

## **Translating Business Film Material**

Workshop (10:00-18:00)

Dr Jean-Pierre Mailhac

As they strive to keep up with both globalisation and rapid technological change (from video tape to CD, DVD, Internet use and now iPhones), companies constantly increase their use of film to advertise, communicate information or train staff. As a result, professional translators are frequently faced with the task of translating business film material. Yet the vast majority have never received any training for this highly specialised kind of work.

### **Aim of the workshop**

The aim of the workshop is to outline the problems involved in translating business films and the strategies required to solve them. The following will be addressed, using authentic examples:

- Aspects which are directly linked to the audiovisual dimension (e.g. synchronisation, intonation, pronunciation of names, regional or national accents, titles, subtitles);
- Problems which take on a new dimension due to the audiovisual context (e.g. cultural references, currencies, puns);
- How to meet the requirements of the users (client, viewers, film director, recording artist, sound engineer, video editor, graphic designer, website designer) and fully play the part of linguistic and cultural expert within the project (anticipate problems, advise on how to optimise quality).

After a systematic presentation of problems and solutions, there will be an opportunity for practical group work and discussion.

### **Workshop features**

- A 3000-word handout with concrete strategies to solve problems;
- a 700-word checklist to use when translating this type of material;
- relevant articles emailed to participants after the workshop.

### **Course Leader**

Dr Jean-Pierre Mailhac trains professional translators and postgraduate students in various European countries, and carries out research in applied translation studies.

For the last 20 years, he has translated, recorded and also supervised recordings of film material for a wide range of companies (e.g. Marks & Spencer, Astra Zeneca, Motorola, Airbus, P&O, ICI, Pilkington), as well as other types of clients (e.g. BBC, National Geographic, Leprosy Foundation). He has published articles on this topic, lectured on it and run a number of workshops in European countries as part of international conferences and for organisations such as the European Union, the Institute of Translation and Interpreting, the Chartered Institute of Linguists, the Société Française des Traducteurs, the Bundesverband der Dolmetscher und Übersetzer and the Irish Translators' and Interpreters' Association.

### **Feedback on past workshops**

#### **Professional translators**

- Excellent, thoroughly enjoyable session. (...) Plenty of good, practical advice to take away.
- (...) truly excellent: sensitive to all the related problems and very clear on the strategies for solutions.
- (...) the practical exercises reflected the points from the morning session very well. Dr Mailhac

is an excellent presenter and successfully delivered a considerable amount of material in a short time. (...) The workshop was very enjoyable and useful. (...) having the practical exercises and the ensuing discussion after lunch was ideal.

- A lot of information (...). Certainly useful for work and for CV.
- Provided an excellent insight into problems/difficulties - from all aspects. Thank you!
- Coming as a rep. from a translation agency, I found the talk as useful as from the point of view of a translator. Gave a very clear idea of things to point out / stress to clients (...).
- Très concret. Sensibilise et donne envie de s'essayer à ce travail. Intervenant: Passionnant. Un jour c'est court, mais cette formation permet de prendre toute la mesure des pièges et difficultés de ce type de traduction.

### **Postgraduate students**

- It is very helpful to know which problems to anticipate, rather than getting the blame for not having pointed them out to the client later!! I very much liked the hands-on, practical approach.
- Very interesting and funny presentation underlined by well-chosen photos and videos!
- Very qualified and very good examples illustrating problems of translating audiovisual material; everything was really well prepared; practical session was a lot of fun.
- It's a really interesting topic, delivered in a very exciting way.
- Très intéressant, axé sur le monde du travail, les attentes des donneurs d'ordres; mise en pratique sur des documents réels.
- Très dense. Beaucoup plus concret que ce que nous avons l'habitude de faire. Approche de la traduction par une méthode claire et efficace, systématisée. Très innovant. Merci.
- Le polycopié nous a permis d'être plus attentifs à la présentation Powerpoint et les nombreux exemples facilitent la compréhension et la mémorisation. Méthode bien expliquée. Procédure à appliquer claire et précise.

### **Undergraduate student**

- Very good presentation of the materials (in terms of delivery, humour, conveying main points etc.); very accessible (...) very engaging and entertaining overall.