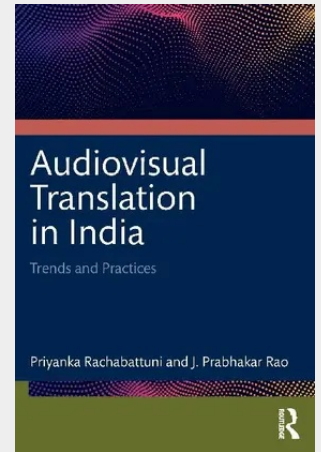


Audiovisual Translation in India

Trends and Practices

This book provides a comprehensive introduction to Audiovisual Translation (AVT) in India. It examines the AVT of TV advertisements, analyses trends and practices of AVT in India, and studies the challenges faced by AV translators, including synchronising video with voice/dialogue in advertisements and time and space/text compression for subtitling. The volume studies the interplay of language, culture transfer, and the role of the AV translator in Indian AV advertisement translations and looks at how global advertising impacts local language and culture. It emphasises the role of the translator and explores how the translator devises strategies by considering various elements in an AV medium to achieve equivalence through the translation process. Drawing on case studies, this work will be indispensable to students and researchers of translation studies, media studies, language and linguistics, advertising, film studies, communication studies, and South Asian studies.

This book provides a comprehensive introduction to Audiovisual Translation (AVT) in India. It examines the AVT of TV advertisements, analyses trends and practices of AVT in India, and studies the challenges faced by AV translators.



51,50 €

51,50 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032849652

Medium: Buch

ISBN: 978-1-032-84965-2

Verlag: Routledge India

Erscheinungstermin: 20.08.2024

Sprache(n): Englisch

Auflage: 1. Auflage 2024

Produktform: Kartoniert

Gewicht: 266 g

Seiten: 166

Format (B x H): 156 x 234 mm

