

## CONTENTS

		1
	Introduction	1
	Core references	1
	Notes	1
	Follow-up questions for discussion	1
	Acknowledgements	xvi
	Preface	xiv
	List of tables	xiii
	List of figures	xi
	Part I: Disciplinary and Industrial Foundations	11
1	Mapping an evolving conceptual network	11
1.1	The widening remit of audiovisual translation	12
1.2	Modalities of audiovisual translation	15
1.2.1	Subtitling	15
1.2.2	Revoicing	19
1.2.3	Assistive forms of audiovisual translation	24
1.3	Audiovisual translation as an academic discipline	26
	Follow-up questions for discussion	28
	Notes	29
	Core references	29

<b>2</b>	<b>Audiovisual translation as a site of representational practice</b>	<b>30</b>
2.1	Representational practices in audiovisual translation: choices vs conventions	31
2.2	Silent films: from 'presentationalism' to 'diegesis'	35
2.3	Talking films: representational implications of synchronized sound	43
2.4	Suturing translations in the era of mass media	49
	Follow-up questions for discussion	54
	Notes	55
	Core references	56
<b>3</b>	<b>Audiovisual translation as a site of interventionist practice</b>	<b>57</b>
3.1	Audiovisual intervention	58
3.2	Key concepts for the study of interventionist audiovisual translation	62
3.2.1	Audiovisual media consumers- <i>cum</i> -translators	66
3.2.2	Audiences and audienceships	71
3.2.3	Cultural logics of the new audiovisual marketplace	76
3.3	Audiovisual translation cybercultures	78
	Follow-up questions for discussion	84
	Notes	85
	Core references	87

## **PART II: THEORETICAL AND METHODOLOGICAL PERSPECTIVES**

<b>4</b>	<b>Audiovisual translation models</b>	<b>91</b>
4.1	From practice to theorization	92
4.2	Autochthonous versus allochthonous models of audiovisual translation	96
4.3	Process models of translation	98
4.3.1	Psycholinguistic models	99
4.3.2	Cognitive models	102
4.3.3	Neurolinguistic and pragmatics-based models	105
4.4	Comparative models of translation	110
4.4.1	Shift-based models	111
4.4.2	Corpus-driven models	117

4.5 Causal models of translation	120
4.5.1 Systems and norm-based approaches	121
4.5.2 Discourse and ideological models	127
Follow-up questions for discussion	133
Notes	138
Core references	139
<b>5 Research methods in audiovisual translation</b>	<b>140</b>
5.1 Researching audiovisual texts	141
5.2 Conceptual research	143
5.3 Empirical research	146
5.3.1 Eye-tracking methods	148
5.3.2 Questionnaires and interviews	151
5.3.3 Archival methods	161
5.3.4 Corpus-based methods	165
5.4 Triangulation	174
Follow-up questions for discussion	176
Notes	177
Core references	178
<b>PART III: NEW DIRECTIONS</b>	
<b>6 Multimodality</b>	<b>181</b>
6.1 Multimodality and audiovisual translation	182
6.2 Multimodal theory	186
6.3 Core modes	192
6.4 Sub-modes	198
6.4.1 Language sub-modes	198
6.4.2 Sound sub-modes	204
6.4.3 Music sub-modes	207
6.4.4 Image sub-modes	213
6.5 Mode integration and processing	219
Follow-up questions for discussion	224
Notes	226
Core references	228

<b>7 Self-mediation</b>	<b>229</b>
7.1 The demotic turn in audiovisual translation	230
7.2 Audiovisual translation as a form of self-mediation	234
7.2.1 Participation	239
7.2.2 Remediation	245
7.2.3 <i>Bricolage</i>	251
7.3 Transformative practices: from referentiality to affectivity	252
7.3.1 Mutual recognition	254
7.3.2 Performativity, spectacularization	258
7.3.3 Materiality, corporeality	262
7.4 The impact of self-mediation on commercial practices	265
7.4.1 Towards an ontology of deconstruction	266
7.4.2 Cross-fertilization of amateur and professional practices	270
Follow-up questions for discussion	275
Notes	281
Core references	282
<b>8 Lead the way</b>	<b>284</b>
8.1 Formalizing reflection, generating research	284
8.2 Orientation for theory-driven projects	287
8.2.1 The case study method in audiovisual translation research	288
8.2.2 Research questions and hypotheses in audiovisual translation research	290
8.2.3 Other AVT-specific methodological considerations	294
8.3 Orientation for practical dissertations	300
Notes	304
Core references	304
Glossary	305
Filmography	313
Bibliography	317
Subject index	345
Name index	350
Film/drama index	355