



TRAN823

Audiovisual Translation

S1 Day 2016

Dept of Linguistics

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General Information

Unit convenor and teaching staff

Lecturer, convenor

Jan-Louis Kruger

janlouis.kruger@mq.edu.au

Contact via 0298501467

C5A 506

By appointment

Margaret Wood

margaret.wood@mq.edu.au

Margaret Wood

margaret.wood@mq.edu.au

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

Assessment Name	Weight	Due Date
Film analysis	10%	25 March
Practical subtitling 1	20%	1 April
Practical subtitling 2	20%	29 April
Project	50%	14 June

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.

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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 4 March	Introduction to AVT	<ul style="list-style-type: none"> • Introduction to subtitling (Chapter 1 in <i>AVT: Subtitling</i>) 	Getting to know Aegisub
Class 2 11 March	Subtitling principles	<ul style="list-style-type: none"> • Software • Guidelines 	Do 2 minutes of video clip provided in class.
Class 3 18 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 25 March
Class 4 25 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 1 April
Class 5 1 April	AVT and translation theory	<ul style="list-style-type: none"> • Nornes (1999) • Fazooni (2006) • Ramière (2006) 	Finalise clips for Assessment 2
Class 6 8 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 29 April
Autumn recess			

Class 7 29 April		Practical session on year project Practicum subtitles	Plan year project Choose film and bring to class
Class 8 6 May	Narrative theory: Subtitling	<ul style="list-style-type: none"> • Bordwell (1985) • Gibson (2001) • Deleyto (1991) • Gaudreault and Jost (2003) 	Work on year project
Class 9 13 May	Narrative theory: Audio description	<ul style="list-style-type: none"> • Gibbons (2004) • Kruger (2010) 	Work on year project
Class 10 20 May	SDH	<ul style="list-style-type: none"> • Theoretical and practical principles • Accessibility 	Work on year project
Class 11 27 May	SDH	<ul style="list-style-type: none"> • Checking • Research 	Work on year project
Class 12 3 June	Exam project feedback session		
10 June	Exam project feedback session		Due 12 June

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

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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