



### LEARNING GOALS

- You have knowledge about cultural and linguistic diversity and can translate from spoken English to written Danish.
- You can express yourself in written language according to the purpose.

### CASE: DANSK VIDEO TEKST

Dansk Video Tekst is the oldest subtitling company in Denmark and has since 1981 translated and subtitled thousands of films and TV series. Subtitling is a difficult and demanding discipline because you must take both cultural and linguistic diversities into consideration when you translate from one language to another. In collaboration with other Danish subtitling companies, Dansk Video Tekst has agreed on a set of guidelines for subtitling. These guidelines explain the standards for subtitling. Some of the rules are:

- The translation should sound natural in Danish (would the speaker actually say this if he/she was Danish?)
- The meaning is intact (and is more important than translating each word)
- The translation should be as formal or informal as the spoken words
- There is a limit of 40 characters per line (the viewer only has a short amount of time to read the subtitle before it changes)

#### THE ASSIGNMENT CONSISTS OF:

1. Subtitling from spoken English
2. Reply to e-mail from unsatisfied viewer

### ASSIGNMENT 1: SUBTITLING FROM SPOKEN ENGLISH

You have been asked to write the Danish subtitles for "What is the weirdest thing about Denmark?". In each box on the following pages, you must write the most suitable subtitle. The time stamp above the box refers to the part of the video that you should subtitle. Keep in mind the guidelines for subtitling.

What is the weirdest thing about Denmark?: <https://vimeo.com/356890442>





## Dansk Video Tekst

**INDIVIDUEL**

**TID: 45 MIN.**

0:05 (write ONE line)

0:06 – 0:10 (write TWO lines)

0:10 – 0:13 (write ONE line)

0:16 – 0:20 (write TWO lines)

0:21 – 0:22 (write ONE line)

0:22 – 0:27 (until "topless" – write TWO lines)

0:27 – 0:30 (from "and na..." to "bottomless" – write TWO lines)



## Dansk Video Tekst

**INDIVIDUEL**

**TID: 45 MIN.**

0:30 – 0:31 (from "and" to "bottomless" – write ONE line)

0:31 – 0:33 (from "and" to "beach" – write ONE line)

0:33 – 0:35 (from "It was" – write ONE line)

0:35 – 0:37 (write ONE line)

0:37 – 0:41 (write TWO lines)

0:42 – 0:44 (write TWO lines)

0:45 – 0:48 (write TWO lines)

0:50 – 0:53 (write TWO lines)

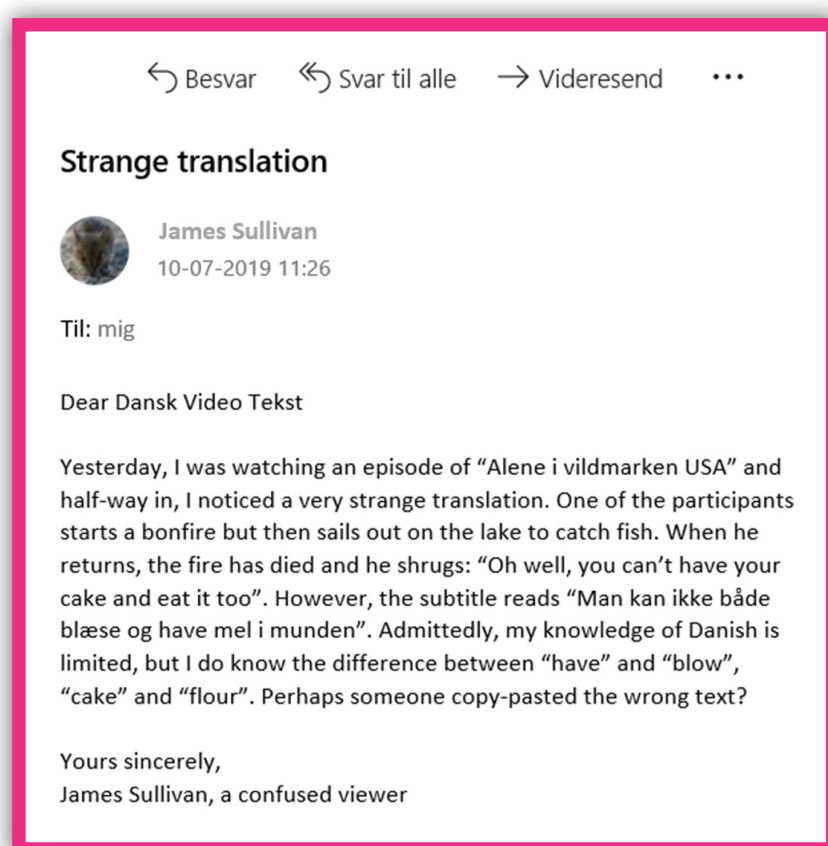


**DM i Fagene**  
#destaltenørder dmifagene.dk

## ASSIGNMENT 2: REPLY TO E-MAIL FROM UNSATISFIED VIEWER

Sometimes, Dansk Video Tekst receives e-mails from unsatisfied viewers who complain about errors in translation.

Below, you see one such e-mail.



Write a response to the e-mail in English. Begin your e-mail with "Dear James" and end it with "Best regards, Dansk Video Tekst".

Keep a civil tone and choose ONE of the following options:

- Explain why the translation is in fact as it should be

OR

- apologize for the incorrect translation and suggest an improvement