



14th International Conference and Exhibition on Language Transfer in Audiovisual Media



Book of Abstracts

Media Localization: Welcome Back to the Future

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November 7 – 9, 2022
Radisson Collection Hotel, Berlin

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Table of Contents

Game Localization for the Middle East - Challenges & Opportunities1
Alia Abuleyoun, Saudisoft, Egypt

The Future is Now: Educating the Next Generation of Localization Talent2
Mazin Al-Jumaili, ZOO Digital, UK

The Impact of Labour Division on Translation Consistency in Streaming TV Series3
Pawel Aleksandrowicz, Maria Curie-Sklodowska University, Poland

Machine Translation and Post-editing in AVT: Neither with you nor without you?4
Verónica Arnáiz-Uzquiza, Universidad de Valladolid (UVA), Spain; Paula Igareda, González, Spain

Conducting AVT Practice-Based Research with Survivors of Trauma and Gendered-Based Violence: Ethical Considerations and Implications5
Charlotte Bosseaux, University of Edinburgh, UK

Using Audio Descriptive Techniques as Part of Inclusive Design in Museum and Heritage Settings: some Work in Progress6
Lindsay Bywood, University of Westminster, UK

The Art of Difficult Describing – Disability, Nudity, Gender and Race8
Marie Campbell, Red Bee Media, UK

Quality as a Pre-thought: Success through good Annotations and KNPs.....9
Mara Campbell, True Subtitles, UK

New Practices in the French Subtitling Industry: Analysing Communication and Collaboration in VOD Subtitling..... 10
Sevita Caseres, University College Cork, Ireland

Teaching Subtitling in a Dubbing Country: The Italian Job 11
Valeria Cervetti, Freelance Translator, Italy

Subtitling for Social Media: Vertical Videos and Other Challenges 11
Jessica Colavecchia, Mother Tongue, UK

Strategies in Song Translation: Dubbing of Audiovisual Musical Productions aimed at Spanish Teenage Audiences 13
Belén Cruz-Durán, Universidad de Málaga, Spain

Language Settings Available for Audiovisual Fiction Studied from a Sociolinguistic Perspective 14
Reglindis De Ridder, Stockholm University, Sweden

Easy Audio Description (EAD): Guiding Narrative Comprehension for Diverse Audiences..... 15
Maria Andreea Deleanu, Sabine Braun, Constantin Orasan & Kim Starr, University of Surrey, UK

Synthetic Voices and MT in Media: I've Quantified the Impact..... 16
Konstantin Dranch, Custom.MT, Czech Republic

Voice-over Stronghold No More. AVT Preferences of Polish Audiences 16
Gabriela Flis & Agnieszka Szarkowska, University of Warsaw, Poland

Strategies in Song Translation: Dubbing of Audiovisual Musical Productions aimed at Spanish Teenage Audiences

Belén Cruz-Durán, Universidad de Málaga, Spain

Producers such as The Walt Disney Company revolutionised both the small and big screens by making the musical genre accessible to the youngest audiences and by creating mass phenomena during an era when the Internet was far from being what it is today. At the beginning of the xxi century, the demand for DVD and Blu-ray increased and the distributors discovered a lucrative source of income in this market: the sale of DVDs, Blu-ray, CDs containing the soundtrack, merchandising, concerts, etc. It has therefore been considered innovative to carry out a statistical study of the strategies used in the translation of the songs included in the DVD and Blu-ray dubbed versions of teenage audiovisual musical films in order to thus confirm the factors that influenced their translation and distribution in Spanish. For that reason, the research corpus of the present study is comprised of a selection of 32 films, which are the result of an exhaustive search, revision and delimitation of American musical films dated between 2001 and 2019 which were translated from English into Spanish. It should be pointed out that the films selected are mainly productions with teenage protagonists of pre-university age (of approximately 12 to 18 years). This delimitation makes it possible, on the one hand, to narrow down the corpus to a manageable number of productions and, on the other, to analyse the cultural context they are framed in from two perspectives: adolescents as final recipients and, at the same time, as protagonists of the scenes of the selected productions. Consequently, the information presented in this study suggests that musical texts can become universal, as long as their translation *Skopos* is taken into account and their communicative contexts respected. In short, songs can successfully transcend borders, as long as the needs of their audiences are borne in mind. However, the data compiled concludes that the general tendency is to translate dialogues but not songs in DVD and/or Blu-ray format. This lack of translation may be due to various factors, such as incongruences and lack of revision of technical aspects in DVD and Blu-ray distribution or the existing differentiation of translation strategies according to the production type, as well as mediatic or economic factors, among others.

