

Future-proofing your translation career: subtitling

Will Hackett-Jones



Contents

Trends.....3

Specific Challenges.....4

Why.....5

Leto, Leviathan, and Come and See.....6 - 11

How.....12


Reviewing.....13

Examples: *House Arrest, Olga, Decision: Liquidation,*
and Kalina Krasnaya.....14 - 21

Trends

1. Netflix
 2. Amazon Prime
 3. Hulu
 4. Tens of others
-

Specific Challenges

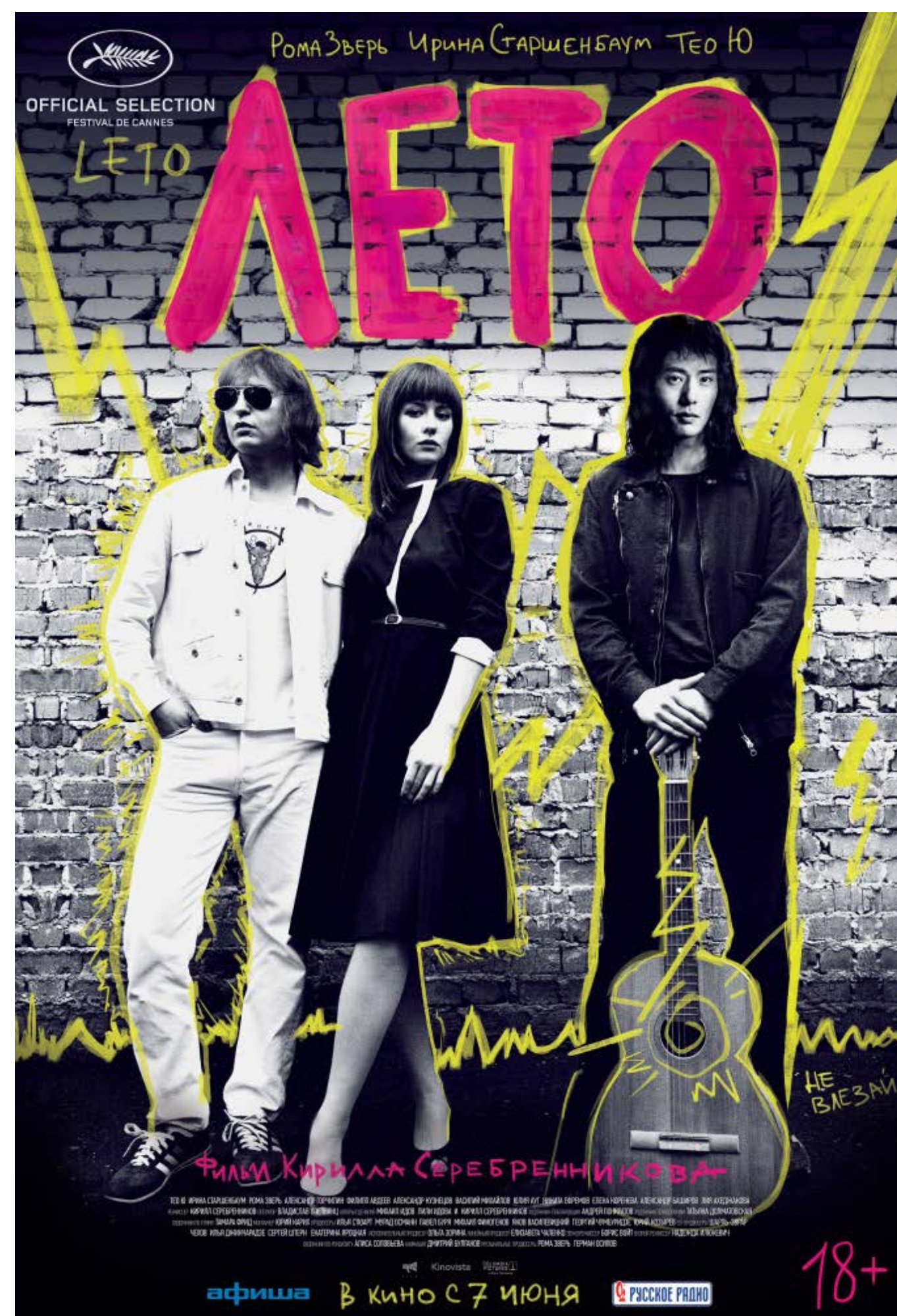
1. • Technical competence
 2. • Understanding of slang & jargon
 3. • Paraphrasing skills
- 
- A solid blue horizontal bar located at the bottom of the slide.

