

Machine Translation, Multimodality and Puns Limits and Prospects

Friday 8 March 2024

Jean-Charles Meunier

song translation

multimodality

text

voice

music

sound engineering

subtitling

≠

interlingual translation

subtitling

translation and media

song translation

newspaper article

The Tempest

novel

outside

play

Montreal

Michel Garneau: “tradaptation”

1982

(Hellot, 2009, p. 86)

“transadaptation”

subtitling

oral → ± writing

CSR

Culture Specific References

reduction (Maximum: 2 x 40)

multimodality

sound effects

images



Wait a minute ! Wait a minute ! This isn't legal. There's no seal on it.
Where's the seal?

McLeod, N. Z. (Director). (1932). *Horse Feathers*. Paramount Pictures.

Ça ne va pas ! Il me faut ma fourrure de loutre !
Où est sa fourrure de loutre !
Où est ma fourrure de loutre !

[This won't do! I need my sealskin (/otterskin)!
Where is his sealskin?
Where is my sealskin?]

“Dobbiamo focalizzare”, they repeat, stressing the verb for ‘to focus.’”

Italian: “seal” = “foca”

(Fuentes-Luque, Adrián, 2010, p. 180)

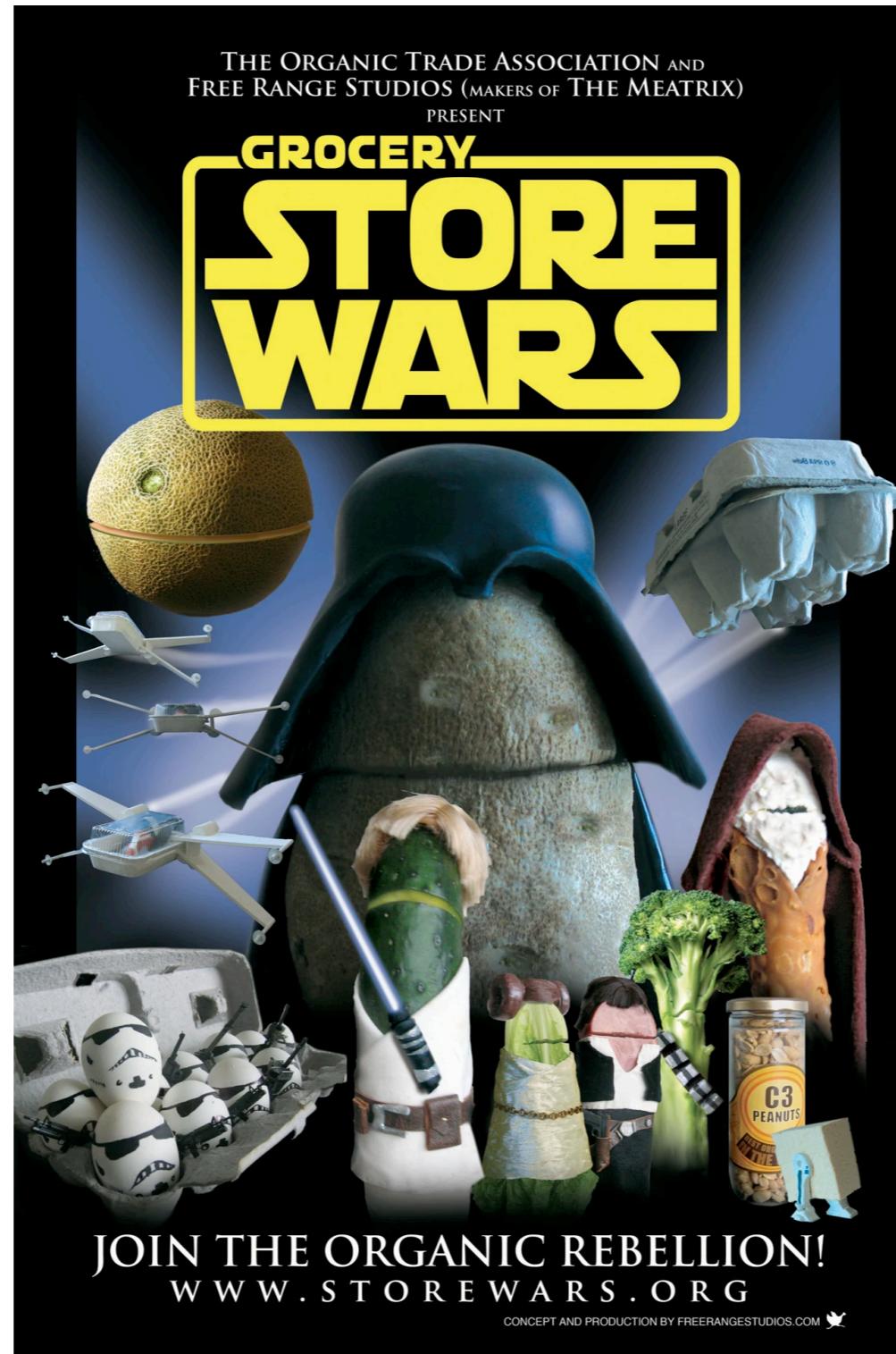
notaire/notarial → otarie

Faut que... Faut que... Faut que ce soit légal !
Un sceau. Faut que... je mette un sceau !
Le sceau !
Faut que...
Faut que...

