

AUDIO VISUAL TRANSLATION

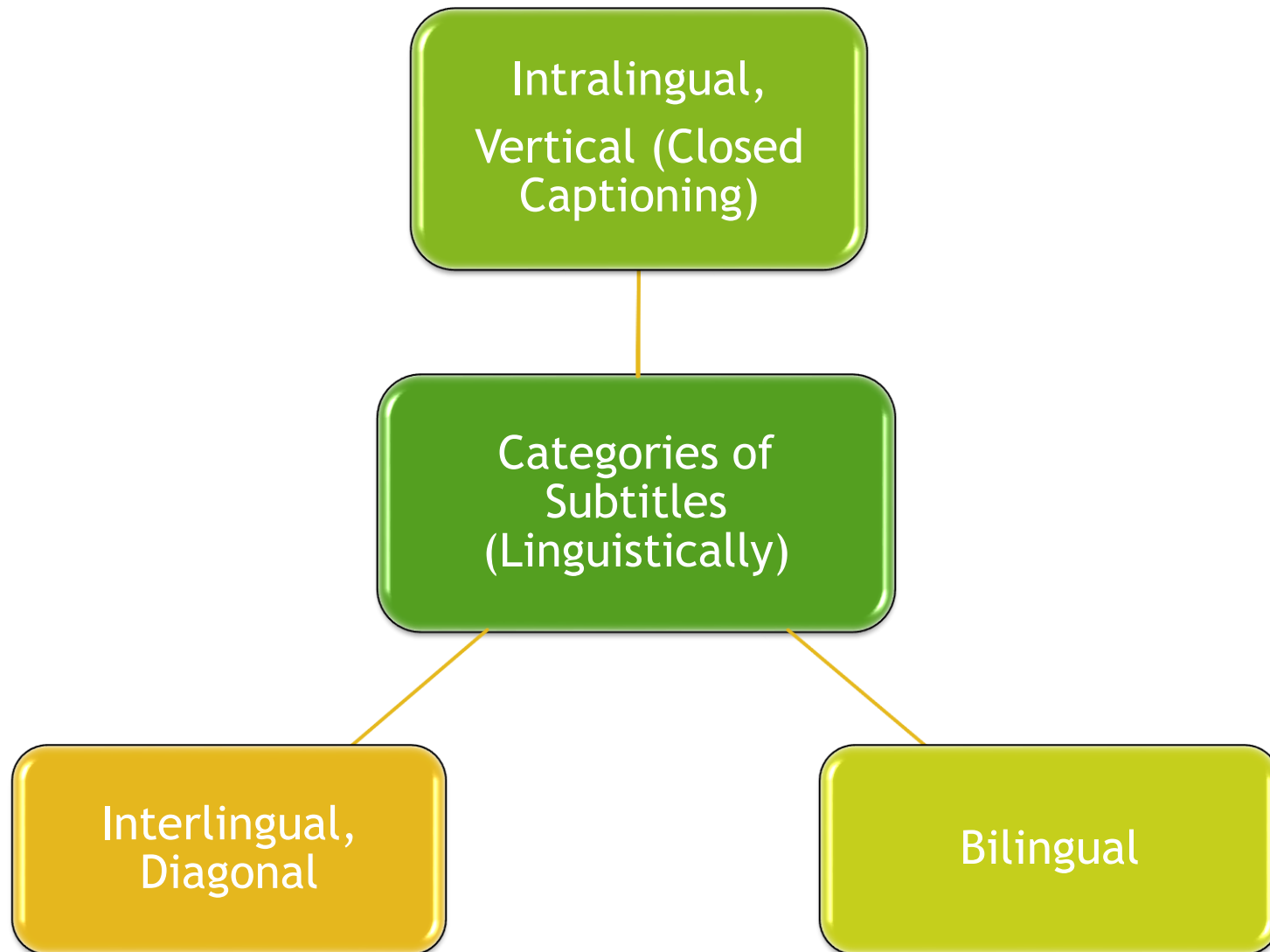
Prepared by

Asst. Prof. Dr. Mohammed Jasim Mohammed

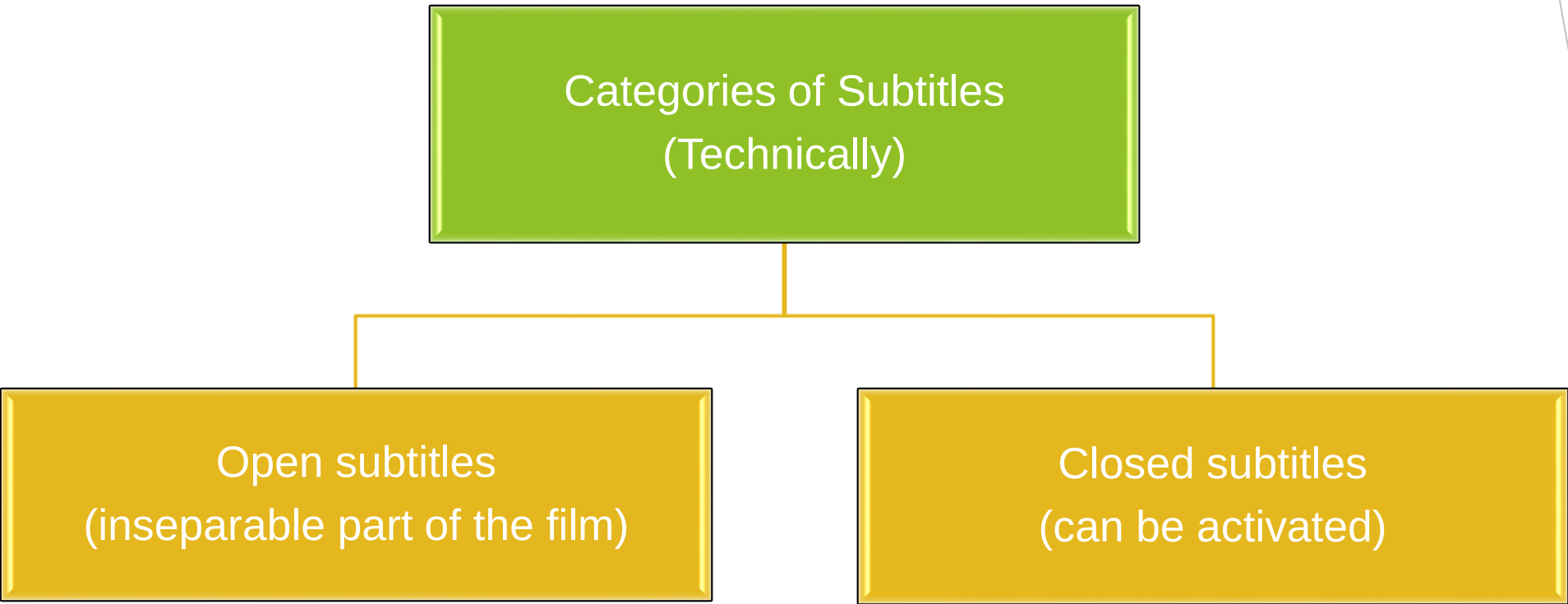
2024-2025



Is condensed written translations of original dialogue which appear as lines of text, usually positioned towards the foot of the screen. Subtitles appear and disappear to coincide in time with the corresponding portion of the original dialogue and are almost always added to the screen image at a later date as a post-production activity (Luyken et al , 1991).



Categories of Subtitles (Technically)



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graph TD; A[Categories of Subtitles (Technically)] --> B[Open subtitles (inseparable part of the film)]; A --> C[Closed subtitles (can be activated)];
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Open subtitles
(inseparable part of the film)

Closed subtitles
(can be activated)

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graph TD; A[Code of good subtitles] --> B[Subtitling spotting and translation]; A --> C[Technical aspects];
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Code of good subtitles

Subtitling spotting and
translation

Technical aspects

► **Subtitle Spotting and Translation**

- Subtitlers must always work with a (video, DVD, etc.) copy of the production, a copy of the dialogue list and a glossary of unusual words and special references.
- It is the subtitler's job to spot the production and translate and write the subtitles in the (foreign) languages required.
- Translation quality must be high with due consideration of all idiomatic and cultural nuances.
- Straightforward semantic units must be used.

► **Subtitle Spotting and Translation**

- Where compression of dialogue is necessary, the results must be coherent.
- Subtitle text must be distributed from line to line and page to page in sense blocks and/or grammatical units.
- As far as possible, each subtitle should be syntactically self-contained.
- The language register must be appropriate and correspond with the spoken word.
- The language should be (grammatically) “correct” since subtitles serve as a model for literacy.

