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audiovisual content is far greater now than ever before, and this has obvious repercussions for audiovisual translation (AVT), both as a professional practice and as an academic discipline. A recent report by Ofcom (2014), the independent communications regulator in the UK, revealed that UK adults spend an average of

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We could define audiovisual translation as
the translation activity that takes place in a
context characterized by the interaction of

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Traslation

oral or written text with sound and image. It is intended to be consumed through a screen. This includes both translation for dubbing, subtitling, and audio description.

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Traslation

Audiovisual Translation is one of the fastest-

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today ' s society and their arresting nature, audiovisual productions have become the quintessential expression of multimodal communication in the 21st century. Video materials are a constant occurrence in an ever increasingly interconnected world, in which translation has become imperative in order to foster global communication across

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Audiovisual Translation in a Global Context offers an up-to-date survey of the field of Audiovisual Translation (AVT). One of the main aims of the book is to document the changes taking place in this thriving

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discipline, by focusing not only on current projects and research being carried out in AVT but also on the professional practice in a wide range of contexts. The contributors to the collection cover a wide array of topics from subtitling, dubbing, and voiceover, to media accessibility practices like sign language, subtitling for the deaf and the hard

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of hearing, and audio description for the blind and visually impaired. In an accessible and engaging manner, the chapters discuss theoretical issues in close relation to real translation problems and empirical data, providing useful and practical insights into the personalised input that translators inevitably give to their work.

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Audiovisual Translation: Dubbing is an introductory textbook that provides a solid overview of the world of dubbing and is fundamentally interactive in approach. A companion to Audiovisual Translation: Subtitling, it follows a similar structure and is accompanied by a DVD. Based on first-

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hand experience in the field, the book combines translation practice with other related tasks – usually commissioned to dialogue writers and dubbing assistants – thus offering a complete introduction to the field of dubbing. It develops diversified skills, presents a broad picture of the industry, engages with the various

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controversies in the field, and challenges prevailing stereotypes. The individual chapters cover the map of dubbing in the world, the dubbing market and professional environment, text segmentation into takes or loops, lip-syncing, the challenge of emulating oral discourse, the semiotic nature of audiovisual texts, and specific

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audiovisual translation issues. The book further raises a number of research questions and looks at some of the unresolved challenges of this very specific form of translation. It includes graded exercises covering core skills that can be practised in class or at home, individually or collectively. The accompanying DVD contains sample

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film material in Dutch, English, French, Italian and Spanish, as well as a range of useful material related to professional practice.

The coming of age of audiovisual translation studies has brought about a much-needed surge of studies focusing on the audience,

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their comprehension, appreciation or rejection of what reaches them through the medium of translation. Although complex to perform, studies on the reception of translated audiovisual texts offer a uniquely thorough picture of the life and afterlife of these texts. This volume provides a detailed and comprehensive overview of reception

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studies related to audiovisual translation and accessibility, from a diachronic and synchronic perspective. Focusing on all audiovisual translation techniques and encompassing theoretical and methodological approaches from translation, media and film studies, it aims to become a reference for students and scholars

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across these fields.

This text provides a snapshot of issues reflecting the changing nature of translation studies at the beginning of a new millennium. Resulting from discussions between translation theorists from all over the world, topics covered include: the nature

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of translation; English as a "lingua franca";
public service translation and interpreting;
assessment; and audio-visual translation.

The first part of the work covers a discussion
stimulated by Peter Newmark's paper, and
the second part allows invited colleagues to
develop his topics.

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This book is an edited collection of papers dealing with some of the main issues in audiovisual translation (AVT) today. As the title indicates, it proposes to take stock of where the discipline stands and to speak of the opportunities and challenges that an ever-changing environment poses to those involved in the field, whether in teaching,

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researching or working professionally within the industry. The selection of papers provides a detailed overview of the multidisciplinary richness that ch ...

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This book is a multidisciplinary study of the translation and localisation of video games. It offers a descriptive analysis of the industry

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— understood as a global phenomenon in entertainment — and aims to explain the norms governing present industry practices, as well as game localisation processes.

Additionally, it discusses particular translation issues that are unique to the multichannel nature of video games, in which verbal and nonverbal signs must be

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cohesively combined with interactivity to achieve maximum playability and immerse players in the game 's virtual world.

Although positioned within the theoretical framework of descriptive translation studies, Bernal-Merino incorporates research from audiovisual translation, software localisation, computer assisted translation, comparative

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literature, and video game production. Moving beyond this framework, Translation and Localisation in Video Games challenges some of the basic tenets of translation studies and proposes changes to established and unsatisfactory processes in the video game and language services industries.

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Video games are part of the growing digital entertainment industry for which game localization has become pivotal in serving international markets. As well as addressing the practical needs of the industry to facilitate translator and localizer training, this book seeks to conceptualize game localization in an attempt to locate it in

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Translation Studies in the context of the technologization of contemporary translation practices. Designed to provide a comprehensive introduction to the topic of game localization the book draws on the literature in Game Studies as well as Translation Studies. The book 's readership is intended to be translation

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scholars, game localization practitioners and those in Game Studies developing research interest in the international dimensions of the digital entertainment industry. The book aims to provide a road map for the dynamic professional practices of game localization and to help readers visualize the expanding role of translation in one of the 21st

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century's key global industries.

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