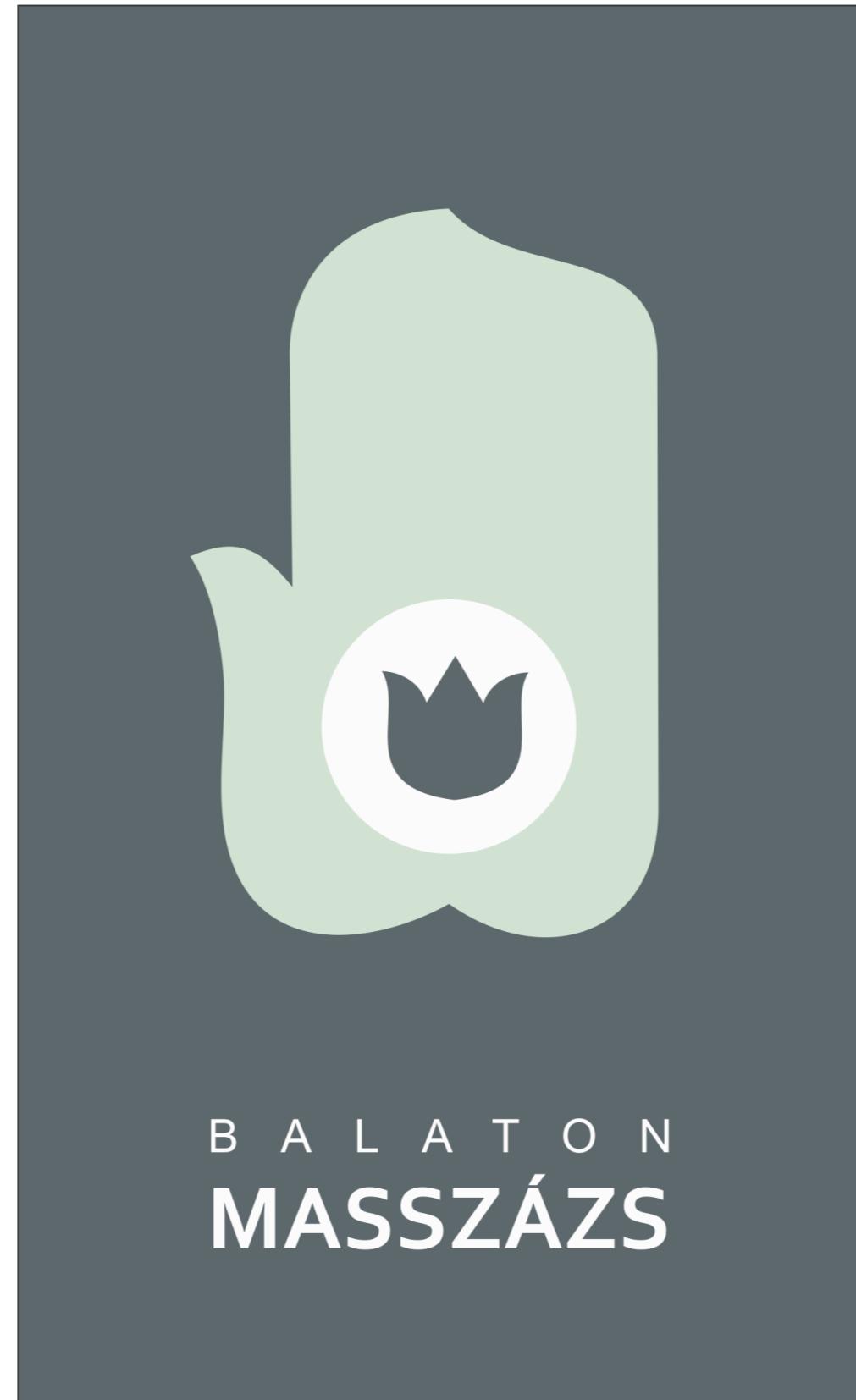
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