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| --- |
| **Course Title**: Audio-visual Translation |
| **Course Code**: TRN 6105 |
| **Program**: Master of Arts in Translation  |
| **Department**: Translation |
| **College**: College of Languages & Translation  |
| **Institution**: King Khalid University |
| **Version**: 1 |
| **Last Revision Date:** **01 Feb 2024** |

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# **A. General information about the course:**

**1. Course Identification:**

|  |
| --- |
| 1. Credit hours: (3 Hours) |
|  |
| 2. Course type |
| A. | [ ]  University  | [ ]  College | [x]  Department | [ ]  Track |  |
| B. | [x]  Required | [ ]  Elective |
| 3. Level/year at which this course is offered: (Level 2/ Year 1) |
| 4. Course general Description: |
| This course offers an in-depth exploration into the specialized field of Audio-visual Translation (AVT), tailored to provide MA students with a robust understanding of both its theoretical underpinnings and practical methodologies. The curriculum encompasses an array of essential AVT areas, such as subtitling techniques, accessibility considerations in media, multimedia localization processes, and the creative practices behind dubbing and voice-over for film productions. MA students will have access to a wealth of resources, from scholarly texts to case studies, allowing them to develop a comprehensive background in various AVT strategies and techniques. As they progress, students will apply these strategies in practical settings, gaining valuable experience in tackling the unique challenges presented by audio-visual content translation. This course aims to cultivate skilled practitioners capable of navigating the diverse and evolving landscape of AVT with confidence and expertise. |
| 5. Pre-requirements for this course (if any): |
| NA |
| 6. Co-requirements for this course (if any): |
| NA |
| 7. Course Main Objective(s): |
| 1. Acquire a foundational understanding of AVT, including mastery of subtitling, media accessibility, multimedia localization, dubbing, and voice-over techniques.
2. Evaluate and apply theoretical concepts of AVT to practical translation challenges in various multimedia contexts.
3. Develop proficiency in using industry-standard AVT tools and software through hands-on exercises and case study analyses.
4. Demonstrate the ability to create accessible and culturally adapted audio-visual content that meets professional quality standards.
5. Prepare to contribute to the AVT field with innovative solutions, showcasing an ability to adapt to emerging trends and technologies.
 |

**2. Teaching Mode:** (mark all that apply)

| **No** | **Mode of Instruction** | **Contact Hours** | **Percentage** |
| --- | --- | --- | --- |
| 1 | Traditional classroom | **30** | **67%** |
| 2 | E-learning | **5** | **11%** |
| 3 | Hybrid* Traditional classroom
* E-learning
 | **10** | **22%** |
| 4 | Distance learning |  |  |

**3. Contact Hours:** (based on the academic semester)

|  |  |  |
| --- | --- | --- |
| **No** | **Activity** | **Contact Hours** |
|  | **Lectures** | **30** |
|  | **Laboratory/Studio** | **15** |
|  | **Field** |  |
|  | **Tutorial**  |  |
|  | **Seminars**  |  |
|  | **Total** | **45** |

