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Getting to the Root of Dengidëk: A Preliminary Investigation of Fagara xanthoxyloides and Treatment-Seeking Behavior in Dakar, Senegal

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Subtitling and Dubbing: Methods for Film Translation and Their Effects on Audiences

:FR:AMES (Film Research: Advanced Methods for Empirical Study)

College of Liberal Arts and Social Sciences

School of Communication

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Abstract

Using subtitles or dubbing to translate a foreign film is a topic that most industry professionals see as a financial question, but researchers have varied opinions on the topic. A vast amount of the literature looks at basic problems facing translators (e.g., translating spoken word to written word and translating cultural references). A number of studies used eye tracking systems to establish that participants automatically read subtitles and that participants rarely look at non-verbal cues. Participants will be shown the Italian film *Life is Beautiful* (1997). One group will be shown the subtitled version, while the other will view the dubbed version. After the film, they will be given a post-test questionnaire that will test their enjoyment, presence, and comprehension. Background questions will cover their knowledge of a foreign language, religion, interest in film, any prior preferences between subtitling and dubbing, among many other questions. Further research will utilize the ASL Eye Tracker to measure the attention paid to visual information during the two different versions of the film. The results are predicted to show no difference in comprehension, and that the participants' presence, and thus their enjoyment, will be lower while watching the dubbed version of the film.