

# LT3355: AUDIOVISUAL TRANSLATION

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## Effective Term

Semester A 2024/25

## Part I Course Overview

### Course Title

Audiovisual Translation

### Subject Code

LT - Linguistics and Translation

### Course Number

3355

### 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

Any one of B2 / B3 translation courses

### Equivalent Courses

CTL3355 Audiovisual Translation

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

Audiovisual translation (AVT) is a fast-growing form of specialised translation to answer the strong demand of society. It includes inter-lingual translation (subtitling, dubbing and voice-over) and intra-lingual translation (audio description for the blind and subtitling for the hard-of-hearing and the deaf).

This is the first of two audiovisual translation courses to be offered in the department. The other is LT4319 Advanced Audiovisual Translation. It aims at helping students discover and evaluate the knowledge, logistics and basic skills in audiovisual translation (AVT), with special emphasis on subtitling; and helping them to apply what they have learned to real-life AVT tasks, especially in relation to the various genres of movies or television programmes like documentaries, dramas, comedies, cartoons, variety shows, and feature films.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify, evaluate and formulate the basic theoretical issues and practical procedures in the production of English and Chinese subtitles.	20	x	x	
2	Analyse and comment critically on subtitles in actual television programmes and movies.	40	x	x	x
3	Perform real-life subtitling tasks in relation to the various genres of movies or television programmes in their respective appropriate styles.	40	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.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will engage in formal lectures to discover and describe the basic techniques and concepts of AVT. They will come across authentic examples of audiovisual translation in the real world.	1, 2

2	In-class discussion	Students will work on practical AVT tasks in a given period of time. In addition, they will be working on their group projects in class.	1, 2, 3	
3	eLearning	Students are encouraged to make use of the web (e.g. Canvas) for research and exchange of views.	1, 2, 3	

**Assessment Tasks / Activities (ATs)**

	<b>ATs</b>	<b>CILO No.</b>	<b>Weighting (%)</b>	<b>Remarks (e.g. Parameter for GenAI use)</b>
1	Practical AVT tasks Students will complete practical AVT tasks in class within a given period of time.	1, 2, 3	20	
2	AVT journal Students will prepare an AVT journal on an individual basis to record their observation of dubbed or subtitled television programmes and movies to demonstrate their understanding of AVT concepts and application of translation techniques.	1, 2	20	
3	Group Project Students will participate in a group project to practice subtitling skills learned. The group will identify an untranslated audiovisual text, translate it into subtitled to produce a 5-minute subtitled video clip as in the commercial world.	1, 3	20	

4	Group Presentation Each group of students will give an oral presentation of their group project to show their understanding of the basic concepts of the discipline, and their application of appropriate strategies of AVT for various genres. Peer evaluation on each presentation encourages participation by all and provides constructive feedback to the presenters.	1, 2, 3	20	
5	Term-end test Students will take a term-end test to demonstrate their comprehensive ability of AVT in a given period of time.	1, 2, 3	20	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)**

**Assessment Task**

1. Practical AVT tasks

**Criterion**

Translation skills

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

Excellent translation skills performed in the practical AVT tasks.

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

Good translation skills performed in the practical AVT tasks.

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

Acceptable translation skills performed in the practical AVT tasks.

**Marginal (D)**

Marginally acceptable translation skills performed in the practical AVT tasks.

**Failure (F)**

Poor translation skills performed in the practical AVT tasks.

**Assessment Task**

## 2. AVT journal

### **Criterion**

Ability to analyse and critically appreciate the skills of ATV in the movies or TV programmes analysed

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

Insightful analysis on the various idiomatic expressions or wordplay in the movies or TV programmes analysed.

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

Clear and logical analysis on the various idiomatic expressions or wordplay in the movies or TV programmes analysed.

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

Adequate analysis on the various idiomatic expressions or wordplay in the movies or TV programmes analysed.

### **Marginal (D)**

Marginally adequate analysis on the various idiomatic expressions or wordplay in the movies or TV programmes analysed.

### **Failure (F)**

Sloppy and inadequate analysis on the various idiomatic expressions or wordplay in the movies or TV programmes analysed.

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## **Assessment Task**

### 3. Group project

#### **Criterion**

Ability to organise and analyse what they have learned and discovered in the course

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

Shown exceptional analysis of the subject matter with excellent discovery of the issues in AVT.

