translation technologies affect subtitling as a professional activity?



La TAV y los nuevos enfoques audiovisuales en el aula

Azahara Veroz González (Universidad de Córdoba, Spain)

BIODATA: Dra. Azahara Veroz González is a Lecturer at the Department of Translation and Interpretation, French Philology, Semitic Studies and Documentation at the University of Córdoba, where she teaches different undergraduate and postgraduate modules on Translation and Teaching French as a Foreign Language. Her research focuses on research methods for translators, development of tools for translators and specialised languages. Azahara's work has appeared in prestigious journals and she has participated in numerous research projects such as the UCO-funded UCOTerm, a website dedicated to resources for scientific and technical translation, which she coordinates.

ABSTRACT: En el siguiente capítulo se exponen nuevos enfoques audiovisuales en el aula de traducción y de enseñanza de lenguas extranjeras teniendo en cuenta el nuevo paradigma social, pedagógico, profesional y académico en el que nos encontramos actualmente. En un entorno en el que la principal vía de adquisición de contenidos del alumnado en su día a día es a través del medio audiovisual, el profesorado se ha de adaptar a las nuevas necesidades educativas. Por este motivo, nos planteamos la creación de un foro de debate en el que los expertos puedan compartir sus experiencias y avances en la educación, ofertando un entorno participativo a la vez que virtual en el que los asistentes puedan nutrirse de ellas y aplicarlas en el aula. Este primer foro ha reunido a expertos en traducción audiovisual y profesorado de lenguas que utiliza el medio audiovisual como metodología de aprendizaje logrando cumplir con los objetivos propuestos y añadiendo nuevos temas para futuras participaciones dentro del ámbito de la traducción y de enseñanza de lenguas extranjeras.

