



सत्यमेव जयते  
Ministry of Education  
Government of India

**Gian**

GLOBAL INITIATIVE FOR ACADEMIC NETWORKS



ALIGARH MUSLIM  
UNIVERSITY

# Subtitling Screened Dialogue: The Pragmatics of Audiovisual Translation

01-05 NOVEMBER 2022

Host Faculty

**Prof Mohd. Rizwan Khan**

Department of English  
Aligarh Muslim University, Aligarh, U.P., India

National Faculty

**Prof. M. Asaduddin**

Department of English  
Jamia Millia Islamia, New Delhi

Foreign Faculty

**Dr Mara Logaldo**

Department of Human Studies  
IULM University, Milan, Italy

Local Coordinator

**Prof M J Warsi**

Chairperson, Department of Linguistics, AMU

Organized by:

**Department of English, Aligarh Muslim University**



### About GIAN

Global Initiative of Academic Networks (GIAN) in Higher Education is aimed at tapping the talent pool of scientists and entrepreneurs internationally to encourage their engagement with the institutes of Higher Education in India so as to augment the country's existing academic resources, accelerate the pace of quality reform, and elevate India's scientific and technological capacity to global excellence.

GIAN is envisaged to catalyse Higher Education Institutions in the country that will initially include all IITs, IIMs, Central Universities, IISc Bangalore, IISERs, NITs and IIITs, also subsequently cover good state universities where the spinoff is vast. GIAN is an evolving scheme which will initially include participation of foreign faculty in institutes as Distinguished / Adjunct / Visiting faculty / Professors of Practice. They will be delivering their expertise in short or semester-long courses. In addition to Short/Long Term Courses other activities will also be included in due course of time.

### About The Department

Since its establishment in the year 1877, the Department of English has been fostering critical thinking and motivating students to edify their disposition, with an adherence to the vision of Sir Syed Ahmad Khan. In pursuit of providing academic and scholastic ambiance, the Department has always motivated debates, discussions, writings and research gathered from the margins, sheltering voices responding to the literary canons of the empire. and the **nation** Its academic achievement lies in



nurturing the creativity and scholarly abilities of its students and preparing them to study overseas and find new and fruitful prospects.

The curricula are updated and implemented through systematic syllabus revision and induction of new-age discourses like critical thinking, collaborative and participatory learning, project-based instruction, MOOCs, Bloom's Taxonomy, competency-based practices, life-skills, OERs, outcome-based pedagogy, training in problem-solving, outreach activities, action-based research, employability, internships and community-interaction. new age paradigm.

The Department of English reinvents itself continuously to cater to all new vistas of development that have developed in the 21st century.

### About The University

Aligarh Muslim University, founded by the upgradation of MAO College (Est 1877) under the AMU Act 1920, is striving to fulfill the dreams of its founder, great visionary, educationist and social reformer Sir Syed

Ahmad Khan. Its lush green campus spread over 1155 acres of land is studded with both heritage buildings of grandeur and modern architecture buildings. AMU is the largest residential university in the country, with 23,000 students from all states and 23 countries enrolled in around 330 programmes, of which around 15,000 reside in 18 Halls of residence. the University has 13 faculties, 107 Departments, 06 Centres and 02 Institutes, 02 Polytechnics, 01 Women's College and 03 Off-campus centres at Mallapuram (Kerala), Murshidabad (West Bengal) and Kishanganj (Bihar).

In its existence of more than 100 years, AMU has inspired millions through modern and scientific knowledge and thinking to serve society and nation. Honorable Prime Minister Shri Narendra Modi referred to AMU as "mini-India" while addressing AMU fraternity as the chief guest on the occasion of AMU centenary celebrations on Dec 22, 2020. The University takes prides in on being open to all, irrespective of caste, creed, religion or gender, and is an institution built upon diversity.

The University has a consistent and excellent research record publishing in high-impact journals across disciplines from sciences to humanities and has been ranked highly by various ranking agencies. It was ranked among top 20 universities by NIRF and World University Rankings (WUR-2021). Faculty of Life Science was ranked No 1 by Times Higher Education, UK (2020). The University offers multitude of job-and need-driven courses both at graduate and post graduate level in disciplines like Artificial Intelligence, Bio-Medical Engineering, Data Sciences, Hospital Administration, Nursing,





Food Technology, and others. The University has one of the strongest and well-connected Alumni base in India and abroad contributing magnanimously to the cause of their Alma Mater and the nation.

