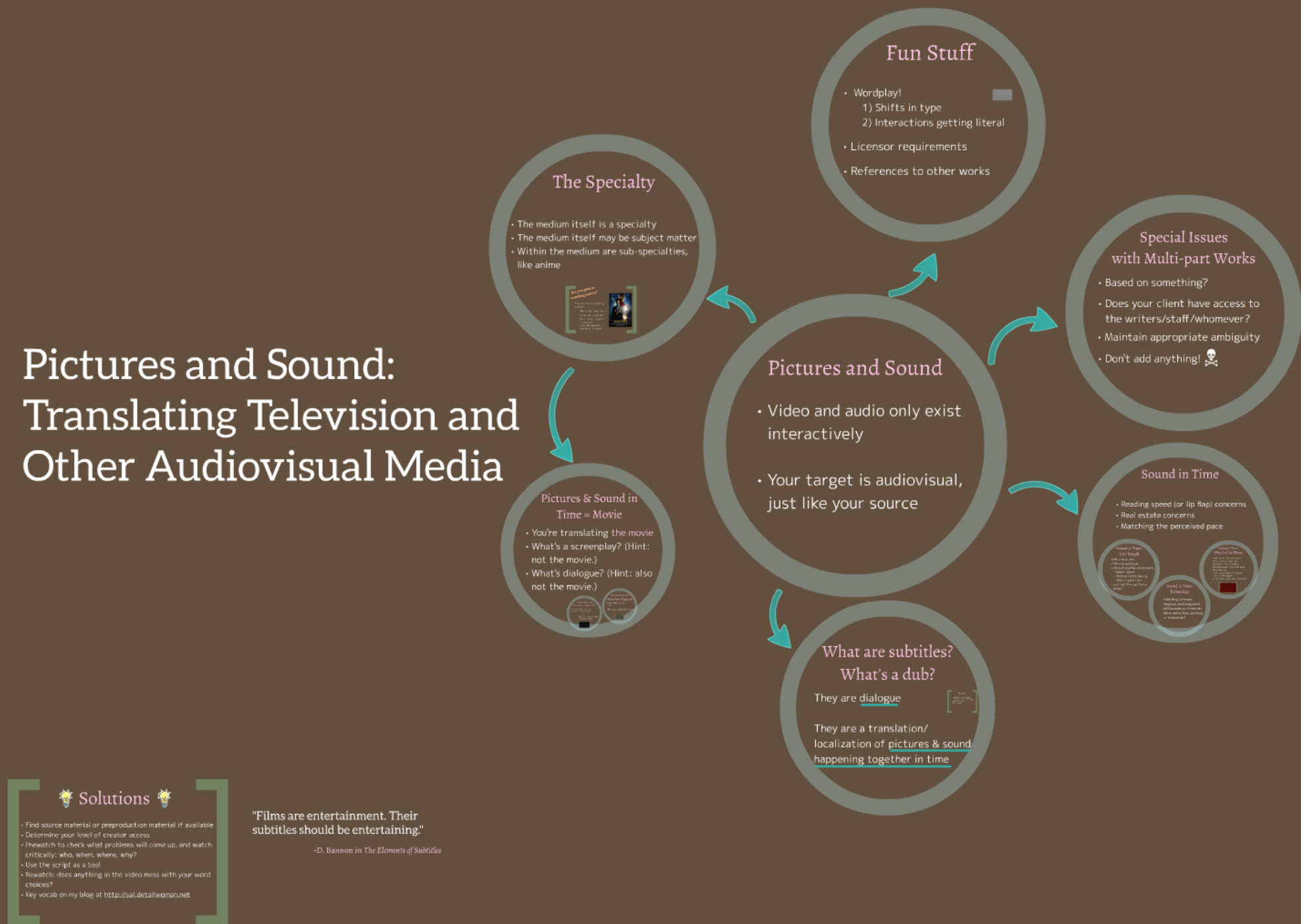


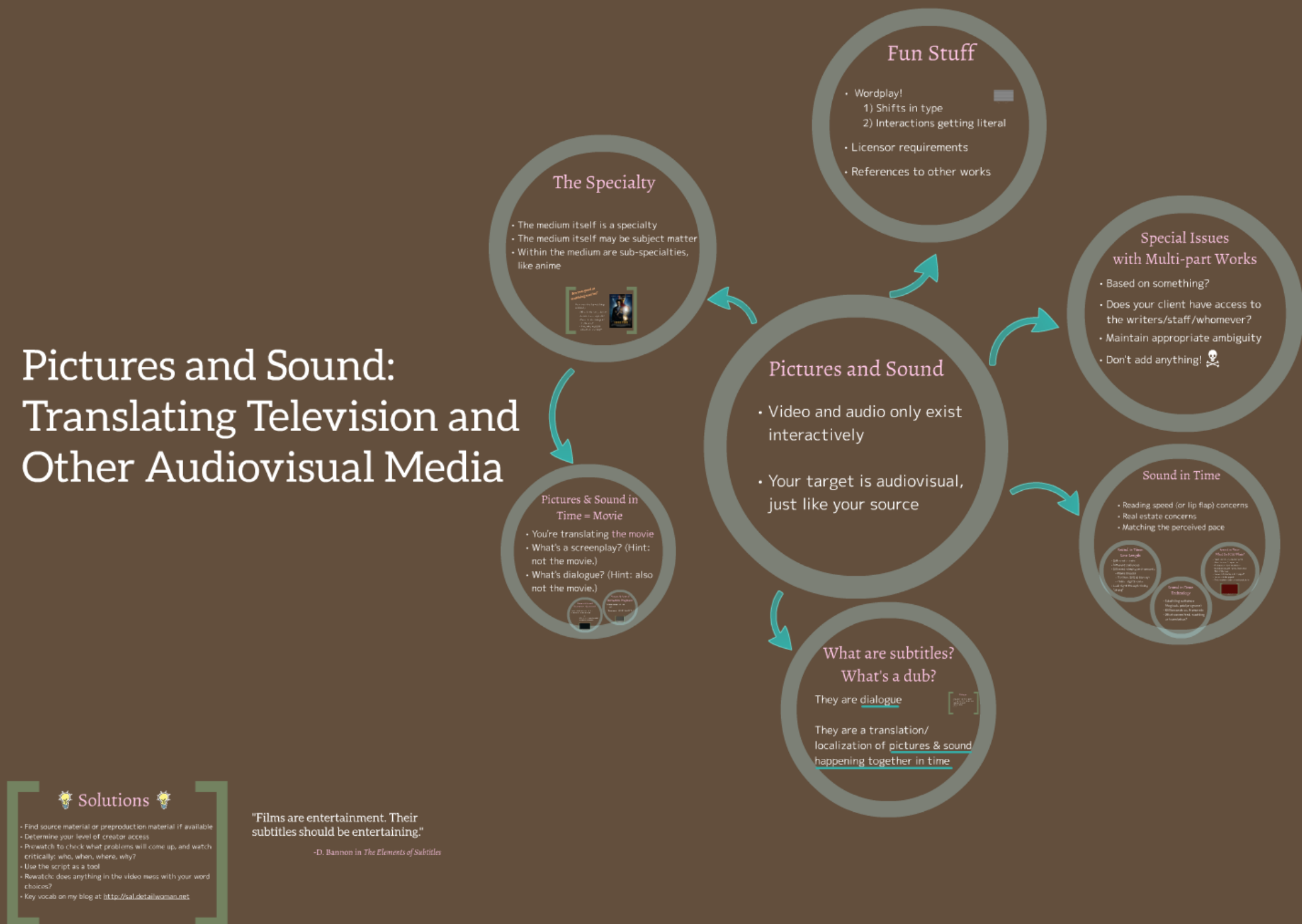
Pictures and Sound: Translating Television and Other Audiovisual Media



"Films are entertainment. Their subtitles should be entertaining."

-D. Bannon in *The Elements of Subtitles*

Pictures and Sound: Translating Television and Other Audiovisual Media





Pictures and Sound

- Video and audio only exist interactively
- Your target is audiovisual, just like your source

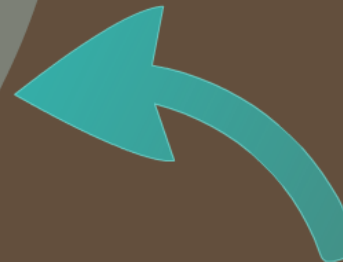
The Specialty

- The medium itself is a specialty
- The medium itself may be subject matter
- Within the medium are sub-specialties, like anime

Are you good at watching movies?

Gain expertise by watching critically:

- What is the story about?
- How is the story told?
- Does it entertain you?
If yes, why?
- If no, who would it entertain, and why?



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Pictures & Sound in Time = Movie

- You're translating **the movie**
- What's a screenplay? (Hint: not the movie.)
- What's dialogue? (Hint: also not the movie.)

Picture & Sound Interaction: Contextual

Onscreen text interacts with the character outside of dialogue

or

Pictures contextualize what's happening and where



Picture & Sound Interaction: Pragmatic

Pictures are part of the dialogue

The case of 「それだけじゃ不満か?」



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Sakuya!

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Picture & Sound

Interaction: Pragmatic

Pictures are part of the
dialogue

The case of 「それだけじゃ不満か？」



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Pictures and Sound

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What are subtitles? What's a dub?

They are dialogue


Dialogue

- Should read like natural speech
- Fussy grammar rules do not apply (punctuation does!)
- Register is key
- Dialects

They are a translation/
localization of pictures & sound
happening together in time

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Sound in Time

- Reading speed (or lip flap) concerns
- Real estate concerns
- Matching the perceived pace

Sound in Time: Line Length

- Different clients
- Different audiences
- Different viewing environments
 - Movie theater
 - TV (live; DVD & Blu-ray)
 - Online digital video
- Look right through timing "wrong"

Sound in Time: What Do I Cut When?

