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A Picture is Worth 1000 Words

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Translation in the 21st century and the challenge of sustainable development



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It was the best of
times, it was the worst
of times, it was the age
of wisdom, it was the
age of foolishness...

so that her idea of the tale was something like
this:—"Fury said to

a mouse, 'That
he met
in the
house,
' Let us
both go
to law :

I will

prosecute

you.—

Come, I'll

take no

denial ;

We must

have a

trial :

For

really

this

morning

I've

nothing

to do.'

Said the

mouse to

the cur,

'Such a

trial,

dear sir,

With no

jury or

judge,

would be

wasting

our breath.

'I'll be

judge,

I'll be

jury.'

Said

cunning

old Fry

'I'll try

the wile

cause,

and

condemn

you

to

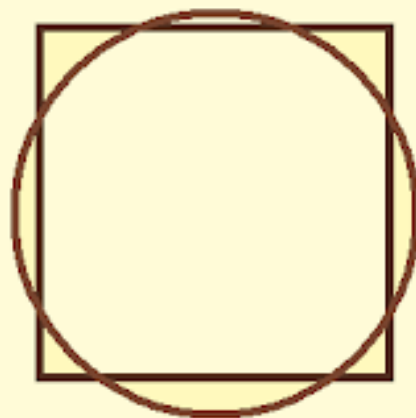
death.'





(*x*, *why*?)

THOUSANDS OF YEARS AGO,
GREAT MINDS TRIED IN VAIN TO
SQUARE THE CIRCLE, ALWAYS
BELIEVING THAT THEY WERE ONE
STEP AWAY FROM ACHIEVING THE
IMPOSSIBLE...



SOME THINGS NEVER CHANGE ...

What are
you doing
with that
puzzle?

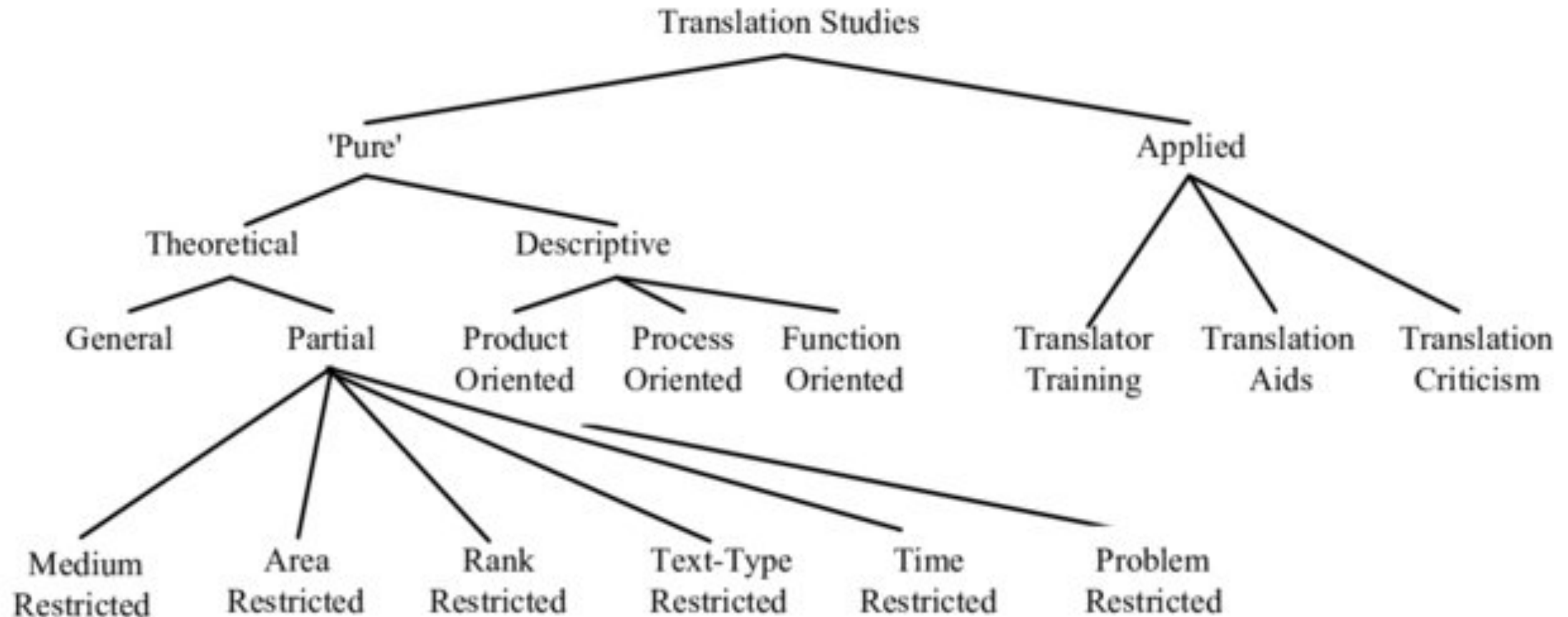


I think I can
make this fit!