#### Foreign Faculty:



**Dr. Mara Logaldo, IULM, Milan**

Mara Logaldo holds a PhD in English Studies from the University of Genoa. She is a senior faculty in English Linguistics and Translation at IULM

International University of Languages and Media, Milan, where she teaches courses of Audiovisual Translation within the MA degree programme in Specialised Translation and Conference Interpreting. She is also a member of the Doctoral Board and has been designated Language Expert by the Italian Ministry for Education for High Schools of Language Mediation. Since 1993 her academic teaching has spanned from Art and Literature to Journalistic Writing and Media English, with particular attention to

rhetorical and communication strategies in a pragmatic and multimodal perspective. She has held courses with important film experts (Prof. Andrea Bellavita) and dubbing directors (Dr. Serafino Murri) and supervised the subtitling process for important international film festivals. Her scientific research has mainly focused on the intersections between literary and media discourse, particularly Literary Journalism, on short texts in multimodal forms of discourse (captions in photojournalism, film subtitles) and on the hybridisation of written and spoken discourse, with a focus on the rendering of orality traits in literary and film dialogue. She has presented at numerous international conferences, often as an invited speaker (New Perspectives on Semantics, AMU, 2011; Round Table on European Periodical Research 2020/2030 - Some Voices and Visions, Ruhr Universität Bochum, 2021, among others). She has co-organised several international conferences on translation (Translation Is Knowledge, IULM 2019,

Translating Orality, IULM 2020 and 2021) and is currently Conference Liaison Officer in the Committee of the European Society for Periodical Research (ESPRit). She has collaborated with international research groups ("Transnational Periodical Cultures", coordinated by Prof. Oliver Scheiding, University of Mainz) and with AMU, as evaluator of PhD theses, since 2011. Dr. Mara Logaldo has extensively published on Audiovisual Translation. Among her recent monographs and articles on film and AVT, *Teoria e tecnica della traduzione audiovisiva* (Dino Audino, Roma, 2021), *Captioning and Revoicing Screened Dialogue. The Pragmatics of Audiovisual Translation* (Universitas Studiorum, Mantova, 2020), "What Is Royalty Without a Voice? The Performance of Power in The King's Speech" (*Pólemos*, vol. 9, issue 2, 2015, pp. 311-330), "Dubbing, Subtitling, and Other Language Issues in Italian Film Journals, from Bianco e nero to the 1960s" (*Mimesis*, Milano, 2019), and "Dubbing Camp: Le ragazze del Pandora's Box vs. Stage Mother" (*MediAzioni* 31, 2022, pp. 220-245).

#### National Faculty:



**Professor M Asaduddin, Department of English, Jamia Millia Islamia, New Delhi**



Author, critic and translator in several languages, **Prof. M. Asaduddin** writes on literature, language politics and translation studies. He is currently Dean, Faculty of Humanities & Languages, Department of English, Jamia Millia Islamia, and Advisor to the Vice Chancellor. He was a Fulbright Scholar-in-Residence at Rutgers University, New Jersey, USA, during 2008-2009. In the same year he led a Presidential seminar, "Literature and Culture in Islam: Perspectives from South Asia", at Raritan Valley Community College, New Jersey, USA. Earlier he was a Charles Wallace Trust Fellow at the British Centre for Literary Translation at the University of East Anglia, Norwich, UK, in 2000. He has lectured/ led workshops at the universities of Delhi, Kolkata, Dhaka, Paris, Oxford, Cambridge, East Anglia, Chicago, Rutgers, New York, St. Louis, North Carolina and Wisconsin. Among his books are: *Complete Premchand Stories*, (Penguin Random House, 4 volumes, 2017), *Premchand in World Languages* (Routledge, 2016), *Filming Fiction: Tagore, Premchand and Ray* (Oxford U Press, 2012), *A Life in Words* (Penguin, 2012), *The Penguin Book of Classic Urdu Stories* (2006), *Lifting the Veil: Selected Writings of Ismat Chughtai* (Penguin, 2001), *For Freedom's Sake : Manto* (Oxford U Press, 2002) *Joseph Conrad: Between Culture and Colonialism*, and (with Mushirul Hasan), *Image and Representation: Stories of Muslim Lives in India* (Oxford U Press, 2000). He is the Vice Chair, Indian Association for Commonwealth Literature and Language Studies (IACLALS). He is a regular speaker at literary festivals on translated literature and translation studies, and has received the following prizes for his translation: Katha Award, Dr A.K. Ramanujan Award, Sahitya Akademi

(National Academy of Letters) Award and Crossword Book Award.

