NEW BULGARIAN UNIVERSITY

UNIVERSITY COLLEGE LONDON

ENGLISH STUDIES
ROMANCE AND GERMANIC STUDIES
CINEMA, ADVERTISING AND SHOW BUSINESS

CENTRE FOR TRANSLATION STUDIES (CENTRAS)

A PRACTICAL APPROACH TO SUBTITLING

DR JORGE DÍAZ-CINTAS
UNIVERSITY COLLEGE LONDON, UK

23-26 March 2015
New Bulgarian University, Sofia

- General Introduction to Audiovisual Translation
- Spatial and temporal constraints in subtitling
- Technological dimension of subtitling
- Subtitling for the Deaf and the Hard-of-Hearing (SDH)
- The subtitling market and future developments

Content

This workshop offers an overview of the different types of translation that take place in the audiovisual world, including accessibility to the media (i.e. subtitling for the deaf and the hard-of-hearing and audio description for the blind and the partially sighted), and centres on subtitling. A definition of this professional practice is offered as well as a survey of the different types of subtitles in existence. The semiotics of subtitling will be discussed and participants will learn about some of the issues that constraint this particular form of translation.

We will then take a look at the different conventions applied in what is considered standard practice in interlingual subtitling, and examples of strategies such as segmentation, condensation and reformulation will be offered. The technical dimension of subtitling will be discussed, paying special attention to space and time constraints. The different tasks pertaining to subtitling will be illustrated, including spotting or cueing (i.e. deciding the in and out times of the different subtitles). A professional subtitling program will be used for illustration purposes and participants will be able to create their own work with subtitling freeware. An insight into the market and the working environment will also be presented together with an outline of the changes taking place in the professional world and the new audiovisual translation practices that are cropping up.

Biography

Jorge Díaz Cintas is the Director of the Centre for Translation Studies (CenTraS) at University College London. He is the author of numerous articles, special issues and books on audiovisual translation, including *Audiovisual Translation: Subtitling* (with Aline Remael, 2007), *The Manipulation of Audiovisual Translation* (*Meta*, 2012), *Media for All* (co-edited, 2007), *The Didactics of Audiovisual Translation* (edited, 2008), *Audiovisual Translation: Language Transfer on Screen* (co-edited, 2009) and *New Insights into Audiovisual Translation and Media Accessibility* (co-edited, 2010). He was the president of the European Association for Studies in Screen Translation since 2002 until 2010 as is now one of its directors. He also works as a freelance translator and interpreter and since 2010 has been the Chief Editor of the Peter Lang series *New Trends in Translation Studies*. He is a member of the international research group TransMedia and an expert board member of the EU initiative LIND-Web. https://iris.ucl.ac.uk/iris/browse/profile?upi=JDAAZ03

Workshop Wrap-up Session

Round Table on Perspectives in Translation and Interpreting Studies

DR JORGE DÍAZ-CINTAS, UNIVERSITY COLLEGE LONDON, UK
DR BORIS NAIMUSHIN, NEW BULGARIAN UNIVERSITY, BULGARIA
DR DANIELA MEZA, NEW BULGARIAN UNIVERSITY, BULGARIA

26 March 2015, 13.30-15.30 pm, Hall 20, NBU

Workshop Entry Requirements

The course (16 academic hours, 4 hours a day, mornings 09.30-13.00, one 20-min break) is targeted at students and teachers of translation as well professional translators wishing to explore a new skill. Bring your laptops to be able to create your own work with subtitling freeware.

Certificate of Completion

At the end of the course, you will receive a Certificate of Completion, provided that attendance has been satisfactory and you have completed your course projects.

Tuition Fees

The course fee is € 80 (regular) and € 60 (student concession rate). The fee covers participation in the Workshop and in the Round Table on Perspectives in Translation and Interpreting Studies.

Application

If you want to apply for this course or require further information, please email your applications to Boris Naimushin (bnaimushin@nbu.bg). Please write ' Seminar - Practical Approach to Subtitling' in the subject line of your message.

The application deadline is **16th February**. Course confirmation will be emailed to you by 20th February along with payment instructions.

Payment and cancellations

All payments must be made in euro. Once you accept the offer of a place on the course, payment of the full fee of € 80 (regular) or € 60 (student concession rate) will fall due.

Cancellations up to 10 working days before the start of the course will incur a 20% cancellation fee. After that date, we regret that refunds cannot be given.

Accommodation

There are many hotels at reasonable prices in Sofia. Participants on this course can take advantage of the promotional prices at Ramada Sofia Hotel (€ 39 single room, € 59 double room, buffet breakfast included, free swimming pool and fitness hall, walking distance from the central bus and railway terminals, metro station next to hotel, taxi ride to hotel from airport by Airport Taxi Service appr. 8-10 euros, taxi ride from hotel to NBU appr. 5 euros).

To book a room at Sofia Ramada Hotel, contact Boris Naimushin at bnaimushin@nbu.bg