TEXT BASED

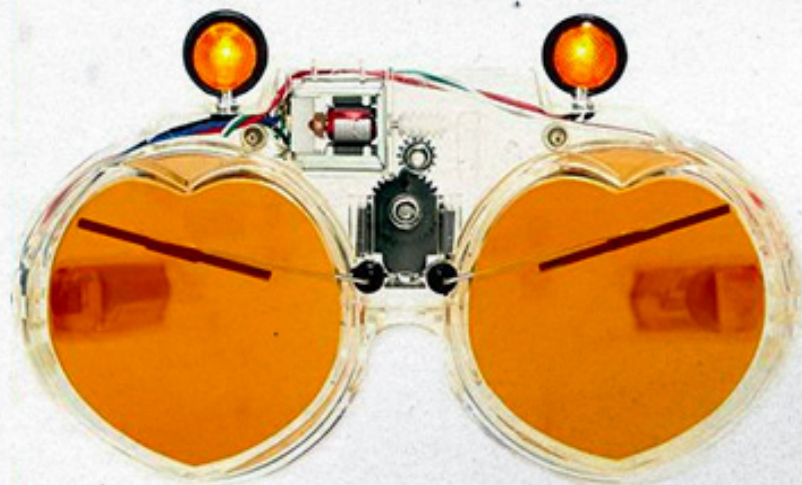
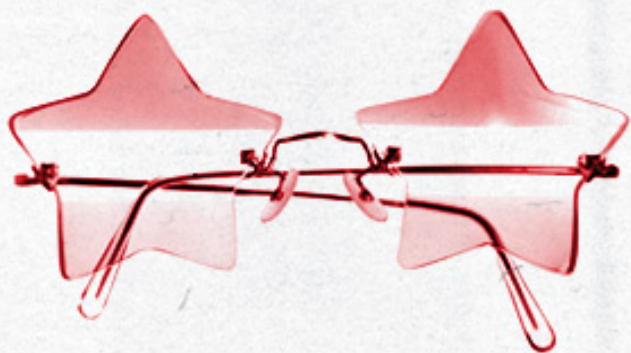
Holmes' Translation Studies (from Toury 1991: 181; 1995: 10)











