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OTHERNESS – CHALLENGE OR OBSTACLE IN MULTIMEDIA TRANSLATION

As the world becomes increasingly unified, there is a growing tendency for language transfer in audiovisual media. Media are one of many different channels through which globalization is rapidly occurring. Although audiovisual (or multimedia) translation may not have been discussed much until recently, in the last twenty years, awareness of the importance of this kind of communication has grown considerably because the development of new technologies. This paper will examine whether translation training is keeping up with theory on the translation process and its product. It will address such issues as how to acquire multimedia translation competence, how to design a lesson to achieve long-term goals, and how to determine the teacher's and the student's roles in translation activities. I will discuss possible ways of introducing the predominant and/or prevailing types of multimedia translation to students of translation, giving some practical examples for classroom dynamics.

Keywords: *audiovisual and multimedia translation, translation training, classroom dynamics, translation activities*