Activist Subtitling Workshop

Luis Pérez González
Public Hearing of Idku residents on the British Petroleum Project
Beheira Governorate, 9 May 2011

Idku: No BP gas project without our consent
Legibility

Why after the project, only 10km away was stopped by popular resistance in Idku

Idku: No BP gas project without our consent
Until I understood what it means for a friend of mine to die, to be killed,
Hasta que comprendí lo que significa que se muera unx amigx, que lx maten,
Activist Subtitling Workshop

- Training professionals but interested in non-professionals: Getting to know Mosireen

- Non-professionals translating: participatory and engaged communities

- What motivates non-professional translators? Who translates? Are they a threat to professionals?

- How translation is done vs how translation *can be done*

- Looking at the reception of their translations, we can gain a better understanding of the social perception of translation.
A year in the making, the TED Open Translation Project brings TED Talks beyond the English-speaking world by offering subtitles, time-coded transcripts and the ability for any talk to be translated by volunteers worldwide. The project launched with 300 translations in 40 languages, and 200 volunteer translators. Find out how to translate for TED »

Generously supported by a visionary sponsorship from Nokia, the TED Open Translation Project is one of the most comprehensive attempts by a major media platform to subtitle and index online video content. It's also a groundbreaking effort in the public, professional use of volunteer translation.

Subtitles and transcripts

Every talk on TED.com will now have English subtitles, which can be toggled on or off by the user. The number of additional languages varies from talk to talk, based on the number of volunteers who elected to translate it.

Along with subtitles, every talk on TED.com now features a time-coded, interactive transcript, which allows users to select any phrase and have the video play from that point. The transcripts are fully indexable by search engines, exposing previously inaccessible content within the talks themselves. For example, searching on Google for "green roof" will ultimately help you find the moment in architect William McDonough's talk when he discusses Ford's River Rouge plant, and also the moment in Majora Carter's talk when she speaks of her green roof project in the South Bronx. Transcripts will index in all available

Most recent translations

Paul Ewald asks, Can we domesticate germs? in Romanian
Erik Harsman on reporting crisis via texting in Greek
Martin Seligman on positive psychology in Czech
A robot that flies like a bird in Turkish
VS Ramachanndran on your mind in Albanian
See more talks translated »

Most active translators


Lingua

by Seelan Palay — December 17, 2013

In partnership with Amara, we’ve enabled online subtitling of all of EngageMedia’s videos and are building a Southeast Asia network of human rights and environmental translators and subtitlers.

In February 2012, EngageMedia went live with some exciting technology: in partnership with Amara (Universal Subtitles) we’ve enabled online subtitling on all of EngageMedia’s videos. With our new Lingua Coordinator Seelan Palay, we’ve launched a Southeast Asia subtitling community for progressive video content, and you’re invited.

Why and How
The 600 million people spread across Southeast Asia share a common set of challenges: climate change, human rights, freedom of expression, corruption and much more. With hundreds of regional languages, communication and collaboration can be difficult. Translation and subtitling could always help, but now it’s a whole lot easier.

Stay in touch!
Subscribe to our Newsletter

Developed by the Participatory Culture Foundation (PCF), Amara is an easy to use captioning and translation platform which is currently in use by organisations such as Al-Jazeera, TED, and PBS NewsHour.

With the help of this tool, social justice and environmental campaigners across the region will be able to collaborate, share and make use of video works like never before.
The easiest way to caption and translate any video.

The most powerful and flexible subtitling platform in the world.

Add a Video

Features
- Embed the video anywhere
- Add subtitles yourself or ask viewers to help.

Help Create Captions and Subtitles

Help organizations and deaf and hard of hearing viewers make videos accessible around the world. Take a Look.
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- Origins of subtitling
- Professional Subtitling Standards
- Synchrony and Spation-temporal Restrictions
- Mechanics, Segmentation, Editing
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- Experience
- Motivations
- Tools
- Frustrations, preferences, habits, discussion?
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- Advent of Digital Culture

- New Media Practices:
  - Avatar (1)
  - Avatar (2)
  - Kung Fu Panda
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- Participatory, networked phenomenon

- Fansubbing communities (structured, quasi professional): different profiles, different priorities, cultural capital.

- New Activist communities (more variety: ad-hocracies, structured)

- Using freeware

- Implications of using other tools when circulating content: Only when showcasing, archiving?
hamidashita kaze wo atsumete mitaina
はみだした風を集つめてみたいな

Timed by Interactii

I want to try to gather up this swelling wind.
(Kujaku Myouhou: Mysterious Peacock Method)

Kujaku Myouhou!
Pit vipers are not found on Honshu, the largest island of Japan.

There is no chance of finding a pit viper in Honshu, let alone Tokyo.
(In an unprecedented episode of bad hearing and even worse jokes, Naruto has misheard hoshi (star) as boshi, and added ume to it to make umeboshi, a dried plum. God help us.)

You don't mean a dried plum, but a star from the sky?
Long time no see, girl.
NEW 歌舞伎町

NEW 歌舞伎町
Anime
Mein gewählter Deckname: „Marta“.

Claudia Maria Stöckl

克莉丝塔 西兰
Amy looks pretty in almost anything!!!

He is in a coma, you can't go in.
he has a sexier lips than the girl..so kissaable!!!
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- Specularization of public life (humanitarianism)
- Affectivity and ‘crisis ordinariness’
Anime-like titles
Anime-like titles

Search:
Thames
+ High Tide
+ Riverside
Anime-like titles
Night Watch
Accommodation at the University of Manchester
Israeli Apartheid

_vs_

Debtocracy
No Job Land
((Los pobres en primera fila ya no aguantan más))