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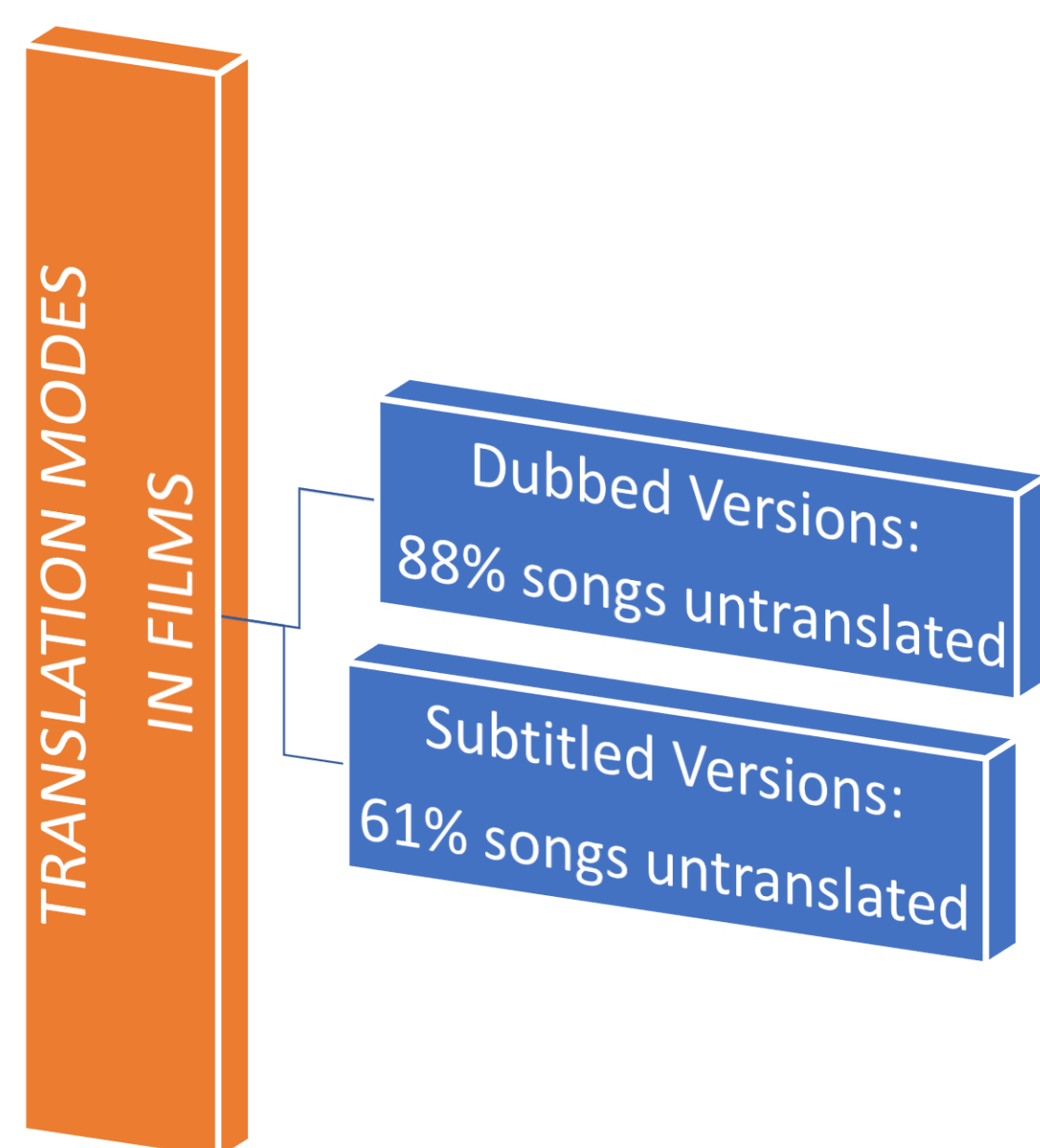
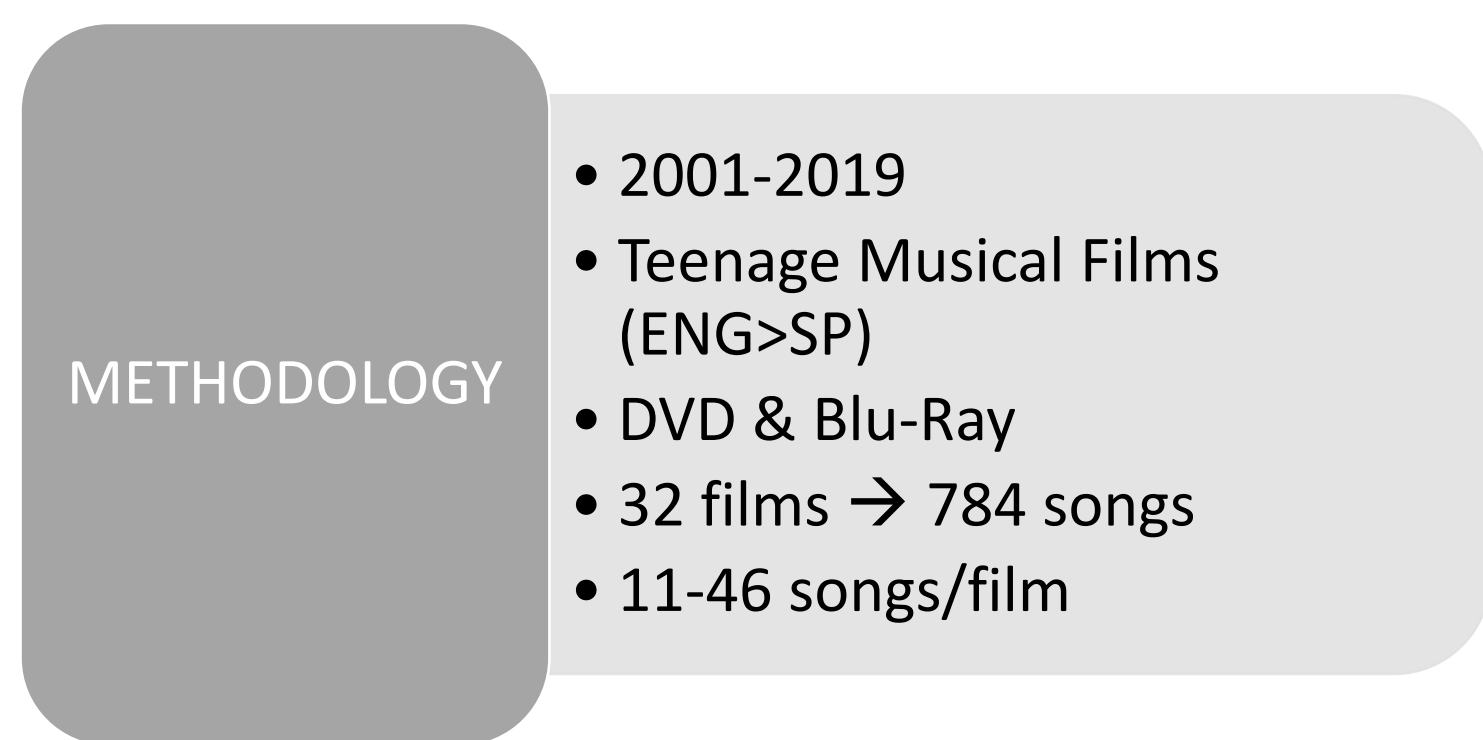
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