A Picture is Worth 1000 Words
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Translation in the 21st century and the challenge of sustainable development
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
delay:
We must
have a
trial:
For
really
this
morning
I've
nothing
to do.'
'Said the
mouse to
the cat,
'Such aid, dear sir,
With no
boy or
girl to
wait on
me, how
long
shall I
be
here?'
'Said the
cat,
'He will
be
soon
away.'
Said the
mouse,
'He will
be
long;
I
must
catch
him.'
With a proper diet, moderate but consistent exercise, and the development of a healthy mindset, I should be able to fit in fine.
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!
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