Subtitle Spotting and Translation

- All important written information in the images (sign, notices, etc.) should be translated and incorporated wherever possible.
- Given the fact that many TV viewers are hearing-impaired “superfluous” information, such as names, interjections from the off, etc., should also be subtitled.
- Songs must be subtitled where relevant.
- Obvious repetition of names and common comprehensible phrases need not always be subtitled.

► Subtitle Spotting and Translation

- The in- and out-times of subtitles must follow the speech rhythm of the film dialogues, taking cuts and sound bridges into consideration.
- The duration of all subtitles within a production must adhere to a regular viewer reading rhythm.
- Spotting must reflect the rhythm of the film.
- No subtitle should appear for less than one second or, with the exception of songs, stay on the screen for longer than seven seconds.

► Subtitle Spotting and Translation

- The number of lines in any subtitle must be limited to two.
- Wherever two lines of unequal length are used, the upper line should preferably be shorter to keep as much of the image as free as possible and in left-justified subtitles in order to reduce unnecessary eye movement.
- There must be a close correlation between film dialogue and subtitle content; source language and target language should be synchronised as far as possible.
- There must be a close correlation between film dialogue and the presence of subtitles.

► **Subtitle Spotting and Translation**

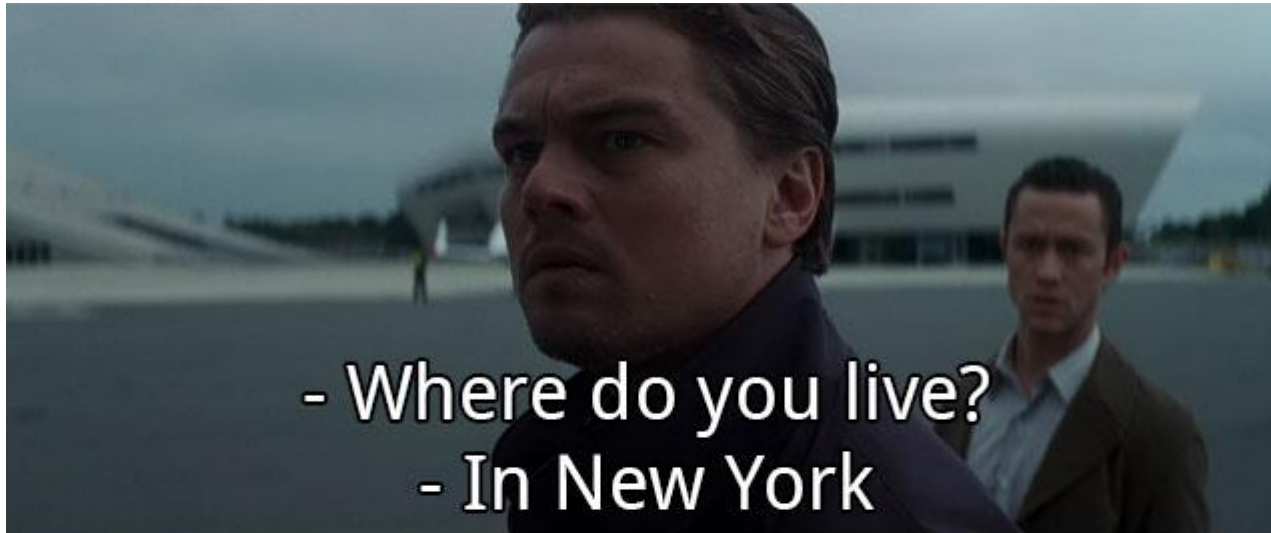
- Each production should be edited by a reviser/editor.
- The (main) subtitler should be acknowledged at the end of the film or, if the credits are at the beginning, then close to the credit for the script writer.
- The year of subtitle production and the copyright for the version should be displayed at the end of the film.

► Technical Aspects

- Subtitles should be highly legible with clear lettering and a font which is easy to read. The characters should have sharp contours and be stable on the screen.
- The position of subtitles should be consistent, e.g.