Why?

1. • Deepening cultural understanding
2. • Producers: Sales, awards, co-production
3. • Humanising others
4. • Translators: future- proofing your career

Leto

Introducing Russian
culture to the rest
of the world:
Viktor Tsoi



Leto

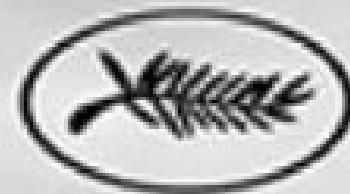
**CANNES
SOUNDTRACK**

NEWS

JURY

COMPOS

★★★
"NOTRE PALME D'OR"
LE FIGARO



SÉLECTION OFFICIELLE
COMPÉTITION
FESTIVAL DE CANNES

★★★
"SUBLIME"
LES INROCKS

LETO

Leviathan

An eternal story,
that transcends
time and borders



Leviathan

название фильма	стоимость субтитров	сборы в РФ, в мире (% от общих)	межд. награды	ROI
Нелюбовь (2017)	\$2 185.36	\$1 072 000, \$3 959 714 (79%)	15	181223%
Матильда (2017)	\$622	\$9 177 150, \$280 000 (3%)	0	45016%
Левиафан (2014)	\$2 406	\$1 375 303, \$1 092 800 (44,3%)	22	45420%
Дуэлянт (2016)	\$1 741.68	\$6 012 377, \$6 101 904 (50%)	0	350483%

ROI
181223%
45016%
45420%
350483%

*

**I'm no statistician*

Come and See

Humanising others



Come and See



LA BIENNALE DI VENEZIA

The Venice Classics Jury, chaired by **Giuseppe Piccioni** composed in particular from the professors of 12 Italian Dams university of Venice, has decided to award:

the **VENICE CLASSICS AWARD FOR BEST RESTORED FILM** to:
IDI I SMOTRI (COME AND SEE)
by Elem Klimov (USSR, 1985)

How?

1.

Transcribe

2.

Spot

3.

Translate

4.

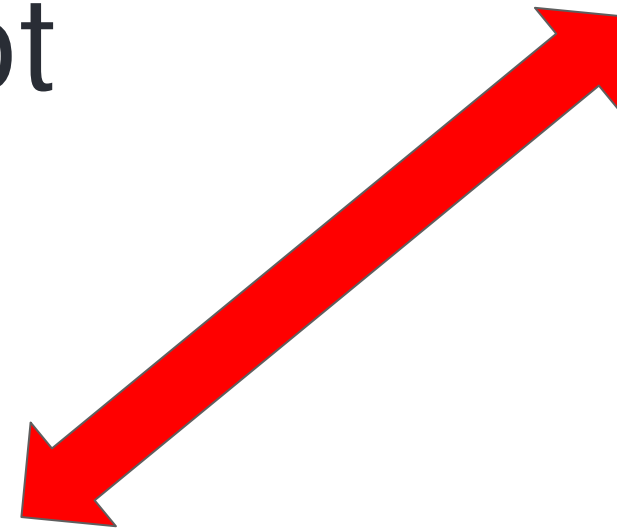
Review

5.

Pre-Edit

6.

Edit



Mistranslation

God, I can't hear a thing.

Sounds like someone being tortured.

Yes?



Ksenia Neuda...

Jan 10, 2019

Resolve



Mistranslation

"Coced opet, будто его пытается кто."

She says about her neighbor, so it's better to save it.

