

# LT4319: ADVANCED AUDIOVISUAL TRANSLATION

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Advanced Audiovisual Translation

### Subject Code

LT - Linguistics and Translation

### Course Number

4319

### Academic Unit

Linguistics and Translation (LT)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

Other Languages

### Other Languages for Medium of Instruction

English (Supplemented by Chinese (Cantonese))

### Medium of Assessment

Other Languages

### Other Languages for Medium of Assessment

English (Supplemented by Chinese)

### Prerequisites

Nil

### Precursors

LT3355 Audiovisual Translation

### Equivalent Courses

CTL4319 Advanced Audiovisual Translation

**Exclusive Courses**

Nil

**Part II Course Details****Abstract**

Audiovisual Translation is an exciting new field in Translation Studies for which there is a growing professional demand, and the need for professionals in this field has grown exponentially with the advent of cable television and digitalisation. The second in audiovisual translation offered by LT (the first being LT3355: Audiovisual Translation), this course aims to prepare students to further discover and evaluate the active role of an audiovisual translator with emphasis on dubbing theory and practice for local and regional film and television industries and creative media, equipping students with a firm grasp of audiovisual discourse and the essential skills and techniques for artistic expression and communicative transmission of filmic messages by means of precise and meaningful verbal delivery through sound and image.

**Course Intended Learning Outcomes (CILOs)**

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Identify, evaluate and formulate the knowledge in the functions of audiovisual translation and familiarise themselves with the socio-cultural, linguistic and technical dimensions that characterise this type of translation.		x	x	
2	Discover and further develop critical skills and hands-on techniques of subtitling and synchronized translation for dubbing purposes to enter the professional market.		x	x	x
3	Explore and acquire the technical knowledge of updated computer software for practical tasks in subtitle and dubbing translation.		x	x	x
4	Demonstrate a grasp of audiovisual discourse and have an artistic expression and communicative power to transmit the filmic message through a precise and meaningful treatment of verbal delivery in line with sounds and images and to perform various kinds of audiovisual translation work.		x	x	x

**A1: Attitude**

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

**A2: Ability**

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

**A3: Accomplishments**

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

**Teaching and Learning Activities (TLAs)**

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures on (1) the prospects of audiovisual translation industry; (2) variety of audiovisual translation activities; (3) the socio-cultural, linguistic and technical dimensions that characterise the audiovisual translation; (4) discourse analysis for different genres of films; (5) application of the techniques and strategies for subtitling, dubbing and voiceover; (6) the technical knowledge of using updated computer software for subtitling and dubbing.	1, 2, 3, 4	
2	Film clips will be shown to sensitise students to various genres of films and stimulate their constructive thinking.	1, 2, 3, 4	
3	In-class subtitling and dubbing exercises, small-group analysis and evaluation of authentic texts, in-class presentation by students of their translated and/or dubbed works, followed by critique and discussions.	2, 3, 4	
4	Workshop to provide students with practical training on dubbing and subtitling, review and discuss students' working procedure, and experience the production work flow in the workshop.	2, 3, 4	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Class activities / Participation Students' performance in practical subtitling and dubbing activities in class and discussion of AVT topics on Canvas.	1, 2, 3, 4	30	
2 Two subtitling tasks (C-E and E-C) to practise the subtitling skills learned	1, 2, 3, 4	30	
3 A group project to practice dubbing skills learned. The group to translate a part of an untranslated movie or a television clip, and produce a 5-minute video clip as in real-life cases dubbed in their mother tongue. Each group to give an oral presentation of their group project.	1, 2, 3, 4	30	
4 A quiz to test students' mastery of overall knowledge in AVT		10	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

1. Class activities / Participation

**Criterion**

Translation skills and discussion

**Excellent (A+, A, A-)**

Very idiomatic translation and very enthusiastic participation in class or online discussion.

**Good (B+, B, B-)**

Smooth translation and active participation in class or online discussion.

**Fair (C+, C, C-)**

Fair translation and some participation in class or online discussion.

**Marginal (D)**

Marginally acceptable translation and inadequate participation in class or online discussion.

**Failure (F)**

Poor translation and little participation in class or online discussion.

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**Assessment Task**

2. Two subtitling tasks

**Criterion**

Subtitling skills

**Excellent (A+, A, A-)**

Excellent subtitling skills to demonstrate in-depth understanding of the nature of subtitling.

**Good (B+, B, B-)**

Good subtitling skills to demonstrate good understanding of the nature of subtitling.