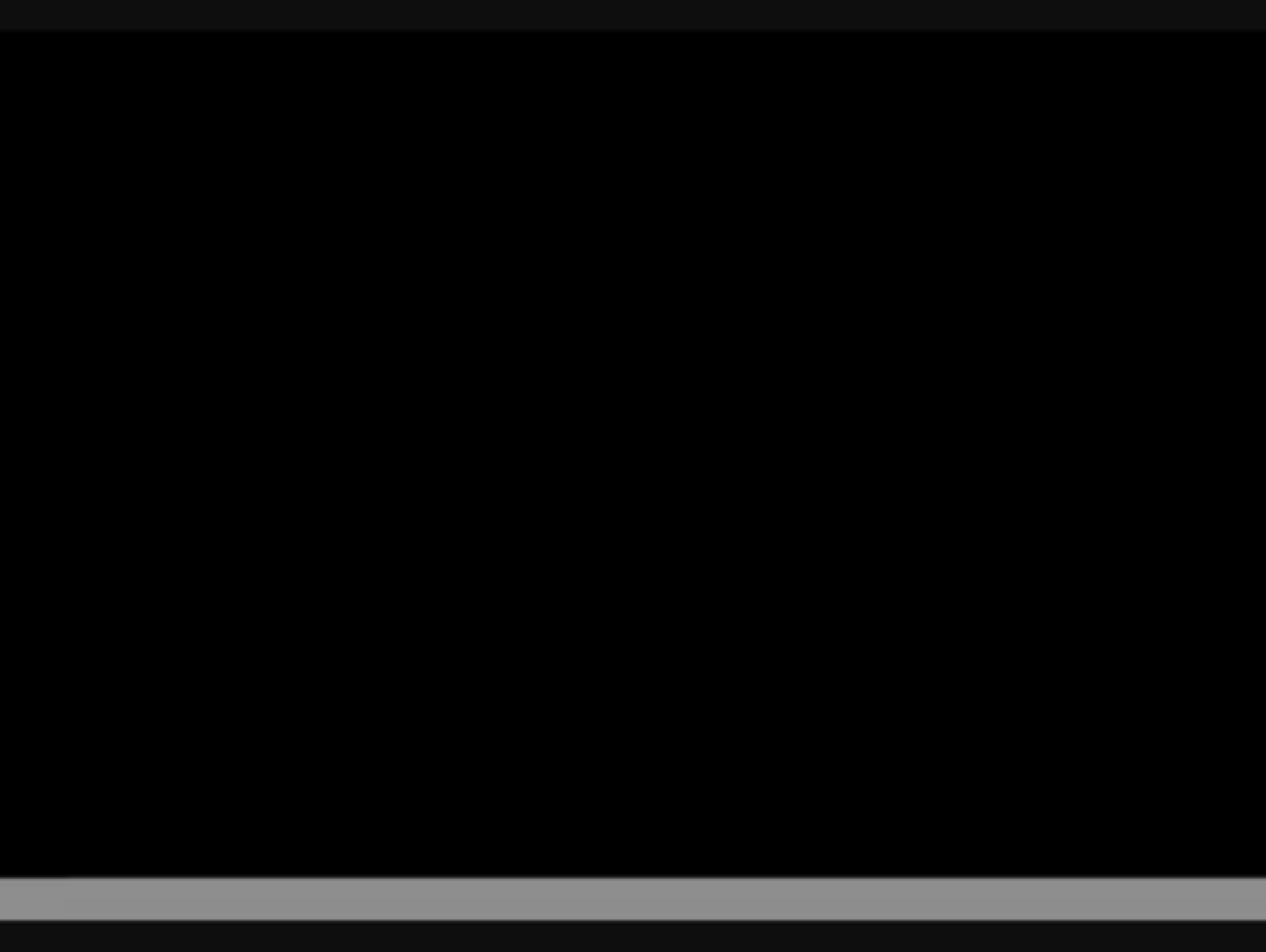
McLeod, N. Z. (Director). (1932). *Horse Feathers*. Paramount Pictures.