Suggestion: The neighbor screams| like he is being tortured + end it at

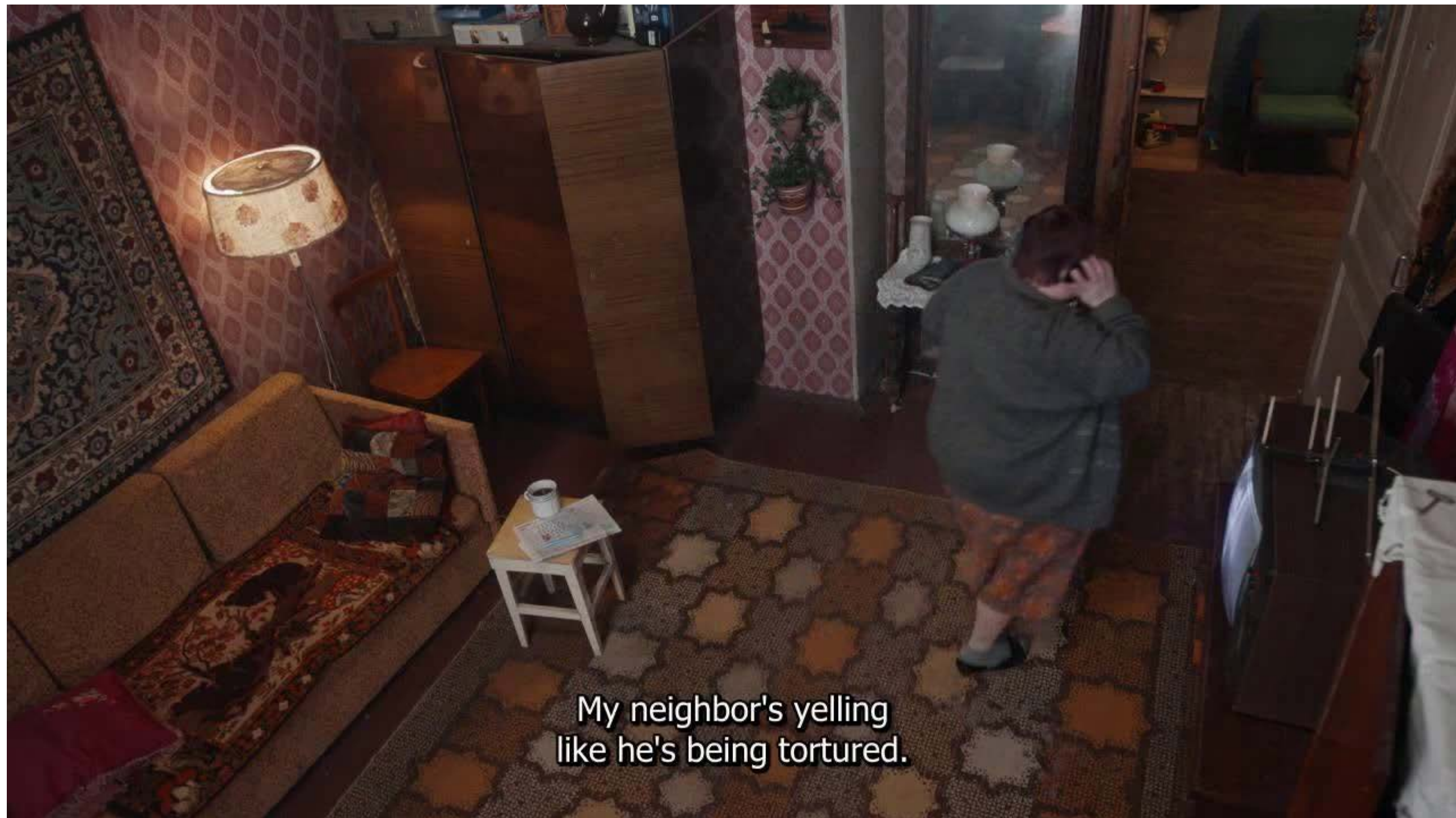
00:39:27:05



Maeve Wiegand

Jan 15, 2019

My neighbor's yelling|like he's being tortured.



My neighbor's yelling
like he's being tortured.

Missed Nuance

Went begging to the Arabs.
They were generous -
they poured in money.
But not into the economy...



Александра ...

Feb 6, 2019

Resolve



денег до черта = crazy (tons of) money



Maeve Wiegand

Feb 8, 2019

ok



Александра Хэкетт-Джонс

Feb 8, 2019

Good.

02:09:07:20

They were happy to help,
poured tons of money in.



Cultural Confusion

101

00:05:34,560 --> 00:05:36,720

Olga, this is unchristian.

102

00:05:37,160 --> 00:05:40,040

Calm down.

Go in your little bottle.

103

00:05:40,200 --> 00:05:41,200

<i>Open up.</i>



Evgenia Yakov...

1:34 PM Apr 14

Resolve



She makes 2 jokes about religion here.

1. calls him православный in response to "unchristian"

2. окропи бутылочку. окроплять - религ. обрызгать освящённой водой (при совершении некоторых христианских обрядов), like sprinkle holy water on smth. This might not be clear to the US public

Maybe try something like:

Hold it (потерпи), faithful / christian / worshipper, or use your bottle?

[Show less](#)



Maeve Wiegand

2:20 PM Apr 17

maybe smth with "baptize"?

