

# Media for All 5

## Plenary Lecture

### Translation for Dubbing: Expanding Borders

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#### ABSTRACT

At the same time that dubbing countries lazily begin to make a determined step ahead towards subtitling, subtitling countries are also beginning to experience the joy and easiness of dubbing; and European voice-over countries prefer to forget about their recent past and are now favouring dubbing and subtitling on their screens. On the other hand, voice-over is now knocking at the door of dubbing and subtitling countries and is definitely conquering teen audiences in Western countries. New genres, like videogames, comic books, corporate videos, infomercials, or webtoons, among others, are flooding the audiovisual market and also need audiovisual translation practices - and what is even more interesting, a combination of audiovisual translation practices - to cross the borders of countries and audiences all over the world.

#### BIONOTE

Frederic Chaume is a Professor of Audiovisual Translation at the Universitat Jaume I (Castelló, Spain), where he teaches audiovisual translation theory, dubbing and subtitling, and Honorary Professor at Imperial College London (UK). He has also taught regularly at some European and American universities. He is author of the books *Doblatge i subtitulació per a la TV* (Eumo, 2003), *Cine y Traducción* (Cátedra, 2004), *Audiovisual Translation: Dubbing* (St. Jerome, 2012), and co-author of *Teories Contemporànies de la Traducció* (Bromera, 2010). He is also author of the entry “Screen translation: dubbing” in the *Elsevier Encyclopaedia of Language and Linguistics* 2nd Edition, “Research Paths in Audiovisual Translation: The Case of Dubbing” in *The Routledge Encyclopedia of Translation Studies* (Routledge, 2012), and “*Traducción Audiovisual*” in the *Diccionario Histórico de la Traducción en España* (Gredos, 2009). He has

published several research articles on dubbing and audiovisual translation, as well as on the language of dubbing, professional issues and didactics of audiovisual translation. He has co-edited a number of *Perspectives: Studies in Translatology* (1999, 7:2), devoted to Hispanic Translation Studies, and has also co-edited two collective volumes on audiovisual translation (*La traducción en los medios audiovisuales*, and *La traducción audiovisual: investigación, enseñanza y profesión*). He has given over 40 invited lectures on audiovisual translation and translation for dubbing in many European universities and international translation studies conferences. For the past 24 years he has also been working as a professional translator for TV stations, dubbing and subtitling companies, and film distributors and producers. He coordinates the research group TRAMA since 2007 ([www.trama.uji.es](http://www.trama.uji.es)) and has been awarded the *Berlanga Award* for his support to dubbing and his constant university training in this field.