



IRISH TRANSLATORS' AND INTERPRETERS' ASSOCIATION
CUMANN AISTRITHEOIRÍ AGUS TEANGAIRÍ NA HÉIREANN

ITIA CPD Event 17 September 2011

A Practical Approach to Subtitling – a workshop with Dr Jorge Díaz-Cintas

Part 1: 11 am -12.30 pm and 12.45 pm to 2.15 pm

General Introduction to Audiovisual Translation and Subtitling

This session will start by offering 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 will centre later on subtitling.

A definition of this professional practice will be offered as well as a survey of the different types of subtitles in existence. The semiotics of subtitling, that is, the interaction between text and images 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.

Towards the end of the session, there will be time for discussion regarding the changes taking place in the professional world and the new audiovisual translation practices that are cropping up in the market.

Part 2: 3.15 pm to 5.15 pm

The technical dimension of subtitling

This session centres on the technical dimension of subtitling, paying special attention to the space and time constraints that define it. 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) according to the limitations imposed by the medium. Concepts like safe area and proportional lettering will also be covered.

During this session, a professional subtitling program will be demonstrated so that participants can learn how the technical and technological dimensions of subtitling impinge on the actual written result. An insight into the working environment will also be presented and some time will be left at the end for questions.

A list of useful websites and other sources of information will be given to all the participants.

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Tutor

Jorge Díaz Cintas has a PhD on subtitling by the University of Valencia, Spain. He is a Senior Lecturer in Translation at Imperial College London, where he teaches audiovisual translation and translation theory at postgraduate level. He is the author of numerous articles and books on audiovisual translation, including *Audiovisual Translation: Subtitling* (with Aline Remael, 2007), *Media for All* (co-edited, 2007), *The Didactics of Audiovisual Translation* (edited, 2008), *Audiovisual Translation: Language Transfer on Screen* (co-edited, 2009) and *New Trends in Audiovisual Translation* (edited, 2009). He was the president of the European Association for Studies in Screen Translation since 2002 until 2010. He also works as a freelance translator and interpreter and since 2010 has been the Chief Editor of the series *New Trends in Translation Studies*. He is a member of the international research group TransMedia.

Website: www3.imperial.ac.uk/people/j.diaz-cintas

Date/venue: Saturday, 17 September 2011, 11 am to 5.15 pm.
At the Irish Writers' Centre, 19 Parnell Square, Dublin 1

Cost: €35 ITIA members (and members of other FIT associations); €45 non-members; €15 students/concession.

For further details please contact Annette at: cpd.itia@gmail.com