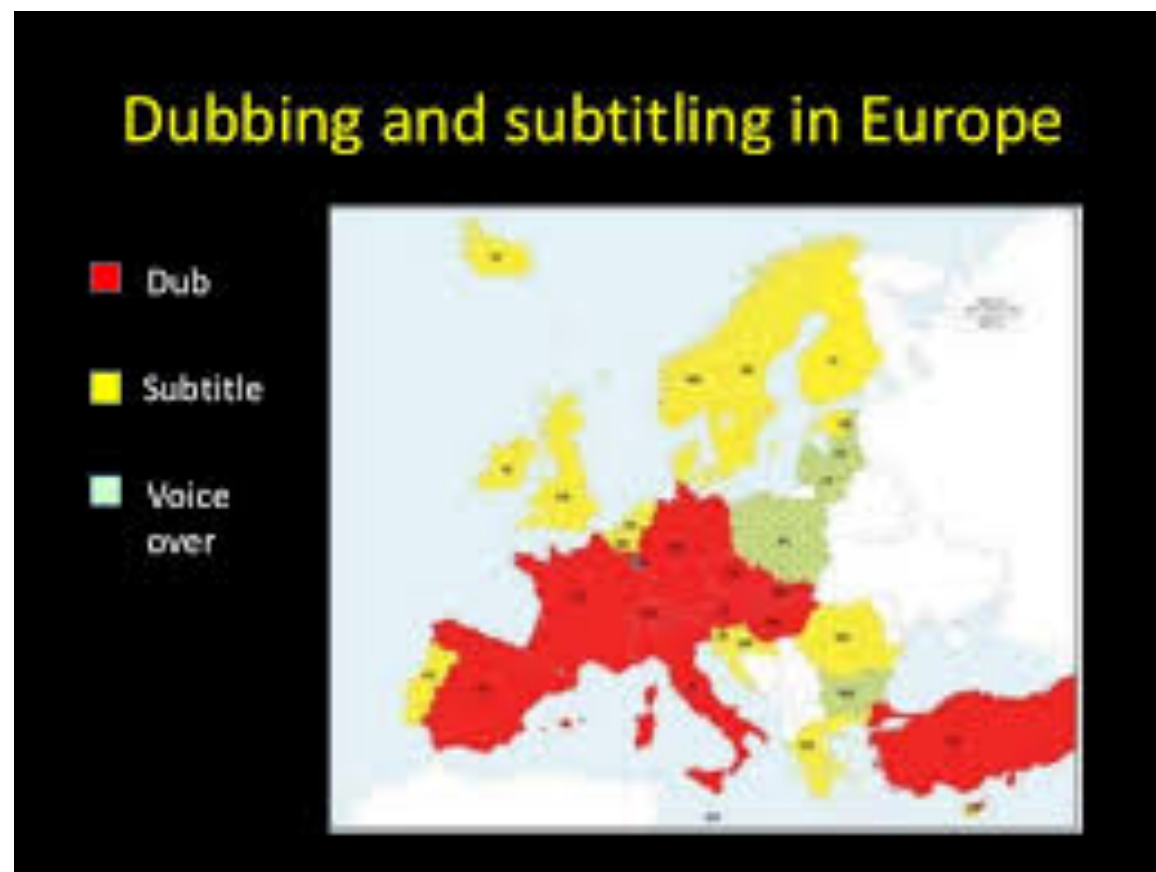
Variables



Language situation



Traditions



New Audiovisual Modalities

- Visual
- Audio
- Multimedia
- Crossmedia



Visual

- Audio description AD
- Audio subtitling AS
- Easy to read E2R
- Hybrid – AD + AS, etc.

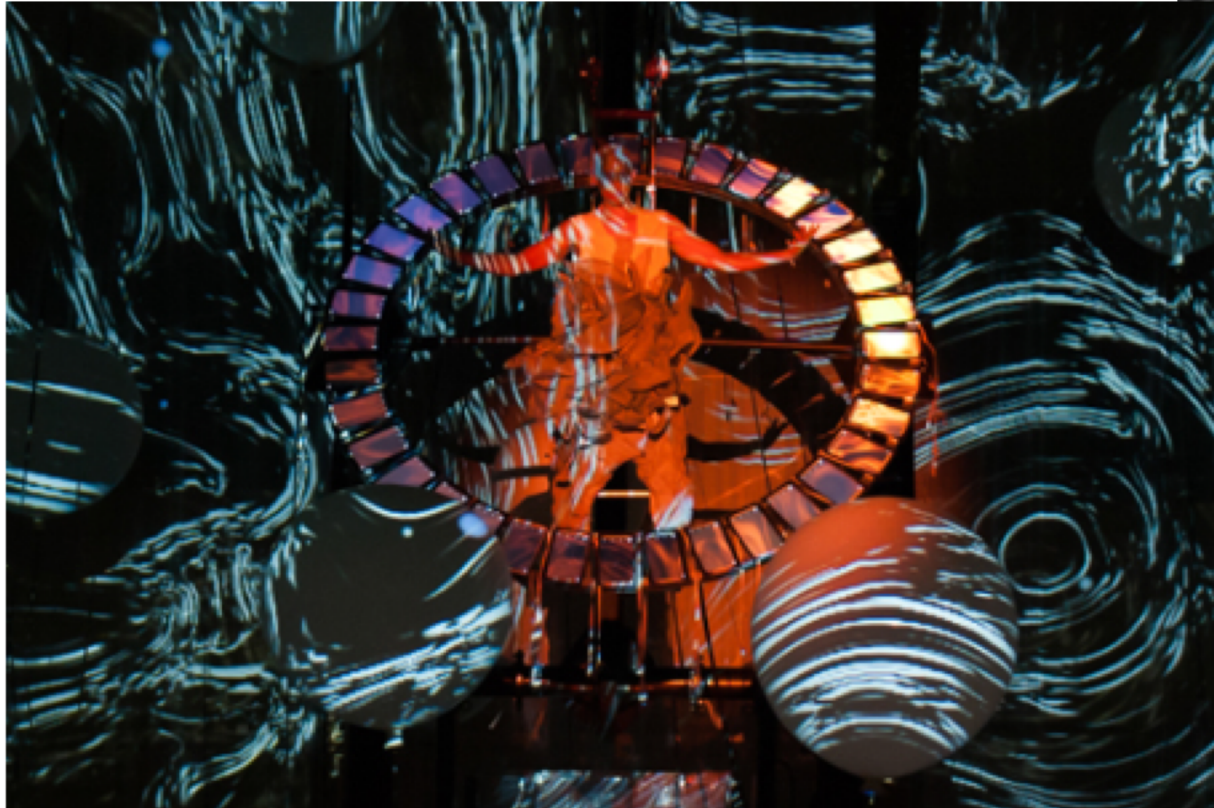


Audio

- Subtitle
- Subtitle DHOH



New Medias



New Platforms





Thank you