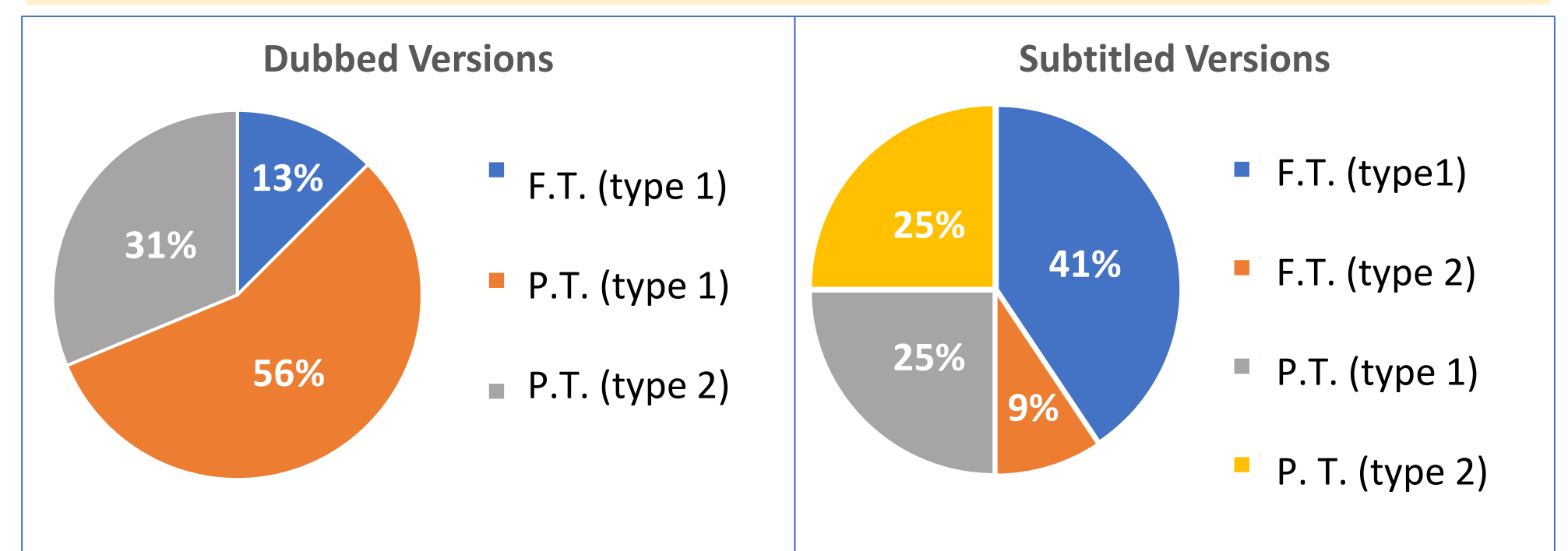
Strategies in Song Translation: Dubbing of Audiovisual Musical Productions aimed at Spanish Teenage Audiences