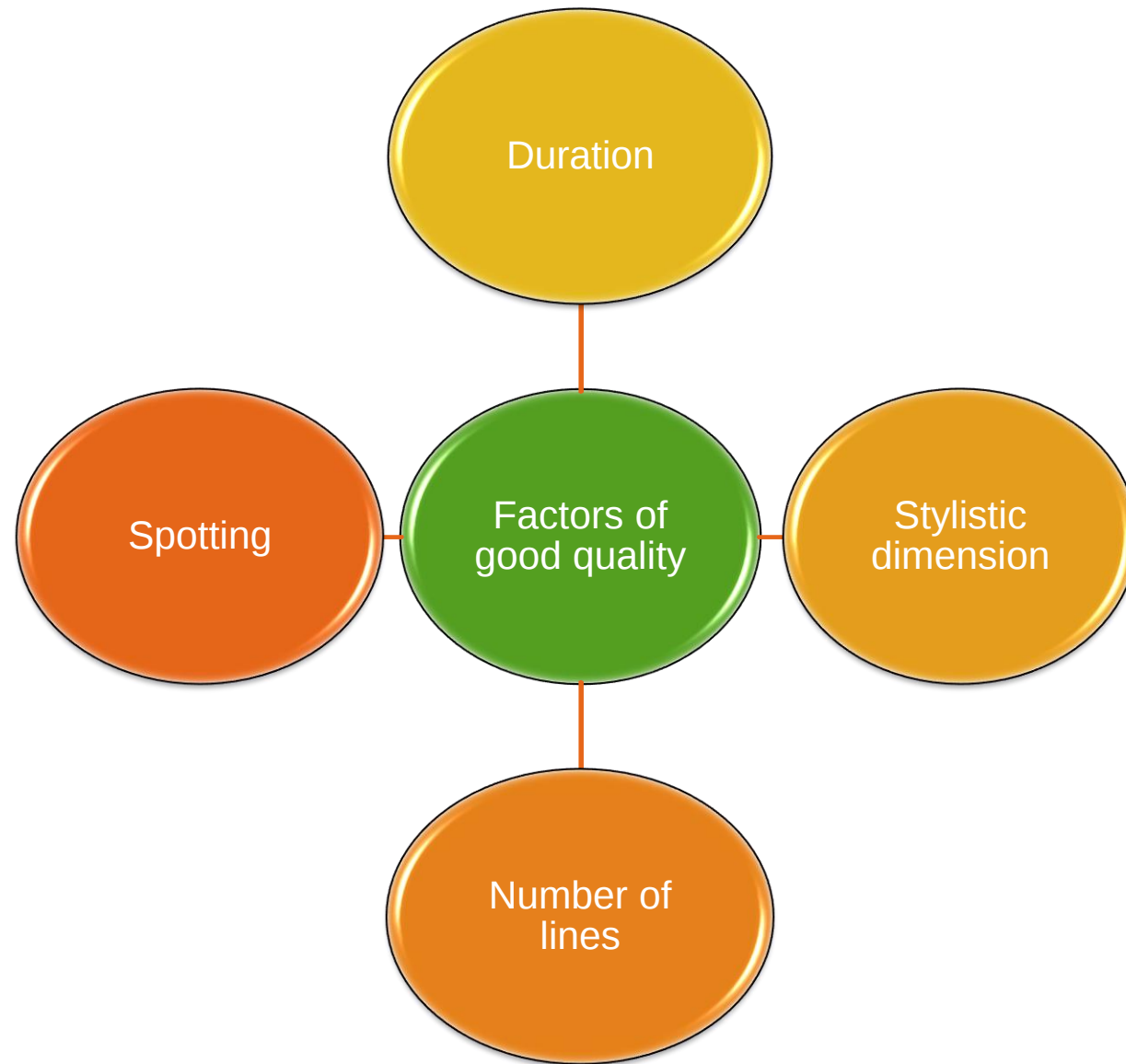


- a) Centred for film applications;
- b) Left-justified or centred for TV and video applications;
- c) Two-person dialogue in one subtitle should be left-justified or left-centred; individual speakers should be indicated by a dash at the beginning of each line.



► Technical Aspects

- In video applications character clarity can be enhanced by a drop shadow or a semi-transparent or black box behind the subtitles.
- The number of characters per line must be compatible with the subtitling system and visible on any screen.
- Due to the different viewer reading times and the different length of lines for TV/video/DVD and film subtitles, TV/video/DVD subtitles should be adapted for film application and vice versa.



Samples of inaccurate subtitles



Ciro tells his mother not to worry. “Tomorrow we’ll see what we can do.”
His mother replies.

Line in source language (Italian): Domani? Domani sarà la stessa cosa!

Accurate translation: Tomorrow? Tomorrow will be the same thing!

Subtitle: Tomorrow? There’s no tomorrow. [Inaccurate]

► Importance of proofreading