**Fair (C+, C, C-)**

Acceptable subtitling skills to demonstrate adequate understanding of the nature of subtitling.

**Marginal (D)**

Marginally subtitling skills to demonstrate some understanding of the nature of subtitling.

**Failure (F)**

Poor subtitling skills and is barely able to demonstrate an understanding of the nature of subtitling.

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**Assessment Task**

3. Group project and Presentation

**Criterion**

Dubbing skills, analysis and presentation skills

**Excellent (A+, A, A-)**

Excellent analysis and presentation skills to demonstrate in-depth understanding of the nature of dubbing.

**Good (B+, B, B-)**

Good analysis and presentation skills to demonstrate good understanding of the nature of dubbing.

**Fair (C+, C, C-)**

Acceptable analysis and presentation skills to demonstrate adequate understanding of the nature of dubbing.

**Marginal (D)**

Marginally acceptable analysis and presentation skills to demonstrate some understanding of the nature of dubbing.

**Failure (F)**

Poor analysis and presentation skills and is barely able to demonstrate an understanding of the nature of dubbing.

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**Assessment Task**

4. Quiz

**Criterion**

Mastery of overall knowledge in AVT

**Excellent (A+, A, A-)**

Excellent mastery of all topics in AVT with high quality answers in the quiz.

**Good (B+, B, B-)**

Good mastery of all topics in AVT with good answers in the quiz.

**Fair (C+, C, C-)**

Acceptable mastery of all topics in AVT with some fairly good answers in the quiz,

**Marginal (D)**

Marginally acceptable mastery of all topics in AVT with some acceptable answers in the quiz,.

**Failure (F)**

Poor mastery of all topics in AVT with most answers wrong in the quiz,.

## Part III Other Information

### Keyword Syllabus

Audiovisual translation, Subtitling, Dubbing, Voice-over, Audio description, Synchronized translation, Socio-cultural, linguistic and technical dimensions, Lip synchrony.

### Reading List

#### Compulsory Readings

Title	
1	Chaume, Frederic. (2004). "Film Studies and Translation Studies: Two Disciplines at Stake in Audiovisual Translation" , <i>Meta</i> 49(1), 12-24.
2	Perez-Gonzalez, Luis. (2014). <i>Audio-visual Translation: Theories, Methods and Issues</i> . London and New York: Routledge.

#### Additional Readings

Title	
1	Chiaro Delia, Christine Heiss, and Chiara Bucaria (ed.).(2008). <i>Between Text and Image: Updating Research in Screen Translation</i> . Amsterdam ; Philadelphia : John Benjamins.
2	Díaz Cintas, Jorge and Aline Remael. (2007). <i>Audiovisual Translation: Subtitling</i> . Manchester: St. Jerome.
3	Díaz Cintas, Jorge and Gunilla Anderman (ed.). (2009). <i>Audiovisual Translation: Language Transfer on Screen</i> . Basingstoke [England] and New York: Palgrave Macmillan.
4	Díaz Cintas, Jorge, Anna Matamala, and Josélia Neves (ed.). (2010). <i>New Insights into Audiovisual Translation and Media Accessibility : Media for All 2</i> . Amsterdam : Rodopi.
5	Fong, Gilbert CF and Kenneth KL Au. (2009). <i>Dubbing and Subtitling in a World Context</i> . Hong Kong: The Chinese University Press.
6	Gambier, Yves. (1994). "Audio-visual Communication: Typological Detour" , <i>Teaching Translation and Interpreting 2 – Insights, Aims, Visions</i> . Amsterdam/Philadelphia: John Benjamins Publishing Company. 275-283.
7	Gambier, Y. and Gottlieb, H. (eds.) (2001). (Multi) media translation: concepts, practices, and research. Amsterdam; Philadelphia: Benjamins.
8	Gottlieb, Henrik. (1995). "Subtitling" , <i>An Encyclopaedia of Translation</i> . (Eds. Chan Sin-wai and David E. Pollard). HK: The Chinese University Press. 1004-1011.
9	Orero, Pilar. (2004). <i>Topics in Audiovisual Translation</i> . Amsterdam; Philadelphia: John Benjamins.

10	Taylor, Christopher John. (2004). “The Language of Film: Corpora and Statistics in the Search for Authenticity. Notting Hill (1998) – A Case Study” , <i>Miscelánea: a Journal of English and American Studies</i> , 30 (2004): 71-85.
11	麻争旗。(2005).《影視譯製概論》。北京：中國傳媒大學出版社。