Cruz-Durán, Belén
University of Malaga

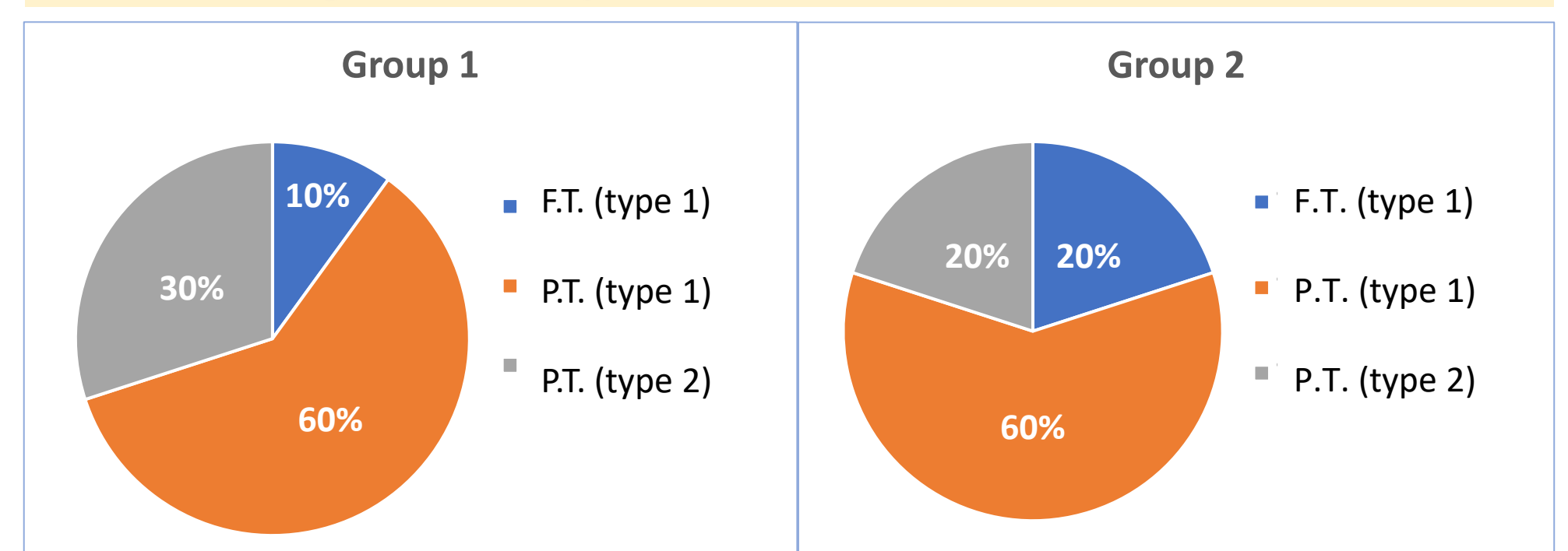


- STRATEGIES**
- **Full Translation (F.T.):**
 - type 1: +70% songs translated
 - type 2: +50%-69% songs translated
 - **Partial Translation (P.T.):**
 - type 1: 0% songs translated
 - type 2: -50% songs translated
- AGE GROUPS**
- **Group 1:** young teenagers (10-13 yr old)
 - **Group 2:** adult teenagers (14-19 yr old)