Link for detailed cv: <https://www.jmi.ac.in/upload/employeeesum e/masaduddin.pdf>

#### Host Faculty

**Dr. Mohammad Rizwan Khan** is a Professor in the Department of English at Aligarh Muslim University (AMU), UP, India with an experience of teaching and research of more than three decades.



He holds expertise in the areas of "Linguistic Imperialism", "Curriculum Planning and Syllabus Designing", "Material Production", "Evaluation of Courses and Materials", "Teacher Education", "Literary Theory", "Translation Studies" and "Film Studies".

Prof. Khan has a rich exposure to various international projects in language and literature studies. Some awards and scholarships worth mentioning are "Indo-Hungarian Exchange Fellowship", 2010; "Assessor Award for Innovation in Teaching"; and "Certificate of Unit Credit for A National Vocational Qualification", by Royal Society of Arts, London, 1998.

His edited books, such as *Build Your Language, Improve Your Language, and Enrich Your Language* published by Cambridge University Press and *The Lasting Legacies of Mulk Raj Anand: A Tribute* are a remarkable contribution, along with dozens of other publications.

Over the decades he has earned credibility as an academic leader by virtue of his experience as Director of Center for Distance Education (AMU), Coordinator for Accreditation of AMU by NAAC,

Manager of AMU Schools, Director IQAC AMU and Chairman Department of English AMU.

At present he is running two GIAN Projects and DRS SAP Phase II as Coordinator.

As Chairperson, Department of English, he came forward to implement innovative strategies, such as *Open Book Examination introduced for the first time at AMU, Introduction of Internship, Seminar Presentations, Project/Dissertation, Term Paper, Outreach Activities, Diagnostic Tests and Remedial Teaching, Introduction of Timeline for each semester in the light of Academic Calendar, Major Restructuring of UG, PG & PhD Syllabi Based on Innovative practices like Teachers' Autonomy, Open ended Syllabi, Beyond Classroom learning, incorporation of ICT, Critical thinking, Multiple Intelligence, Bloom's Taxonomy, etc.*

At the Amu campus, Prof. Khan is also known for his active engagement in the public life. He has been an elected Member of the "AMU Court", "Joint Secretary", "Secretary" of the AMU Teachers' Association (AMUTA), and Member the AMU Academic Council and Court.

#### Course Overview

With its 23 official languages spoken along with English as a Second Language, India presents a situation of multilingualism that is reflected also in film production. Especially in the past two decades, besides the Hindi and Urdu film industry based in Mumbai, other regional industries have been in constant expansion, gaining attention at film festivals and consequently on international film markets. Hence, both internal circulation and, even more so, exportation abroad, have increasingly called for professional translator-dialogue writers who are skilled in subtitling audiovisual texts into English.

Audio-visual Translation (AVT) refers to a wide range of practices that include, but are not



limited to, dubbing and subtitling. While dubbing, in its various forms (lip-sync, simil-sync, voice over, over-sound) is a form of revoicing, subtitling entails diasemiotic translation, in that it transfers spoken discourse into written discourse. Both belong to post-synchronization, but while the former implies a *substitution* of the original soundtrack, subtitling consists of the *addition* of text to the existing audiovisual one. Subtitles can provide either intralinguistic translation (for instance, for the hearing impaired or when different variants co-exist within the same language) or interlinguistic translation, when the original dialogues are in a language that is not accessible to the target audience. Subtitles are significant tools to reach out to wider audience therefore, it is important to understand that subtitling can be abused as much as it is are used. For example, in the case of English subtitles in Indian films, subtitles in English language access the territory of lingua-franca but these also lead to considerable degree of appropriation, misrepresentation and misinterpretation at semantic, syntactic and lexical levels. There have been innumerable examples in the subtitling of movie dialogues wherein idioms, proverbs, songs and other rhetorical expressions are presented through wrong literal translations. This, firstly, relegates the aesthetics of the frame concerned and secondly, it conveys a confused message in the mind of the audience who are left with misrepresented cognates to decipher the meaning for a scene that appears mismatched with the translated dialogues present as subtitles. Among the problematics that need to be assessed in the interlingual audiovisual translation, one significant paradigm is of appropriation in target language. In many cinematic subtitling cases, one can witness that cultural and political appropriation of source language is done in

order to appease a certain section of the target audience. In the age of online translation tools available on a button click/touch, the scenario of AVT faces newer challenges and it needs a remoulding of technical application and approach within a sustainable framework of linguistic boundaries along with minimal misrepresentation, appropriation and misinterpretation of SL culture. Thus, there is a need to take stock of the constraints that affect the interlinguistic audiovisual translation.

