Chiaro / Heiss / Bucaria

Between Text and Image

Updating research in screen translation

Over the past decade interest in research on screen translation has increased sharply while at the same time fast moving technological breakthroughs are continually modifying and renewing both products and well-established methods of linguistic mediation. Thus, as more scholars choose to devote their energies to investigating this multi-faceted field, there is an ever-growing need to map out where the discipline stands and where it is going in terms of research. This book sets out to establish the state of the art of this ever expanding field and at the same time to underscore the work of scholars following new paths of investigation both in terms of innovative linguistic mediations being examined and pioneering experimental design. The volume includes descriptions of sophisticated electronic databases and corpora of audiovisual products for the big and small screen, and the rationale behind them, e.g. how they are created and programmed for querying; technical limitations; homogeneity in querying languages. Furthermore, Between Text and Image also includes a number of cutting edge studies in audience perception of audiovisual products, i.e. empirically based viewer centred studies which are still rare yet essential if we wish to gain a thorough understanding of the field. Finally, the volume does not fail to ignore examples of original research carried out from both a traditional linguistic viewpoint and from a more cultural perspective.
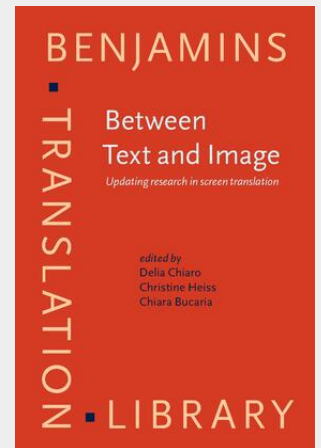
104,94 €
98,07 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9789027216878
Medium: Buch
ISBN: 978-90-272-1687-8
Verlag: John Benjamins Publishing Company
Erscheinungstermin: 14.08.2008
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2008
Serie: Benjamins Translation Library
Produktform: Gebunden
Gewicht: 690 g
Seiten: 292
Format (B x H): 164 x 245 mm