

Interlingual Subtitling: A Cognitive Approach in Translating Metaphors

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Interlingual subtitling: A cognitive approach in translating metaphors / Author and translator Ahmad Iranmanesh

قم، نشر سنجاقک، ۱۳۸۹=۱.۲

۱۱۲ ص: مصور (بخشی رنگی)

ISBN: ۹۷۸-۶۰۰-۶۰۸۷-۰۲-۳ ریال: ۷۰۰۰۰

فهرست نویسی بر اساس اطلاعات فیبا

کتابنامه: ص ۱۰۶-۱۱۱

۱. سینما-استعاره ۲. سینما-ترجمه ۳. سینما-اصطلاح ها و تعبیرها. الف. عنوان.

۷۹۱/۴۳۰۳

PN ۱۹۹۳/۴۵ / الف ۹ الف ۸

کلیه حقوق اثر متعلق به مؤلف می باشد

شماره

نام کتاب: Interlingual subtitling

A cognitive Approach in Translating Metaphors

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ناشر: سنجاقک

طرح روی جلد و امور چاپ: ابراهیم اکبری

نوبت چاپ: اول اسفند ۱۳۸۹

شابک: ۹۷۸-۶۰۰-۶۰۸۷-۰۲-۳

قیمت: ۷۰۰۰۰ ریال

تلفن مرکز بخش: ۰۲۱ - ۶۶۹۳۱۳۲۳

۰۹۳۷۷۴۹۱۴۳۷

Table of Contents

Introduction

Chapter one: Audiovisual Translation and Interlingual Subtitling

1.1. What is audiovisual translation?

1.2. Translation theory and AVT

1.3. Branches of AVT

1.4. Subtitling

1.5. The history of subtitling

1.6. Guidelines for the production and layout of subtitles

1.6.1. Number of lines

1.6.2. Number of characters per line

1.6.3. Duration of a full two-line subtitle

(maximum duration)

1.6.4. Duration of a full single-line subtitle

(maximum duration)

1.6.5. Duration of a single-word subtitle

(minimum duration)

1.6.6. Leading-in time

1.6.7. Lagging-out time

1.6.8. Between two consecutive subtitles

1.6.9. From a single-line to a two-line subtitle

1.6.10. Segmentation and line length

1.6.11. Spoken utterances and subtitled sentences

1.6.12. More than one sentence on the same subtitle

1.6.13. Omitting linguistic items of the original

1.6.14. Retaining linguistic items of the original

1.6.15. Rendering dialects

1.6.16. Taboo words

1.6.17. Culture-specific linguistic elements

1.7. Constraints of subtitling

1.8. Influencing parameters in the translation of culture-bound elements in subtitles

1.8.1. Transculturality

1.8.2. Transcultural ECR

1.8.3. Monocultural ECR

- 1.8.4. Microcultural ECR
- 1.8.5. Extratextuality
- 1.8.6. Centrality of reference
- 1.8.7. Intersemiotic redundancy
- 1.8.8. Co-text
- 1.8.9. Media-specific constraints
- 1.8.10. Paratextual considerations
 - 1.8.10.1. Skopos-related Questions
 - 1.8.10.2. TT Audience-related Questions
 - 1.8.10.3. Broadcasting-relates Questions
 - 1.8.10.4. Questions related to Pragmatic matters

Chapter two: Interlingual Subtitling of Metaphors

- 2.1. Definition of metaphor
- 2.2. The cognitive approach to metaphor
- 2.3. Metaphor and culture
 - 2.3.1. Definition of culture
 - 2.3.2. Cultural differences between English and Persian metaphors
 - 2.3.2.1. Difference of the living environment
 - 2.3.2.2. Custom differences

2.3.2.3. Religious belief

2.3.2.4. Historical allusion

2.3.2.5. Different understanding to objective things

2.3.2.6. Different understanding of figure

2.3.2.7. Translating principle and method for English and Persian

2.3.3. A cognitive perspective towards the role of culture in metaphor

Chapter Three: A cognitive Approach in The Interlingual Subtitling of Metaphors with cultural concerns

3.1. Metaphors in different cultures

Chapter Three: A Cognitive Approach in The Intertlingual Subtitling of Metaphors with Cultural Concerns

3.2. Translation of metaphor as a cultural concept

3.3. Cognitive models for the translation of metaphors

3.4. The final word

Bibliography

Introduction

Interlingual subtitling is among the most outstanding branches of Audiovisual Translation (AVT) which has been widely focused and analyzed in the past decade. This type of translation involves a shift from the oral to the written form as well as a transfer from one language to another. Despite the various strategies which are applied to perform interlingual subtitling, the author has never reached a common attitude regarding the number and labels of such strategies. This lack of uniformity has resulted in considering the concept and taxonomies of strategies as vague. However, subtitling has always been accepted by different scholars as a series of losses, overlooking or forgetting strategies and omissions. Studies on interlingual subtitling are mostly founded on a film, a director or a specific issue such as translation, adaptation of

cultural references, humour, taboo language, socio-dialects or the like. The present book is among the very few investigations which considers the matter of subtitling metaphors based on a cognitive approach and with cultural concerns.

Chapter one starts with defining Audiovisual Translation (AVT) and the way interlingual subtitling as one of the most prominent sub-branches of AVT derives from it. Later, it investigates the rules, constraints and influencing parameters of subtitling.

Chapter two discusses the matter of metaphor on the basis of the cognitive approach (such as the role of metaphor in our system of thought and behavior) as well as the influential role of a culture on its metaphors. In the mean time, the matter of differences between the Source Culture and the Target culture as well as the possible problems that such differences may cause for the translation of metaphors from the Source Language into the Target Language will be focused.

Chapter three presents a list of the most common metaphors in American English and their suggested subtitles which have been provided by the author of the book.

These metaphors have been collected from among twenty American movies whose titles have been mentioned in the very same chapter. In order to facilitate the learning of these metaphors, they have been presented on flash-cards as apart of chapter thre. Besides, the required software of subtitling for those who would like to start translating movies can be found on the attached CD.

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