# **B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods:**

| **Code** | **Course Learning Outcomes** | **Code of PLOs aligned with program** | **Teaching Strategies** | **Assessment Methods** |
| --- | --- | --- | --- | --- |
| **1.0** | **Knowledge and understanding** |
| 1.1 | **Acquire basic knowledge and understanding about audio-visual translation key concepts, principles and techniques.** | **K 2** | **Lectures** **Group discussions Individual and group-translation activities** | **Assignments,** **mid-term exam, final exam & PowerPoint presentation**  |
| 1.2 | **Explain with an informed knowledge the history and development of audio-visual translation techniques and practices including dubbing, voice-over, subtitling, subtitling, etc.** | **K 3 & K4** | **Lectures** **Group discussions Individual and group-translation activities** | **Assignments,** **mid-term exam & final exam** |
| 1.3 | **Recognize cross-cultural differences that influence and are reflected in the use of language.** | **K 3** | **Lectures** **Group discussions Individual and group-translation activities** | **Assignments,** **mid-term exam & final exam** |
| 1.4 | **Demonstrate a deep understanding of the challenges language may pose on the audio-visual translation process.** | **K 5** | **Lectures** **Group discussions Individual and group-translation activities** | **Assignments,** **mid-term exam & final exam** |
| **2.0** | **Skills** |
| 2.1 | **Demonstrate proficiency in producing quality audio-visual translation from Arabic into English and vice versa using the available software.** | **S1 & S5** | **Lectures** **Group discussions Individual, group-translation activities, and writing-proposal practice.**  | **Assignments,** **mid-term exam, hands-on application, &final exam** |
| 2.2 | **Critically analyze the ideas being heard so as to render communicative, functional and culturally acceptable audio-visual translations.** | **S 3** | **Lectures** **Group discussions Individual, group-translation activities, and writing-proposal practice.** | **Assignments,** **mid-term exam, hands-on application, &final exam** |
| 2.3 | **Effectively negotiate the relationship between sound, image and language in multimedia texts and apply a range of technical tools to handle written and oral Arabic and English texts clearly and coherently when engaged in an ongoing translation activity.** | **S 4** | **Lectures** **Group discussions Individual, group-translation activities, and writing-proposal practice.** | **Assignments,** **mid-term exam, hands-on application, &final exam** |
| 2.4 | **Use appropriate methods to overcome potential linguistic, socio-cultural and historical issues and challenges and make the most of the creative possibilities associated with subtitling, surtitling, dubbing, and voiceover.** | **S 3** | **Lectures** **Group discussions Individual, group-translation activities, and writing-proposal practice.** | **Assignments,** **mid-term exam, hands-on application, &final exam** |
| 2.5 | **Differentiating between the wide variety of audio-visual texts and speakers’ moods through body language to make informed, context -sensitive, function-¬oriented, audio-visually-¬coherent decisions.** | **S2 & S3** | **Lectures** **Group discussions Individual, group-translation activities, and writing-proposal practice.** | **Assignments,** **mid-term exam, hands-on application, &final exam** |
| **3.0** | **Values, autonomy, and responsibility** |
| 3.1 | **Develop self-reliance, self-confidence and problem-solving abilities.** | **V 3** | **While-translating in-class activity and post-translating discussion** | **Observation and****Checklist.** |
| 3.2 | **Maintain an unprejudiced and unbiased stance towards the people they are translating from and to and towards their cultures.**  | **V 2** | **While-translating in-class activity and post-translating discussion** | **Observation and****Checklist.** |
| 3.3 | **Show a satisfactory command of the two languages and their variations.** | **V 1** | **While-translating in-class activity and post-translating discussion** | **Observation and****Checklist.** |

# **C. Course Content:**

|  |  |  |
| --- | --- | --- |
| **No** | **List of Topics** | **Contact Hours** |
|  | **Introduction to audio-visual translation: history, principles and techniques** | **3** |
|  | **Issues in audio-visual translation practice (e.g. subtitling, dubbing and voice-over principles and practice, difficulties and strategies, and quality and assessment).** | **6** |
| **3.** | **Dubbing characteristics & challenges:****- Lip and prosodic synchrony and stylistic and cohesive factors.****- The use of adaptation techniques through process of naturalization, foreignization, standardization, simplification, etc.** **- Accent and dialectal issues in dubbing****- Register switching** | **6** |
| **4.** | **Subtitling characteristics & challenges:****- Subtitling for TV format (TDT), DVD, movies, or other minor forms (opera, theatre, etc.) characteristics and differences.** **- The six seconds rule (i.e. a technique used to estimate the length of a subtitle).****- The spotting (i.e. ‘timing’ or ‘cueing’)** | **6** |
| **5.** | **Voice-over characteristics & challenges ¬** **- Manipulation and deviation from the original text****- Voice-over versus voice acting****- Issues of voiceover in news broadcasts****- Quality of voice, pace, pitch, matchability and register** | **6** |
| **6.** | **Localization characteristics & challenges:****- Translation of web pages** **- Translation of video games** | **6** |
| **7.** | **Hands-on training using available Subtitling software such as Aegisub, Fab, Poliscript, EZTitles, Swift, Titlevision, Cavena Tempo, SoftNi, Virtual Dub, AV Video Morpher, etc** | **12** |
| **Total** | **45** |

