TRAN823
Audiovisual Translation
S1 Day 2016
Dept of Linguistics

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https://unitguides.mq.edu.au/unit_offerings/58957/unit_guide/print 1
General Information

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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

<table>
<thead>
<tr>
<th>Assessment Name</th>
<th>Weight</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film analysis</td>
<td>10%</td>
<td>25 March</td>
</tr>
<tr>
<td>Practical subtitling 1</td>
<td>20%</td>
<td>1 April</td>
</tr>
<tr>
<td>Practical subtitling 2</td>
<td>20%</td>
<td>29 April</td>
</tr>
<tr>
<td>Project</td>
<td>50%</td>
<td>14 June</td>
</tr>
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Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semiotic analysis</td>
<td>10%</td>
<td>Week 3</td>
</tr>
<tr>
<td>Practical subtitling 1</td>
<td>20%</td>
<td>Week 5</td>
</tr>
<tr>
<td>Practical subtitling 2</td>
<td>20%</td>
<td>Week 7</td>
</tr>
<tr>
<td>Exam project</td>
<td>50%</td>
<td>12 June</td>
</tr>
</tbody>
</table>

Semiotic analysis

Due: Week 3
Weighting: 10%

Film analysis: Diaz-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:

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• 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:

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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:

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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/

See the following URL for more information:
http://www.ling.mq.edu.au/support/postresources.htm
# Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
<th>Reading</th>
<th>Practical</th>
</tr>
</thead>
</table>
| Class 1  
4 March | Introduction to AVT | · Introduction to subtitling (Chapter 1 in AVT: Subtitling) | Getting to know Aegisub |
| Class 2  
11 March | Subtitling principles | · Software  
· Guidelines | Do 2 minutes of video clip provided in class. |
| Class 3  
18 March | Semiotics and subtitling | · The semiotics of subtitling (Chapter 3 in AVT: Subtitling) | Formal assessment 1:  
Analyse AV text with the aid of semiotics  
Due 25 March |
| Class 4  
25 March | Subtitling standards | · Technical considerations (Chapter 4 in AVT: Subtitling)  
· Punctuation and other conventions (Chapter 5 in AVT: Subtitling)  
· 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 | · Nornes (1999)  
· Fazooni (2006)  
· Ramière (2006) | Finalise clips for Assessment 2 |
| Class 6  
8 April | Linguistics and subtitling | · The linguistics of subtitling (Chapter 6 in AVT: Subtitling)  
· Translation issues (Chapter 7 in AVT: Subtitling) | 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
- Bordwell (1985)
- Gibson (2001)
- Deleyto (1991)
- Gaudreault and Jost (2003)

### Work on year project

## Class 9
13 May

### Narrative theory: Audio description
- Kruger (2010)

### Work on year project

## Class 10
20 May

### SDH
- Theoretical and practical principles
- Accessibility

### Work on year project

## Class 11
27 May

### SDH
- Checking
- Research

### Work on year project

## Class 12
3 June

### Exam project feedback session

### Due 12 June

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**Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](http://mq.edu.au/policy/docs/). Students should be aware of the following policies in particular with regard to Learning and Teaching:


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https://unitguides.mq.edu.au/unit_offerings/58957/unit_guide/print


In addition, a number of other policies can be found in the [Learning and Teaching Category](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html) 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/](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/](http://students.mq.edu.au/support/)

**Learning Skills**

Learning Skills ([mq.edu.au/learningskills](http://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](http://mq.edu.au/policy/docs/complaint_management/procedure.html) 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/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).
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
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