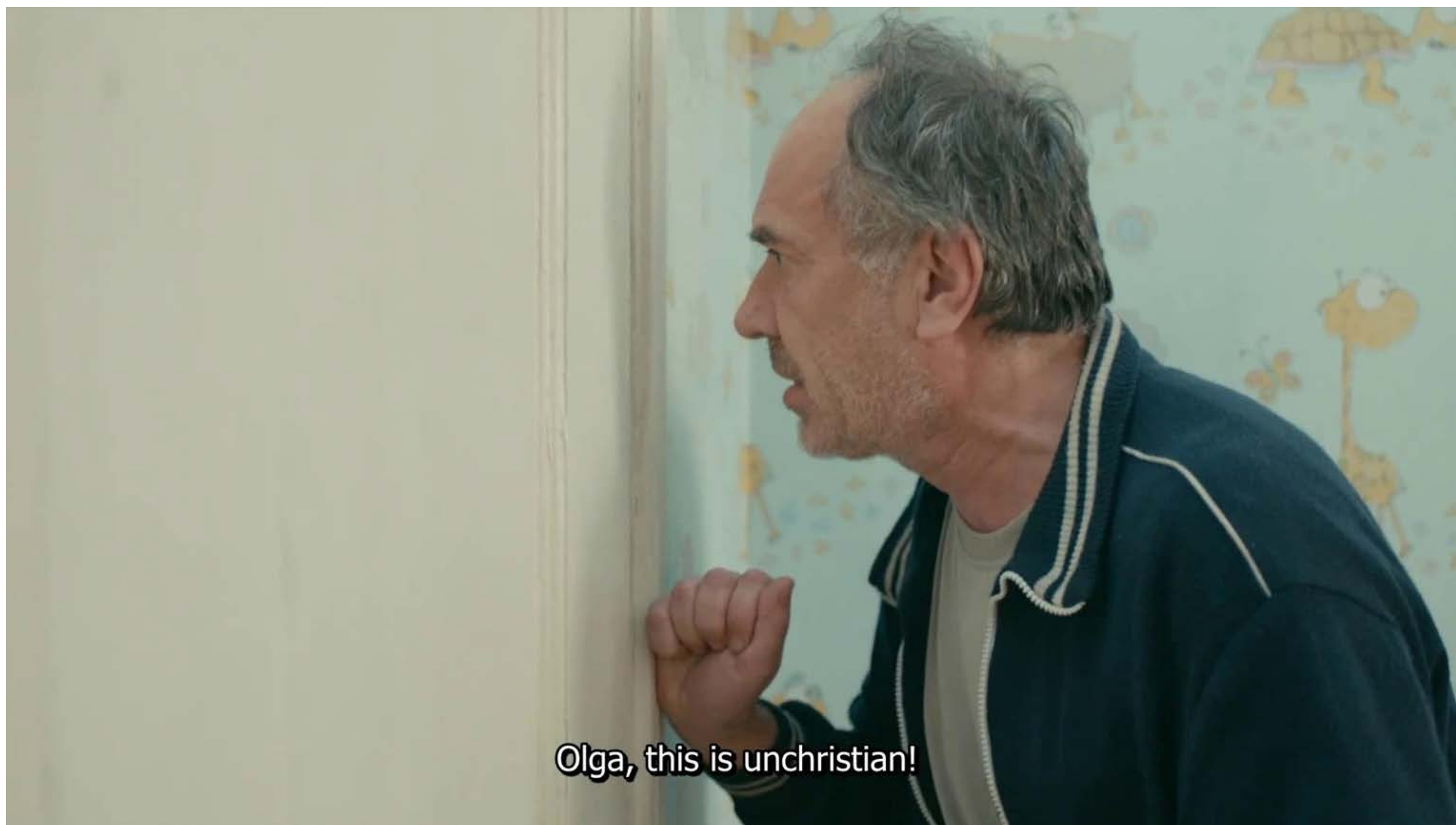


Maeve Wiegand

10:02 AM Apr 18

what do you think about:

So hold it, holy man. You can baptize a bottle.



Calque

This one might start stealing. | What then?

- What? | - I said what if he starts stealing?

- Then he'll go to jail. | - Are you crazy?

I don't know. How could I be so stupid



Marianna Apr...

8:43 AM Mar 29

Resolve



да ты че, полоумная что ли?

She means more: Oh, you're crazy (to say things like that)



William Hackett-Jones

2:43 PM Apr 5

OK



- Then he'll go to jail.
- Don't be dumb.
REC: 01.31.10.05

Thank you!

Drop us a line:

@ info@eclectictranslations.co.uk
☎ ^k+7 921 992-70-30

eclectictranslations.co.uk