Subtitling *Grocery Store Wars*



transparent word?





Subtitling *Grocery Store Wars*

CSR

play on sound

multimodality

first trilogy (IV, V, VI)

transcreation

"Easter eggs"

target = ?

IYKYK

If You Know, You Know

Conclusion

Future progress for AI

CSR Darth → Dark

SOUND: rhymes

stress patterns

linguistic variation: potato = tater // pomme de terre = patate

phonological translation / phonemic translation / homophonic translation

sense



sound

Conclusion

Future progress for AI

La Guerre végétale /v/ ± /d/ heard

La Guerre des emplettes seen
La Guerre des épiceries

Conclusion

Future progress for AI



=> Dark Patator ? Dark Vitelotte ?

NAME = Dark Vador:

Mark Vador, dore, dort, Va dehors..., les marques, j'adore...

VISUAL = Pomme de terre:

patate, frites, purée, hachis Parmentier

different varieties of potatoes : Bintje, Charlotte, Vitelotte...

Conclusion

Future progress for AI



=> Jamb' Solo ?

hypernyms

hyponyms

lexical fields

free association

NAME = Han Solo:

Anne sous l'eau, soûlard (\pm sous lard)...

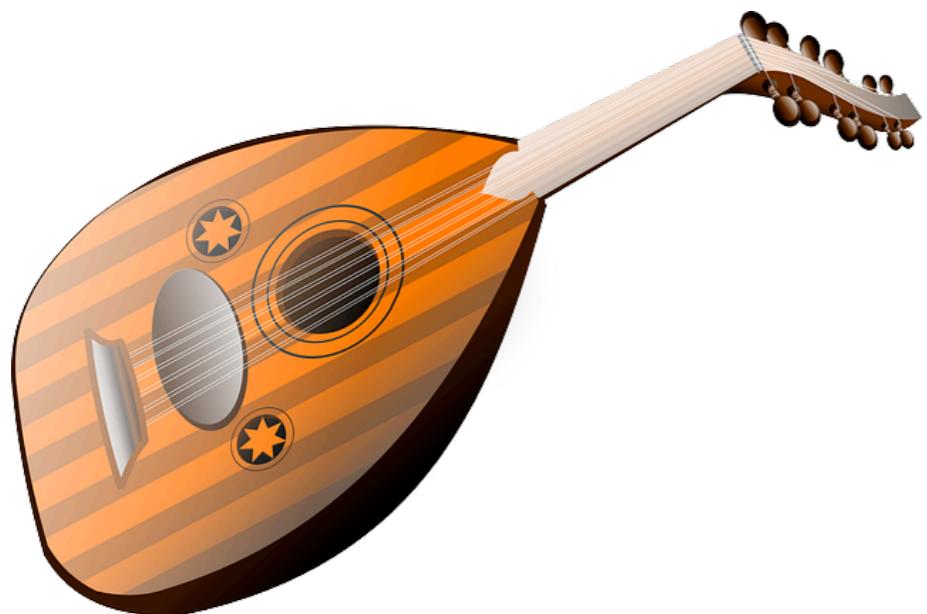
VISUAL = Jambon:

Bayonne, jambon cru/cuit, lard, tranche
porc, cochon, goret, porcin, viande...

Conclusion

Future progress for AI

Luth Skywalker



Conclusion

Future progress for AI

accessibility

SDH = Subtitles for the Deaf and Hard-of-hearing

sounds

music

voices

Conclusion

Constraints and creativity

Constraints?



“parameters”

(Celotti, 2008, Chapter 2)

Princess Lettuce / la Princesse Leïa

la Princesse Laitue

la Princesse Leïtue

la Princesse Lestue

Princess Kill-them-all

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