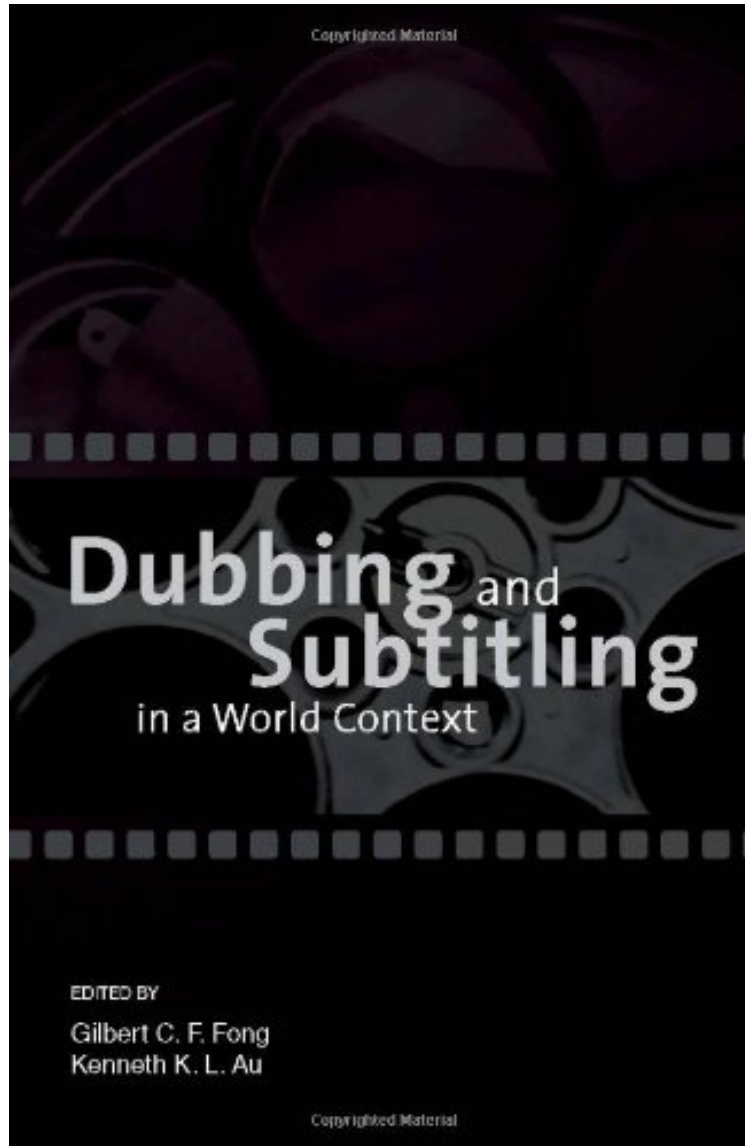


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Dubbing and Subtitling in a World Context

Gilbert C. F. Fong

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Gilbert C. F. Fong : Dubbing and Subtitling in a World Context before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dubbing and Subtitling in a World Context:

0 of 0 people found the following review helpful. Dubbing and Subtitling in a World Context By RZ Being an excellent book, it helps people who want to know sth about dubbing and subtitling, and the way how it is translated into the other language. Really useful for people who have interests in this field. 3 of 3 people found the following review helpful. Provocative Papers on Subtitling By D. Bannon Every conference report is something of a mixed bag. This is

no exception. There's something here for everyone, but working translators should be aware that theory is stressed over utility in most of the papers presented. This is not a criticism, merely an observation. The first of the three sections focuses on history. Here Lee Young Koo's 'The History of Subtitling in Korea' and Karima Fumitoshi's 'Subtitling in Japan' are the strongest entries, displaying how subtitling has changed over time and influenced the current state of the industry in both countries. The second section on theory is surprisingly easy to read. The scholars are erudite, certainly, but the papers tackle their subjects head on, wasting few words and clearly demonstrating their points in ways the educated general reader can enjoy. Chuang Ying-ting's 'Subtitling as a Multi-modal Translation' ably discusses current research and offers great insights into the unique cross-media nature of subtitle translation. Gilbert C. F. Fong's 'Let the Words Do the Talking: The Nature and Art of Subtitling' also addresses this subject with great clarity: 'Subtitles represent and re-present dialogue, which is speech, as writing; in this sense, subtitling is a cross-media transference of meaning and message: the process involves a double conversion, traversing from one language to another and from one medium to another.' (p. 91.) These two papers are by far the most compelling in the book. The final section on the profession of subtitling is essentially a series of anecdotes and the conclusions the presenters reach based on those experiences. The section also lays heavy emphasis on the subtitling vs. dubbing argument. (Four of the nine papers focus on the subject.) The most intriguing work in this section is Jessica W. Y. Yeung's 'Subtitling for Xiqu (Chinese Opera) in the Theatre,' a thoughtful discussion of a little-understood area of translation. This is a work of provocative and well-presented ideas by leading scholars in the field. D. Bannon is the author of *The Elements of Subtitles: A Practical Guide to the Art of Dialogue, Character, Context, Tone and Style in Subtitling*.

This volume is a collection of selected papers presented at the "International Conference on Dubbing and Subtitling in a World Context" organized by the Department of Translation of The Chinese University of Hong Kong in October 2001. There is a growing globalization of the film industry which creates a huge demand for the professional service of dubbing and subtitling. This book looks at dubbing and subtitling from a world perspective, and is a must-read for anyone who wants to have a deeper understanding of the history and theory of subtitling.

About the Author Gilbert C. F. Fong is professor of the Department of Translation, The Chinese University of Hong Kong and heads several research projects, including the history of Hong Kong drama, movie and television subtitling, Gao Xingjian, and translated drama. An acclaimed translator, he translated many plays, including works by Gao Xingjian, winner of the 2000 Nobel Prize for Literature, into English.