

Christopher Taylor
The University of Trieste

Multimodal texts: analysis and translation

The purpose of this set of lectures is to establish how to successfully analyse multimodal texts, starting from static texts such as magazine advertisements and progressing to dynamic film texts. The theoretical basis is that of systemic functional linguistics and the methods used include the multimodal transcription, phasal analysis and corpus-based techniques. The phenomenon of predictability will also be discussed.

Both the verbal and non-verbal 'language' of multimodal texts will be analysed, before shifting the focus onto translation, with the application of strategies such as localisation, foreignisation and neutralisation. The main screen translation methods of dubbing and subtitling, and the consequent focus on synchronisation and condensation respectively, will be covered as well as other less frequently used techniques such as voiceover, narration, and simultaneous interpreting.

Assorted film and television material will be used to illustrate the lectures but no foreign language competence (other than English) is required.