

Interventionist site for fansubbers: from a multimodal perspective

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Introduction

- Mainstream subtitling is insufficient to meet the diverse needs and preferences of audience groups. (Pérez-González, Luis, 2006)
- "Translation can be a significant fan activity that serves the fan community" (Ting Guo & Jonathan Evans, 2020)
- In the era of digitization, information and communication technologies provide networks of fansubbers with the tools and avenues required
- As a result, amateur subtitlers came into being, who can technically, linguistically and culturally create the customized subtitling
- Research gap exists as to profile these target groups and subgroups (Gambier 2003: 178) in terms of identifying the conventions and practices that would best suit their backgrounds and requirements

Aim to discover:

- What are the ways in which fansubbers actively mediate the meaning-making modes that are available to them?
- How do their interventionist approaches to subtitling contribute to the set of semiotics of the translated audiovisual text?

Theoretical Framework

Multimodalities (Stöckl's, 2004; C Jewitt, J Bezemer, K O'Halloran, 2016; Bezemer, J., & Abdullahi, S, 2019):

- "Diversity of resources can be used to create texts in addition to the spoken and written words. Different semiotic modalities, such as gestures, visuals or music, are used within a multimodal text to create meaning"

Key concepts:

- core modes (language or image)
- sub-modes (fonts and colours)
- sensory channels
- static
- dynamic

Methodology

Material:

- Six episodes of two well-known anime series (episodes 1, 2 and 3 of Burst Angel 2005 and episodes 176, 177 and 178 of Naruto 2006) that were fansubbed by Lunar and Dattebayo, respectively

Data acquisition:

- Screen capture



Screen capture 1: Dynamic realization of the language mode in the visual channel (Naruto 2006, episode 178)

Data Analysis

- Static writing in its 'traditional' subtitles at the bottom of the frame
- Dynamic writing in the karaoke-driven titles at the top of the frame
- Amateurs use all sorts of combinations of sub-modes of fonts and colours (e.g. changes in colour denote a change of speaker)



Screen capture 2: Pictorial subtitles (Burst Angel 2005, episode 1)

Data Analysis

- The pictorial titles diagonal on both sides of the poster
- In addition to sub-modes of font and colour, fansubbers also make innovative choices among the resources, such as perspective, depth, angle, composition

Conclusion

- Fansubbing exploits traditional meaningmaking modes in a creative manner
- Audiovisual translation in the near future is likely to become more heterogeneous and less predictable.
- It mediates linguistic and visual semiotics in innovative ways
- More importantly, they use film subtitling as a strategy to intervene domestic cultural debates

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