In the light of the aforementioned ideas, the proposed course will focus on the linguistic, cultural and technical constraints of interlinguistic translation in subtitles, highlighting the complex process of adaptation required for the re-localization of audiovisual texts.

#### Objectives

The primary objectives of the course are as follows:

- i. Building awareness of the semiotic complexity of audio-visual texts as a result of the interaction of acoustic and visual channels.
- ii. Analysing nature and functions of screened dialogue in different audiovisual formats.
- iii. Exposing participants to the fundamentals of Audio-visual Translation (AVT) and contextualizing it in situations of multilingualism.
- iv. Enhancing the capability to recognize the

linguistic, cultural and technical constraints of subtitling.

- v. Enabling students to acquire the basics for working with dedicated software for post-synchronization (Time Code-In/Time Code-Out, Reading Time, Safe Area).

#### Who can attend this course?

Undergraduate, postgraduate and doctoral students of English Studies (English language, Linguistics, Literature, Culture) and Media Studies.

Faculty from academic institutions (English Studies, Linguistics, Media and Film Studies)

	Indian	Foreigner
UG – PG Students	300/- INR	1000/- INR
Research Scholars	500/- INR	1500/- INR
Faculty	1000/- INR	4000/- INR

**Mode (Online):** Registration for the course will be carried out online on the GIAN (<http://www.gian.iitkgp.ac.in/GREGN/Index>) portal.

**Deadline: 30 October 2022**

**Total number of seats:**

**Payment Details:**

**Account Name:** Mohd. Rizwan Khan, Coordinator, GIAN Course

**Account Number:** 110043166615

**Bank Name:** Canara Bank

**IFSC Code:** CNRB0005247

**Swift Code:** CNRBINBB

#### Contacts

Course Coordinator

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## Schedule

### Teaching Faculty with allotment of Lectures and Tutorials

1. Foreign Faculty: **Dr. Mara Logaldo: 11 lecture hours**
2. National Faculty: **Professor M. Asaduddin: 02 lecture hrs**
3. Host Faculty: **Professor M. Rizwan Khan: 02 lectures hrs**

### Course details

**Tentative Duration: Nov 1 – 5, 2022** (5 days): 15 lecture hrs

### Tentative Schedule:

**(If you agree to offer this course also as MOOC, then design the lecture modules as per MOOC format for smooth conversion to MOOC)**

#### Day 1: 01 November 2022

Registration of Participants:

Inaugural including

**Keynote by Foreign Faculty:** Audiovisual texts as complex semiotic systems

**Plenary Talk: National Faculty:** Audio-visual Translation and Indian Culture

**Lecture 1: 1 hr: Foreign Faculty:** Analysis of screenplays, verbal description vs. performance

**Lecture 2: 1hr: Host Faculty:** Audio-Visual Translation and the Issue of Employability

#### Day 2: 02 November 2022

**Lecture 3: 1hr: National Faculty:** Translating into English from Indian Languages

**Lecture 4: 2 hrs: Foreign Faculty:** Formats and functions of screened dialogue

### Example & Discussion

#### Day 3: 03 November 2022

**Lecture 5: 1hr: National Faculty:** Modes of Subtitling in Indian Films

**Lecture 6: 2 hrs: 10.45 am: Foreign Faculty:** Audiovisual Translation (AVT): the pragmatics of dialogue adaptation for subtitling.

### Example & Discussion

#### Day 4: 04 November 2022

**Lecture 7: 1hr: Host Faculty:** Problems in inter-lingual Subtitling

**Lecture 8: 2 hrs: Foreign Faculty:** Audiovisual Translation (AVT): dialogue adaptation for subtitling

**Tutorial: 1hr: Foreign Faculty:** Problem-solving activities based on the adaptation of source audiovisual text (STs) in Indian languages into English (Tts), focusing on semantic and syntactic diversity.

#### Day 5: 05 November 2022

**Lecture 9: 2 hrs: Foreign Faculty:** Audiovisual Translation (AVT): dialogue adaptation for subtitling. 3. Technical constraints. Time Code-In/Time Code-Out, Safe Area, Reading Time.

**Tutorial 8: 1 hr: Foreign Faculty:** Hands-on tutorial with dedicated software for subtitle post-synchronization.

### Assessment / Examination (if any, provision)

### Valedictory Session