# **D. Students Assessment Activities:**

| **No** | **Assessment Activities \***  | **Assessment timing****(in week no)** | **Percentage of Total Assessment Score** |
| --- | --- | --- | --- |
|  | **Assignment(s)** | **4** | **15%** |
|  | **Mid-term Exam** | **6** | **20%** |
|  | **Hands-on application**  | **13** | **20%** |
| **4.** | **Final Exam**  | **16** | **40%** |
| **5.** | **Checklist (attendance and in-class participation)** | **Ongoing**  | **5%** |

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

# **E. Learning Resources and Facilities:**

**1. References and Learning Resources:**

|  |  |
| --- | --- |
| **Essential References** | **Selected topics are drawn from:** * **Díaz Cintas, J., Remael, A. (2020). Subtitling: Concepts and Practices. Routledge, London.**
* **Cintas, J. D., & Remael, A. (2014). Audio-visual translation: subtitling. Routledge, London.‏**
* **Pérez-González, L (2019). The Routledge handbook of audio-visual translation. Routledge, London.‏**
* **Gambier, Y., & Pinto, S. R. (Eds.). (2018). Audiovisual translation : theoretical and methodological challenges. Amsterdam: John Benjamins Publishing Company.**
* **Approved materials for AVT practice provided by the course instructor.**
 |
| **Supportive References** | **Students may wish to consult the following references for the required tasks for this course:*** **Cintas , J. D. (2008). *The Didactics of Audiovisual Translation.* John Benjamins.**
* **Cintas , J. D. & Anderman, G. (2009). *Audiovisual Translation: language transfer on screen*. Palgrave Macmillan**
* **Cintas, J. D., &. Neves. J. (2015). *Audiovisual translation: taking stock*. Cambridge.**
 |
| **Electronic Materials** | * [**https://aegisub.ar.uptodown.com/windows**](https://aegisub.ar.uptodown.com/windows)
* [**https://www.proz.com/translator-training/topic/audiovisual\_translation\_and\_subtitling**](https://www.proz.com/translator-training/topic/audiovisual_translation_and_subtitling)
* [**https://www.nchsoftware.com/videopad/subtitles.html?kw=software%20for%20subtitles&gclid=CjwKCAjwlcaRBhBYEiwAK341jUKHBGMo4XhGEddD9cOmd9YUFTtag\_SCL1sVW4j\_moDCkCntp49xvRoCqUkQAvD\_BwE**](https://www.nchsoftware.com/videopad/subtitles.html?kw=software%20for%20subtitles&gclid=CjwKCAjwlcaRBhBYEiwAK341jUKHBGMo4XhGEddD9cOmd9YUFTtag_SCL1sVW4j_moDCkCntp49xvRoCqUkQAvD_BwE)
 |
| **Other Learning Materials** | * [**https://www.files.ethz.ch/isn/185417/20141008102933\_Gamal\_AudioVisualTranslation\_Final.pdf**](https://www.files.ethz.ch/isn/185417/20141008102933_Gamal_AudioVisualTranslation_Final.pdf)
 |

**2. Educational and Research Facilities and Equipment Required:**

| **Items** | **Resources** |
| --- | --- |
| **facilities** (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) | **Classroom that accommodates a maximum of 12 students.** |
| **Technology equipment**(Projector, smart board, software) | **Data show, Overhead projector, & Smart Board.** |
| **Other equipment**(Depending on the nature of the specialty) | **Laboratory equipped for Interpreting activities.** |

# **F. Assessment of Course Quality:**

| **Assessment Areas/Issues**  | **Assessor** | **Assessment Methods** |
| --- | --- | --- |
| **Effectiveness of teaching** | **Students** | **Direct: Questionnaire** |
| **Effectiveness of students’ assessment** | **Peers reviewers & course coordinator**  | **Direct: Discussion** |
| **Quality of learning resources** | **Course coordinator** | **Indirect: Statistics** |
| **The extent to which CLOs have been achieved** | **Quality committee**  | **Indirect: Course Report** |
| **Other** |  |  |

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) **Assessment Methods** (Direct, Indirect)

# **G. Specification Approval Data:**

|  |  |
| --- | --- |
| **Council /COMMittee** | **Translation/English Depratment**  |
| **Reference No.** | **13** |
| **Date** | **19 MAR 2024**  |