- Don't blindly rely on the specs
- Identify what's important
- Cut unimportant repetition
- Cut unnecessary names, but never first instances
- Never cut a setup with a payoff
- Never cut the payoff
- Technobabble takes more bandwidth



Sound in Time: Technology

- Subtitling software (Aegisub, paid programs)
- Milliseconds vs. framerate
- What comes first, spotting or translation?

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**known as "Fire-Starter" who
created this high-level cyber-virus.**

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Special Issues with Multi-part Works

- Based on something?
- Does your client have access to the writers/staff/whomever?
- Maintain appropriate ambiguity
- Don't add anything! 💀

Fun Stuff

- Wordplay!
 - 1) Shifts in type
 - 2) Interactions getting literal
- Licensor requirements
- References to other works





**I've heard that in Tokyo one
pays for travel in watermelons.**

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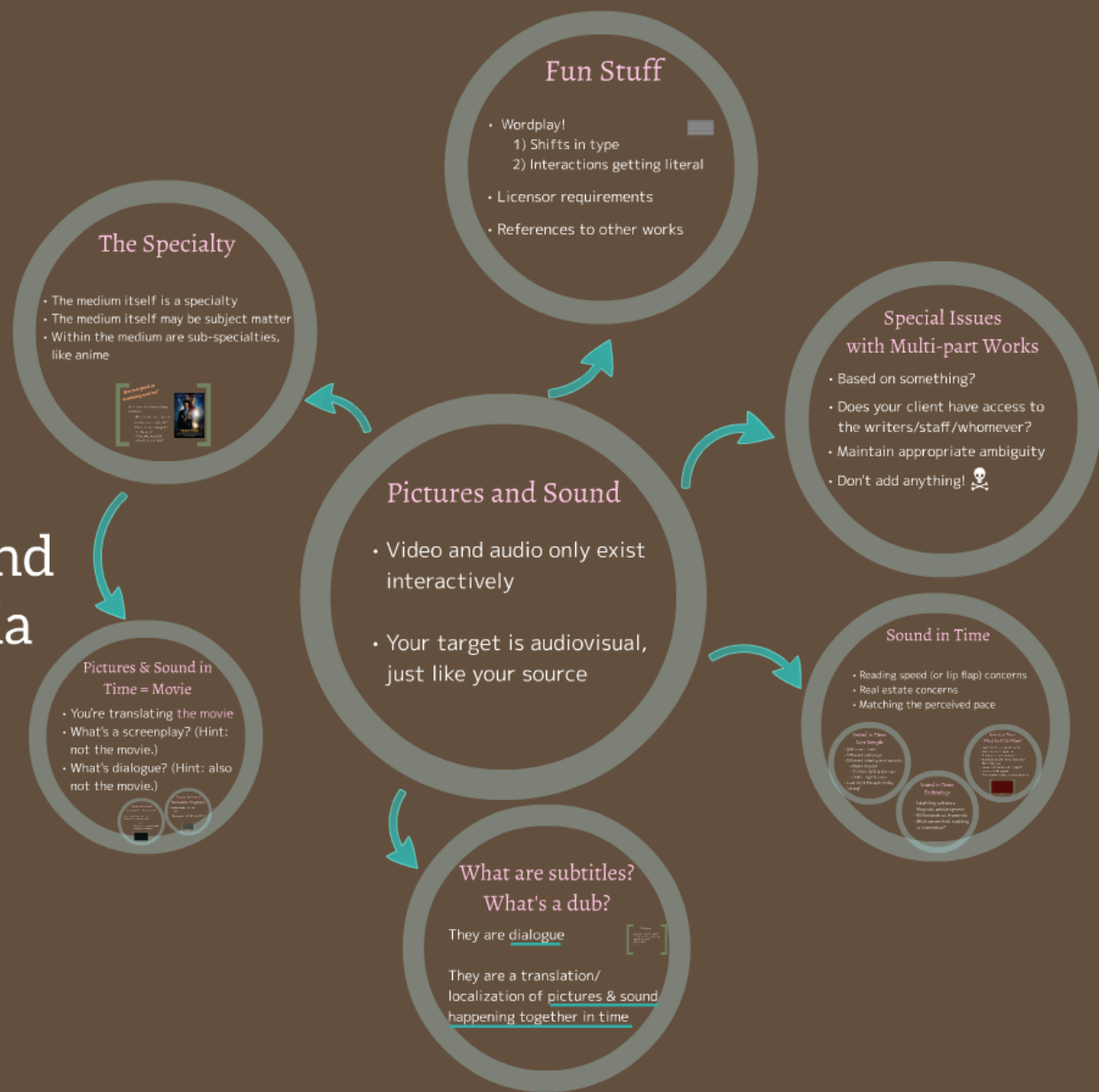


Solutions



- Find source material or preproduction material if available
- Determine your level of creator access
- Rewatch to check what problems will come up, and watch critically: who, when, where, why?
- Use the script as a tool
- Rewatch: does anything in the video mess with your word choices?
- Key vocab on my blog at <http://sal.detailwoman.net>

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