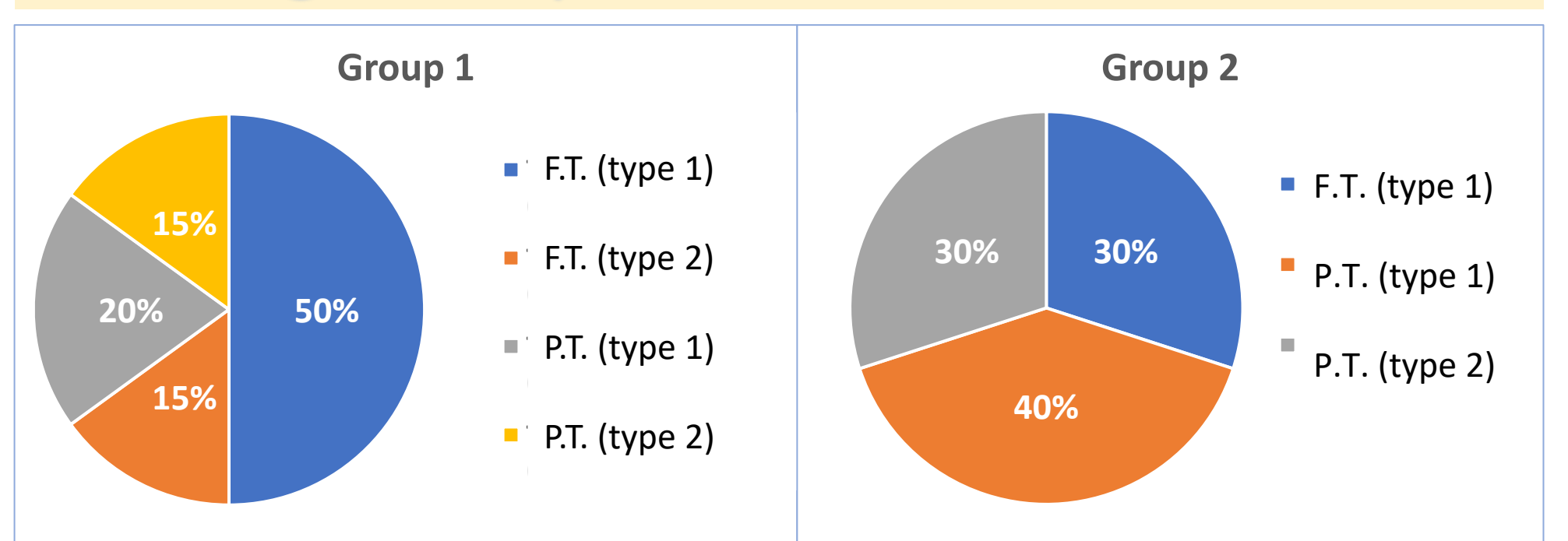
General Strategies in Films



Age Groups & Dubbed Versions



Age Groups & Subtitled Versions

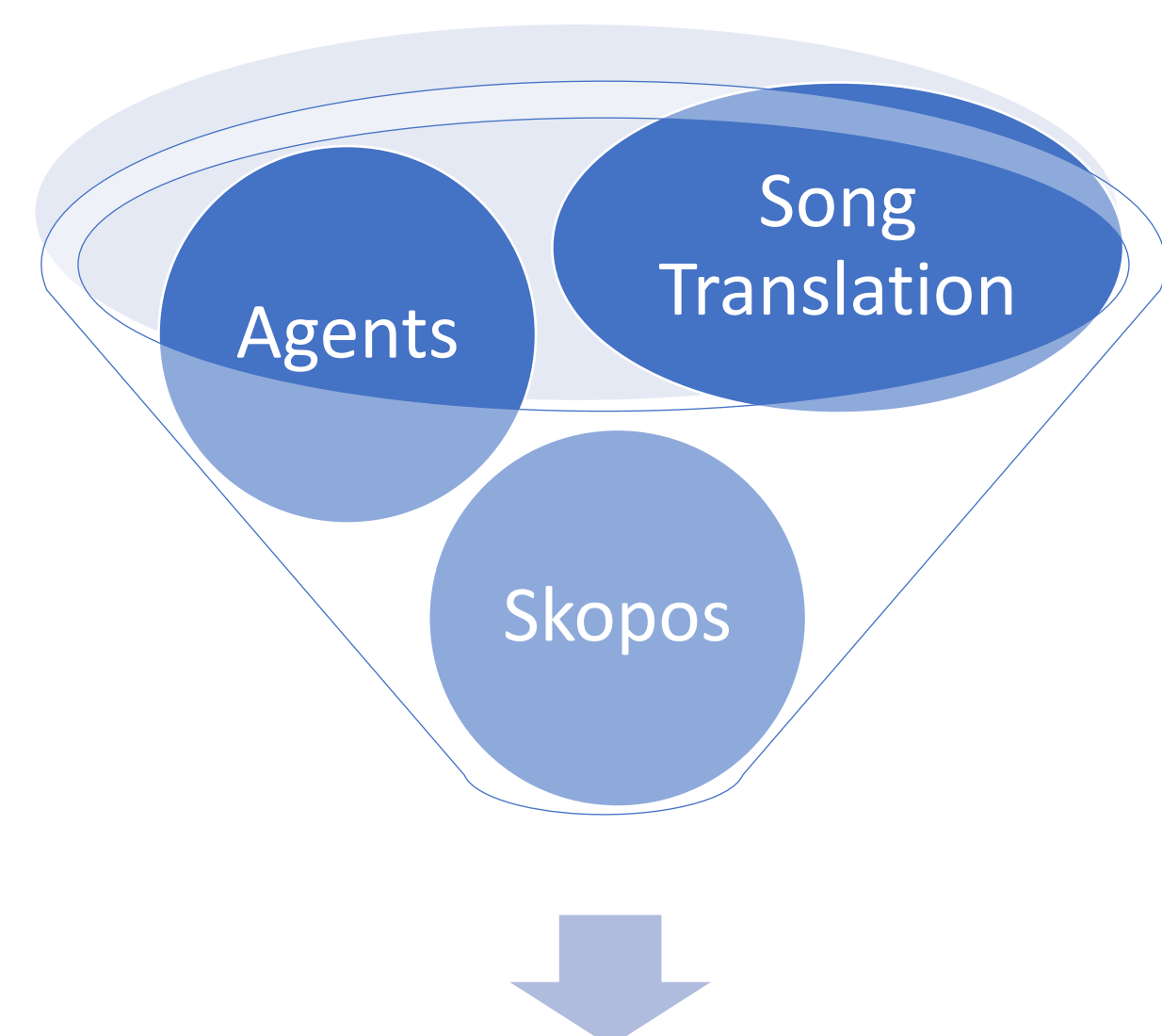


General Tendency: dialogues are translated, but not songs

- Ratification of translation strategies presented in Franzon's pilot study (2015):* partial & mixed translations
- Translation Process and other factors
- Songs are conceived as independent elements

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