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

Shown good analysis of the subject matter with good discovery of the issues in AVT.

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

Shown some analysis of the subject matter with fair discovery of the issues in AVT.

#### **Marginal (D)**

Shown marginally acceptable analysis of the subject matter with fair discovery of the issues in AVT.

#### **Failure (F)**

Shown poor analysis of the subject matter with little discovery of the issues in AVT.

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## **Assessment Task**

### 4. Group presentation

#### **Criterion**

Presentation skills

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

Excellent presentation skills to demonstrate an understanding of the nature of AVT and in-depth analysis of the issues encountered in the project.

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

Good presentation skills to demonstrate an understanding of the nature of AVT and in-depth analysis of the issues encountered in the project.

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

Acceptable presentation skills to demonstrate an understanding of the nature of AVT and in-depth analysis of the issues encountered in the project.

**Marginal (D)**

Marginally acceptable presentation skills to demonstrate an understanding of the the nature of AVT and in-depth analysis of the issues encountered in the project.

**Failure (F)**

Poor presentation skills to demonstrate an understanding of the nature of AVT and in-depth analysis of the issues encountered in the project.

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**Assessment Task**

5. Term-end Test

**Criterion**

Translation skills under time constraint

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

Excellent translation skills performed in the practical AVT tasks under time constraint.

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

Good translation skills performed in the practical AVT tasks under time constraint.

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

Acceptable translation skills performed in the practical AVT tasks under time constraint.

**Marginal (D)**

Marginally acceptable translation skills performed in the practical AVT tasks under time constraint.

**Failure (F)**

Poor translation skills performed in the practical AVT tasks under time constraint.

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**Part III Other Information**

**Keyword Syllabus**

Audiovisual translation; Subtitling; Diagonal translation; Discover and analyze the logistics and strategies of subtitling; History of subtitling; Spatial and temporal constraints; Synchronisation of image and subtitles; Linguistic and cultural constraints; Audience design; Discover and analyze the subtitling skills for different genres; Dialects in subtitling; Culture-specific items in subtitling.

**Reading List**

**Compulsory Readings**

Title	
1	Díaz Cintas, Jorge and Aline Remael. 2007. Audiovisual Translation: Subtitling. Manchester: St. Jerome.
2	Fong, Gilbert CF and Kenneth KL Au. 2009. Dubbing and Subtitling in a World Context. Hong Kong: The Chinese University Press.

### Additional Readings

Title	
1	de Linde, Zoe and Neil Kay. 1999. The Semiotics of Subtitling. Manchester: St. Jerome.
2	Díaz Cintas, Jorge and Gunilla Anderman (ed.). 2009. Audiovisual Translation: Language Transfer on Screen. Basingstoke [England] and New York: Palgrave Macmillan.
3	Díaz Cintas, Jorge (ed.) (2009) New trends in audiovisual translation 1st ed. Bristol: Multilingual Matters.
4	Díaz Cintas, Jorge, Anna Matamala, and Josélia Neves (ed.). 2010. New Insights into Audiovisual Translation and Media Accessibility : Media for All 2. Amsterdam : Rodopi.
5	Gambier, Yves and Henrik Gottlieb. (ed.) 2001. (Multi) Media Translation: Concepts, Practices, and Research. Amsterdam/Philadelphia: John Benjamins.
6	Karamitroglou, Fotios. 2000. Towards a Methodology for the Investigation of Norms in Audiovisual Translation: The Choice between Subtitling and Revoicing in Greece, Amsterdam/Atlanta: Rodopi.
7	Orero, Pilar. (ed.) 2004. Topics in Audiovisual Translation. Amsterdam/Philadelphia: John Benjamins.
8	Pérez-González, Luis (2014) Audiovisual translation : theories, methods and issues. Milton Park, Anington, Oxon ; New York : Routledge.
9	Piette, Alain. 2002. "Translation onscreen: the economic, multicultural, and pedagogical challenges of subtitling and dubbing." Teaching Translation and Interpreting 4: Building Bridges. Ed. Eva Hung. Amsterdam/Philadelphia: John Benjamins. 189-196.
10	麻争旗.2005.《影視譯製概論》(Scenario Translation & Dubbing). 北京：中國傳媒大學出版社.
11	顧鐵軍. 2006.《外國新影片翻譯與研究》(New Scenarios Translation and Review). 北京：中國傳媒大學出版社.