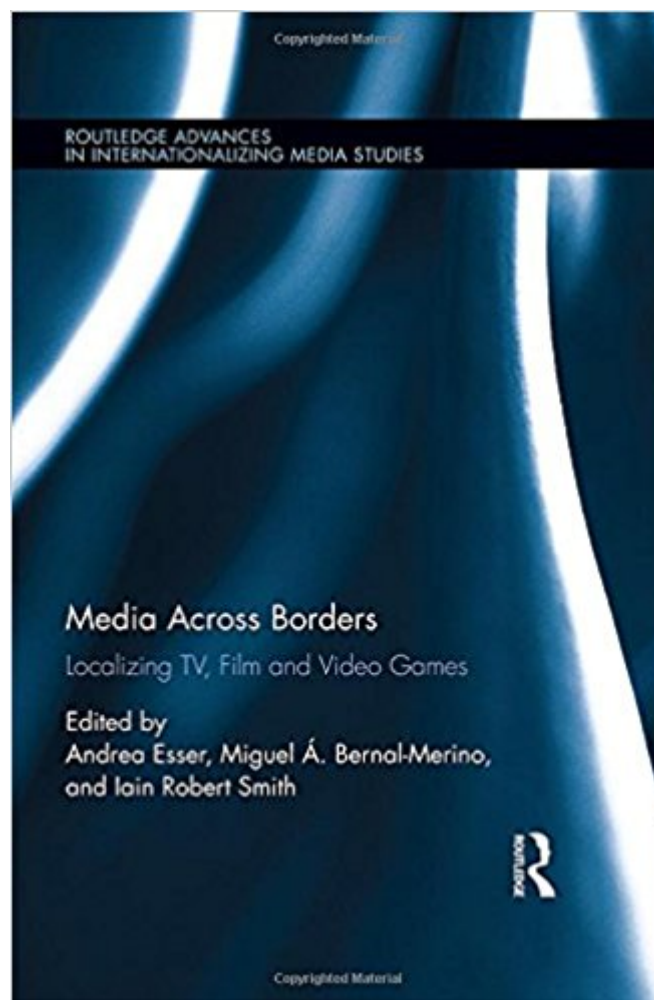




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Media Across Borders: Localising TV, Film And Video Games (Routledge Advances In Internationalizing Media Studies)



Synopsis

What happened when Sesame Street and Big Brother were adapted for African audiences? Or when video games Final Fantasy and Assassin's Creed were localized for the Spanish market? Or when Sherlock Holmes was transformed into a talking dog for the Japanese animation Sherlock Hound? Bringing together leading international scholars working on localization in television, film and video games, Media Across Borders is a pioneering study of the myriad ways in which media content is adapted for different markets and across cultural borders. Contributors examine significant localization trends and practices such as: audiovisual translation and transcreation, dubbing and subtitling, international franchising, film remakes, TV format adaptation and video game localization. Drawing together insights from across the audiovisual sector, this volume provides a number of innovative models for interrogating the international flow of media. By paying specific attention to the diverse ways in which cultural products are adapted across markets, this collection offers important new perspectives and theoretical frameworks for studying localization processes in the audiovisual sector. For further resources, please see the Media Across Borders group website (www.mediaacrossborders.com), which hosts a "localization" bibliography; links to relevant companies, institutions and publications, as well as conference papers and workshop summaries.

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"An urgent addition to accounts of globalization in the new millennium, *Media Across Borders* attends to key issues â “ digitalization, transnationalism and media convergence â “ to describe diverse practices of localization. Theoretically astute, the essays in this collection sparkle with insight and vigour."- Associate Professor Constantine Verevis, Monash University, Melbourne

"*Media Across Borders* provides a hugely welcome addition to debates about the globalisation and localisation of contemporary audiovisual culture. Its engaging, articulate and highly perceptive essays provide a series of thought provoking and timely interventions into some of the key features of the increasingly digitalised audiovisual landscape of the twenty first century."- Professor Lucy Mazdon, University of Southampton

"An interdisciplinary, innovative and unique volume. Interdisciplinary as it truly combines tools and methodologies from different areas to cast a close eye on today's production of, and market for, audiovisual entertainment. Innovative as it moves away from case study-based analyses and goes as far as to devote a whole section to outlining new, interdisciplinary research avenues. Unique as it draws together and combines concepts such as audiovisual translation and localization, which have too often, mistakenly, been kept apart. A highly recommended read." - Associate Professor of Translation, Elena Di Giovanni, University of Macerata, Italy

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