Translation Matters: Empowering (Audiovisual) Translators

Research into children’s audiovisual media often focuses on issues such as the psychological impact of exposure to violence and aggression on children’s behaviour and the influence of media on children’s views on gender, body image and ethnicity. As children are more malleable than adults and, as a result, more vulnerable to such media, its impact can indeed be considerable. The same applies to the influence of the language used in such media on children's linguistic development, since the target audience is still at an early stage of acquiring this (native or foreign) language. However, in many countries, children programmes are mostly imported and, hence, have to be translated. Audiovisual translation research into children’s media is, therefore, arguably even more important. Even in so-called “subtitling countries”, these – mainly dubbed – audiovisual products, but also the language used therein are, thus, worthy of closer scrutiny.

With audiovisual translation studies having moved away from purely linguistic analyses, some scholars (Di Giovanni 2011, Pavesi 2018) have – rightfully so – called for a reappraisal of the study of the language of audiovisual translation (without ignoring its multimodality), particularly, in such programmes for children. Children’s programmes have been criticized for being out of touch with reality when it comes to portraying children (e.g. Götz et al. 2018). Many children, therefore, will not recognize themselves or the people around them in the characters they are presented with, but also linguistically such programmes can be out of touch with the linguistic reality in which children live. In this talk, I will discuss these diversity issues in children's television and what translation strategies have recently been adopted in Sweden and Belgium to compensate for these on-going issues in children's media.

Tid: 13.00 – 14.30, torsdag 14 november 2019
Lokal: D373

Hjärtligt välkomna!
Professor Cecilia Wadensjö