

The rise of subtitling

Prof. Jorge Díaz-Cintas
University College London

Thanks to the proliferation and distribution of audiovisual productions and the work carried out by many translation scholars in recent decades, audiovisual translation (AVT) in general, and subtitling in particular, has become a daily experience for many of us and a well-established and prominent area of academic research. The interconnectedness of various signifying codes and layers makes audiovisual materials multimodal par excellence and, arguably, the quintessential text type of the 21st Century.

This talk starts by offering a classification of the different modes available to translate audiovisual programmes and centres later on subtitling. After discussing the semiotic relationship that exists between images and text in audiovisual productions, this talk aims at taking stock of the most significant milestones that have marked the evolution of subtitling to date, whilst also delving into a prospective discussion of potential changes. It outlines the most important technical developments that have recently taken place in this field as a consequence of digitisation, the spread of internet and video on demand (VOD) platforms, as well as the advent (and demise) of the DVD. It also explores how subtitling has been embraced by some social groups as a powerful means for enacting transformative change.

Biography

Jorge Díaz Cintas is Professor in Translation at the Centre for Translation Studies (CenTraS), University College London. He is the author of numerous articles, special issues and books on audiovisual translation and serves as the Chief Editor of the Peter Lang series *New Trends in Translation Studies*. He is a member of the international research group TransMedia and a member of the EU LIND (Language Industry) Expert Group. He is the recipient of the Jan Ivarsson Award (2014) and the Xènia Martínez Award (2015) for invaluable services to the field of audiovisual translation.