



TRAN823

Audiovisual Translation

S1 Day 2015

Dept of Linguistics

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General Information

Unit convenor and teaching staff

Lecturer, convenor

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C5A 506

By appointment

Margaret Wood

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Credit points

4

Prerequisites

Admission to MTransInter or MTransInterMAppLing or MTransInterMIntRel or PGDipTransInter or MTransIntStudies

Corequisites

TRAN820

Co-badged status

Unit description

This unit introduces students to the field of audio-visual translation, with the main focus on subtitling for different types of media, the semantics of audio-visual language transfer and recent developments in other modes such as audio description. Students will acquire basic subtitling skills as well as a theoretical knowledge of the field of audio-visual accessibility.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Demonstrate an understanding of the key concepts, terms and principles in audiovisual translation, with an emphasis on subtitling.

Demonstrate an understanding of the role of audiovisual translation products in enhancing accessibility in Australia and globally.

Select and apply appropriate AVT tools and techniques to produce acceptable subtitled audiovisual material.

Use the appropriate hardware, software and aids to produce acceptable AVT products while also reflecting on matters of accessibility at a theoretical level, and self-assess solutions.

General Assessment Information

4. UNIT ASSESSMENT

4a. Assessment At A Glance

<u>Assessment Name</u>	<u>Weight</u>	<u>Due Date</u>
Film analysis	10%	13 March
Practical subtitling 1	20%	27 March
Practical subtitling 2	20%	1 May
Project	50%	12 June

4b. Relationship Between Assessments and Learning Outcomes

“Major Assignment 1” (approx. 1,500 words) aims at assessing students’ comprehension of the essential elements of audiovisual language transfer of feature films through the class viewing and analysis (aided by the lecturer/tutor) of a movie in a foreign language subtitled into English. Questions will focus, *inter alia*, on strategies employed for the purpose of overcoming linguistic difficulties, the various language transfer modes employed and other aspects such as social-cultural background, censorship, etc.

Aim of the “Lecture-based Assignment” (approx. 1,500 words) is to assess the student’s understanding of some of the main theoretical aspects of audiovisual language transfer such as the main differences between semantic (mainstream) translation and subtitling and the pros & cons of subtitling vis-à-vis dubbing and vice versa. Questions will also focus on the financial aspects of audiovisual language transfer. Furthermore, this assignment tests students’ practical skills in producing professional quality English subtitles from excerpts of TV programs in the English language through the application of the sets of subtitling standards learnt in the course of the semester. Students will also be required to discuss a series of linguistic issues dealt with in the production of their subtitles.

The “End of Semester Assignment” (approx. 2,500 words) tests students’ practical skills in producing professional quality English subtitles from excerpts of a feature film in their respective native language through the application of the sets of subtitling standards learnt in the course of

the semester. Students will also be required to discuss a series of linguistic issues dealt with in the production of their subtitles.

All assignments will be in writing and the English language skills demonstrated in developing each assignment will form part of the assessment.

Late submission, with no penalties applied, will be accepted in special cases subject to tutor/lecturer's prior approval.

All assignments will be marked by the lecturer and all topics to be developed in the assignments will be discussed during lectures (as well as in the tutorials).

Students must keep a copy of each assignment as proof that it was completed and submitted, just in case the submitted assignment is misplaced or damaged.

4c. Assignment Submission

Assignments must be submitted by the due date accompanied by a submission cover sheet clearly stating students' family name (in capital letters), given name, student number and unit code.

All assignments must be uploaded on iLearn using your surname, your student number, and the assignment number as filename

- Yuto Nagatomo_40112333 Assignment 1

Please submit assignments one time only unless specifically requested.

4d. Return of Marked Assignments

Students' marked assignments will, in general, be returned to them electronically within 2 weeks of submission. Please note that assignments cannot be accepted after the return of marked materials.

4e. Writing and Communication Skills Support

Linguistics postgraduate students can access LINGPWS The Linguistics Postgraduate Writing-Skills website, which is a resource designed to assist Linguistics students with academic writing.

All Linguistics students enrolled in a postgraduate linguistics unit (on-campus, external) can access the site by using their MQ ID and password which every student is given at enrolment. To logon to the website please go to: http://www.ling.mq.edu.au/support/writing_skills/online.htm

For further enquiries about the Writing Skills Website, contact Tessa Green
tessa.green@ling.mq.edu.au

4f. Student Support Services

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>

There is a range of other resources available for Macquarie students, including:

- electronic access to a variety of book chapters and journal articles
- electronic access to journals
- a mailing/fax service where book chapters and journal articles can be sent to distance students.

See the following url for more information: <http://www.ling.mq.edu.au/support/postresources.htm>

4g. Department of Linguistics News

To keep in touch with the latest learning and teaching news from the Department of Linguistics at Macquarie, please read LINGLINE.

