

ŁÓDŹ

STUDIES IN LANGUAGE

Edited by
Barbara Lewandowska-Tomaszczyk and Łukasz Bogucki

35

Łukasz Bogucki/Mikołaj Deckert (eds.)

Accessing Audiovisual Translation



PETER LANG
EDITION

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Introduction

Łukasz Bogucki and Mikołaj Deckert

In this volume the notion of “accessing AVT” is instantiated in three discernible fashions. First, it is used in the general sense of deciding that the field of audiovisual translation is worthy of scholarly attention, should be explored from a range of perspectives and with a choice of methodological tools. Second, if we take “audiovisual translation” to stand for the tangible target text – visual or aural – the title will be alluding to the book’s inquiries of how translations are processed, or consumed, by audiences and what the status and prospects are of the different modes of AVT. Third, the title hints at the volume’s papers that tackle the problem of accessibility of the translation product for disabled members of the audience.

The collection comprises a total of twelve articles by researchers working in different European countries and across Poland. It opens with **Rebeca Cristina López González**’s paper “Dubbing intertextuality in Dreamworks’ animated films” where the author analyses the handling of intertextual references in Spanish dubbed versions of source productions. In the article that follows – “Cultural and linguistic issues at play in the management of multilingual films in dubbing” – **Ilaria Parini** discusses the dubbing of multilingualism in the Italian setting and demonstrates that change is underway. The paper “Taming the foreign in Polish dubbing of animated films” by **Iwona Sikora** positions the analysis of dubbing in the Polish context and focuses on culture-specific items. **Janusz Wróblewski** in his article “Translating the Unsaid and Not Translating the Said” looks into a range of examples where the multimodal and multilingual character of the film poses a transfer problem. In turn, **Aleksandra Beata Makowska**’s paper “Challenging the stereotypes of male social roles in advertising. A case study in car adverts placed on Polish television” deals with audiovisual material that was either translated for the Polish target viewer or was originally designed with the Polish audience in mind. With the contribution by **Gary Massey** and **Peter Jud** we pass on to subtitling. Their paper “Teaching audiovisual translation with products and processes: subtitling as a case in point” reports on the applicability of product- and process-oriented techniques in subtitling training, based on a study conducted at the Zurich University of Applied Sciences. The next three papers are concerned primarily with media accessibility. In “Audio description