LINGLINE is a regular department newsletter specific to the interests and concerns of postgraduate students and departmental staff within the Linguistics Department of Macquarie University. LINGLINE aims to help students and staff members stay in touch with the Department and its news, as well as with one another, whether they are currently in Sydney or elsewhere in Australia, New Zealand or any of 25 countries in Asia, Europe, the Middle East, North America and South America. LINGLINE has regular announcements related to your candidature, positions vacant, scholarships, awards, conference and seminar information. LINGLINE welcomes contributions from all students and staff in the Linguistics Department. Go to: <http://www.ling.mq.edu.au/news/lingline.htm> and follow the link to the latest edition.

Assessment Tasks

Name	Weighting	Due
<u>Semiotic analysis</u>	10%	Week 3
<u>Practical subtitling 1</u>	20%	Week 5
<u>Practical subtitling 2</u>	20%	Week 7
<u>Exam project</u>	50%	12 June

Semiotic analysis

Due: **Week 3**

Weighting: **10%**

Film analysis: Díaz-Cintas & Remael 3.6.1 (2007:65)

Watch the opening scene of The snows of Kilimanjaro – link on iLearn

- 1) Summarize, in about 10 lines, what happens in the scene (location, characters, action)
- 2) Identify which channel supplies which information. Is there any overlap?
- 3) Discuss the narrative function of the music on the one hand, the close-ups, medium shots, long shots and editing (or cuts between shots) on the other.

On successful completion you will be able to:

- Demonstrate an understanding of the key concepts, terms and principles in audiovisual translation, with an emphasis on subtitling.
- Demonstrate an understanding of the role of audiovisual translation products in enhancing accessibility in Australia and globally.

Practical subtitling 1

Due: **Week 5**

Weighting: **20%**

Produce same-language English subtitles for any 5 minutes of the video clip provided in class.

Subtitle as though you are subtitling for an audience who does not understand the source language (i.e. do not subtitle sound effects). The emphasis in this first practical assignment is on the following technical elements:

- 1) Correct cuing (subtitles appear when the dialogue begins) (40%)
- 2) Subtitle duration (subtitles are on screen long enough to allow reading) according to the following guidelines: (40%)
 1. 1 word = 1s
 2. 2-3 words = 2s
 3. full line=2.5s
 4. 1 line, 1 word = 2.8s
 5. 1.5 lines = 3s
 6. 2 lines =4-6s
- 3) Language (correct transcription and spelling) (20%)

On successful completion you will be able to:

- Select and apply appropriate AVT tools and techniques to produce acceptable subtitled audiovisual material.
- Use the appropriate hardware, software and aids to produce acceptable AVT products while also reflecting on matters of accessibility at a theoretical level, and self-assess solutions.

Practical subtitling 2

Due: **Week 7**

Weighting: **20%**

1. Subtitle any 5 to 10 minutes of the second clip. (90%)

The marking grid provided in iLearn will be used for this assessment.

2. Write notes on at least 5 problems you encountered in creating the subtitles. These could relate to cultural aspects, semiotics, linguistic aspects or technical aspects. (10%)

On successful completion you will be able to:

- Select and apply appropriate AVT tools and techniques to produce acceptable subtitled audiovisual material.
- Use the appropriate hardware, software and aids to produce acceptable AVT products while also reflecting on matters of accessibility at a theoretical level, and self-assess solutions.

Exam project

Due: **12 June**

Weighting: **50%**

Part 1: Intralingual subtitles (English to English) 60%

- Submit file in SubStation Alpha format with your surname, student number, film in the filename (e.g. KRUGER 1234567 Buffy). The subtitles will be assessed according to the guidelines on the evaluation grid.

Part 2: Analysis (20%)

- Write an analysis of the video you chose. The analysis should be between 1000 and 1500 words (about 2.5 to 4 pages) and should contain the following sections:
 - a) Synopsis and semiotic analysis (5%)
 - b) Analysis with a view to subtitling (5%)
 - c) Specific examples (5%)
 - d) Examples from second mode (5%)

Submit file in Word format with your surname, student number, Analysis in the filename (e.g. KRUGER 1234567 Analysis)

Part 3: Second mode (20%)

Choose any one of the following three options:

3.1 SDH

Submit file in SubStation Alpha format with your surname, student number, film and SDH in the filename (e.g. KRUGER 1234567 Buffy SDH)

3.2 Interlingual (translation subtitles)

Submit file in Word format with your surname, student number, film and language in the filename (e.g. KRUGER 1234567 Buffy Korean)

3.3 AD

Submit file in SubStation Alpha format with your surname, student number, film and AD in the filename (e.g. KRUGER 1234567 Buffy AD).

On successful completion you will be able to:

- Demonstrate an understanding of the key concepts, terms and principles in audiovisual translation, with an emphasis on subtitling.
- Demonstrate an understanding of the role of audiovisual translation products in enhancing accessibility in Australia and globally.
- Select and apply appropriate AVT tools and techniques to produce acceptable subtitled audiovisual material.
- Use the appropriate hardware, software and aids to produce acceptable AVT products while also reflecting on matters of accessibility at a theoretical level, and self-assess solutions.

Delivery and Resources

Online Resources

There is a range of other resources available to Macquarie students, including:

- electronic access to a variety of book chapters and journal articles at <http://www.lib.mq.edu.au/reserve/>
- electronic access to journals at <http://www.lib.mq.edu.au/journalfinder/>
- electronic document delivery for journal articles and book chapters not available locally at <http://www.lib.mq.edu.au/docsup/>

See the following URL for more information:

<http://www.ling.mq.edu.au/support/postresources.htm>

Unit Schedule

Week	Content	Reading	Practical

Class 1 27 February	Introduction to AVT	<ul style="list-style-type: none"> • Introduction to subtitling (Chapter 1 in <i>AVT: Subtitling</i>) 	Getting to know Subtitle Workshop
Class 2 6 March	Subtitling principles	<ul style="list-style-type: none"> • Software • Guidelines 	Do 2 minutes of video clip provided in class.
Class 3 13 March	Semiotics and subtitling	<ul style="list-style-type: none"> • The semiotics of subtitling (Chapter 3 in <i>AVT: Subtitling</i>) 	Formal assessment 1: Analyse AV text with the aid of semiotics Due 13 March
Class 4 20 March	Subtitling standards	<ul style="list-style-type: none"> • Technical considerations (Chapter 4 in <i>AVT: Subtitling</i>) • Punctuation and other conventions (Chapter 5 in <i>AVT: Subtitling</i>) • Guidelines/house styles 	Formal assessment 2: 5 minutes of subtitles on video clip provided in class Due 27 March
Class 5 27 March	AVT and translation theory	<ul style="list-style-type: none"> • Nornes (1999) • Fazooni (2006) • Ramière (2006) 	Finalise clips for Assessment 2
Autumn recess			
Class 6 24 April	Linguistics and subtitling	<ul style="list-style-type: none"> • The linguistics of subtitling (Chapter 6 in <i>AVT: Subtitling</i>) • Translation issues (Chapter 7 in <i>AVT: Subtitling</i>) 	Formal assessment 3: Subtitle 5 to 10 minutes of second clip Due 1 May
Class 7 1 May	Narrative theory: Subtitling	<ul style="list-style-type: none"> • Bordwell (1985) • Gibson (2001) • Deleyto (1991) • Gaudreault and Jost (2003) 	Plan year project <ul style="list-style-type: none"> • Choose film and bring to class
Class 8 8 May	Narrative theory: Audio description	<ul style="list-style-type: none"> • Gibbons (2004) • Kruger (2010) 	Work on year project

Class 9 15 May	AD	<ul style="list-style-type: none"> • AD script • AD delivery 	Work on year project
Class 10 22 May	SDH	<ul style="list-style-type: none"> • Theoretical and practical principles • Accessibility 	Work on year project
Class 11 29 May	SDH	<ul style="list-style-type: none"> • Checking • Research 	Work on year project
Class 12 5 June	Exam project feedback session		Due 12 June
12 June	Exam project due date		

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your

student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an understanding of the role of audiovisual translation products in enhancing accessibility in Australia and globally.
- Select and apply appropriate AVT tools and techniques to produce acceptable subtitled

audiovisual material.

- Use the appropriate hardware, software and aids to produce acceptable AVT products while also reflecting on matters of accessibility at a theoretical level, and self-assess solutions.

Assessment tasks

- Semiotic analysis
- Practical subtitling 1
- Practical subtitling 2
- Exam project

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an understanding of the key concepts, terms and principles in audiovisual translation, with an emphasis on subtitling.
- Select and apply appropriate AVT tools and techniques to produce acceptable subtitled audiovisual material.
- Use the appropriate hardware, software and aids to produce acceptable AVT products while also reflecting on matters of accessibility at a theoretical level, and self-assess solutions.

Assessment tasks

- Semiotic analysis
- Practical subtitling 1
- Practical subtitling 2
- Exam project

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an understanding of the key concepts, terms and principles in audiovisual translation, with an emphasis on subtitling.
- Demonstrate an understanding of the role of audiovisual translation products in enhancing accessibility in Australia and globally.
- Select and apply appropriate AVT tools and techniques to produce acceptable subtitled audiovisual material.

Assessment tasks

- Semiotic analysis
- Practical subtitling 1
- Practical subtitling 2
- Exam project

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Select and apply appropriate AVT tools and techniques to produce acceptable subtitled audiovisual material.
- Use the appropriate hardware, software and aids to produce acceptable AVT products while also reflecting on matters of accessibility at a theoretical level, and self-assess solutions.

Assessment tasks

- Practical subtitling 1
- Practical subtitling 2
- Exam project

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Demonstrate an understanding of the key concepts, terms and principles in audiovisual translation, with an emphasis on subtitling.

Assessment tasks

- Semiotic analysis
- Exam project

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcome

- Demonstrate an understanding of the role of audiovisual translation products in enhancing accessibility in Australia and globally.

Assessment tasks

- Semiotic analysis
- Exam project