

The ATAA Awards

2015 Edition

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association
des traducteurs
adaptateurs
de l'audiovisuel

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1. Presentation

In 2010, the Association of audiovisual translators and adapters (ATAA) created a **Subtitling Award**, rewarding remarkable subtitling work in two theatrically released films. Given the success of its first edition, the association created a **Dubbing Award** the following year. Every year since, 4 outstanding authors have received an award for their work in one of the following categories:

Subtitle Adaptation of an English Language Film

Subtitle Adaptation of a Non-English Language Film

Dubbing Adaptation of an Animated Film

Dubbing Adaptation of a Live-Action Film

These awards reflect ATAA's ambition to make audiovisual translation and the specific skills it requires known to the general public, as well as to promote quality in audiovisual adaptations.

What is at stake in audiovisual translation and adaptation?

Without talented translators working behind the scenes, foreign films would remain inaccessible to the vast majority of French movie-going audiences. In fact, audiovisual translation is the only means through which a work can be widely shown in France.

Not only is it essential from an economic standpoint for the distribution of films, but it also proves to be of major importance in the way films are received by their target audience: a poorly adapted film can be shown, but it will not be appreciated at its true value. A quality adaptation is the only way to ensure the original work will not be betrayed.

Finally, audiovisual translation/adaptation has a true educational value: Whether in reference to one's mother tongue or foreign languages, the quality of adaptations seen by the young public has a direct impact on their language skills, the richness of their vocabulary, and their reading capabilities.

What does a quality adaptation involve?

It takes months to write a screenplay. And it takes just as much time to shoot and edit it. The translator has the responsibility of conveying the result of this intensive creative process to the French public.

The translators' work is therefore a creation in and of itself, fully justifying his or her status as an author.

Paradoxically, quality **subtitling** should enable the audience to forget they're not hearing their own mother tongue, thus giving moviegoers the illusion of understanding Japanese or hearing James Bond speak in French.

Subtitling strikes a subtle balance between the spoken-word, the written-word, and the image. It is a complex form of adaptation because it represents a double transcription: from one language to another, and from spoken to written word.

Remaining faithful to the original version and keeping in line with language registers, writing quality, flow, fluidity and smoothness of dialogue while ensuring a comfortable read are some of the key elements essential to a good subtitled adaptation.

The fundamental purpose of **dubbing** is to create an illusion, since the dialogue spoken by actors in the film is replaced with new dialogue.

The author has to safeguard the spirit, content, register and tone of the original version. Although the dubber must carefully respect the lip-synchronization (characters' lip movements), he or she must also take into consideration the acting itself, and ensure that the dialogue sounds natural.

Accuracy in relation to the original dialogues while ensuring fluent, flowing and natural language in French are key elements in good dubbing.

In an economic context that has taken its toll on the audiovisual sector, professional translators are the only guarantee that high adaptation standards will be maintained; a vital requirement for the enjoyment of audiences but also in respect to the economic potential of cinematographic works.

2. Principle and organization

The 2015 Adaptation Awards for Outstanding Subtitles will be granted in two categories: **Subtitle Adaptation of an English Language Film** and **Subtitle Adaptation of a Non-English Language Film**. This award will recognize superior adaptation and subtitling work for a film released in French cinemas between January and December 2014.

Films are selected through a dual process:

- **by ATAA**, which chose two films from each month's theatrical releases **before screening**, according to two criteria:

- a balance between films in English and those in other languages
- a balance between nationwide distributors

- **by members of the jury** who during the course of the entire year exchanged their impressions about all the films they saw in movie theaters in order to recommend the adaptations they felt deserved the other jury members' attention.

The 7 jury members judged the subtitles according to an assessment grid elaborated in collaboration with ATAA and selected 3 non-English language films and 3 English language films out of which the two winners will be chosen.

For the 2015 Adaptation Awards for Outstanding Dubbing, (**Dubbing Adaptation of an Animated Film and Dubbing Adaptation of a Live-Action Film**), the films taken into consideration were released on DVD between March and November 2014.

The selection was made according to the same process as that used for the Subtitling Awards, with the same concern for parity among distributors.

The 7-person jury evaluated the dubbing according to predetermined criteria defined together with ATAA and selected 5 live action films and 3 animated films out of which two winners will be chosen.

3. Films in competition

The jury selected the following films for the 2015 Adaptation Awards for Outstanding Subtitles.

Subtitle Adaptation of an English Language Film:

Title	Director	Distribution C°	Author
<i>Her</i>	Spike Jonze	Wild Bunch Distribution	Isabelle Audinot
<i>Men, Women and Children</i>	Jason Reitman	Paramount Pictures	Olivia Cherqui
<i>States of Grace</i>	Destin Cretton	Version Originale / Condor	Sophie Tierny

Subtitle Adaptation of a Non-English Language Film:

Titre	Director	Distribution C°	Language	Author
<i>Like the Wind</i>	Marco Simon Puccioni	Bodega Films	Italian	Céline Merlin
<i>Felicidad</i>	Daniel Burman	Eurozoom	Spanish (Argentina)	Lisa Bayle
<i>Ugly</i>	Anurag Kashyap	Happiness	Hindi	François-Xavier Durandy

The jury selected the following films for the 2015 Adaptation Awards for Outstanding Dubbing.

Dubbing Adaptation of an Animated Film:

Title	Director	Distribution C°	Language	Author
<i>The Lego Movie</i>	Phil Lord	Warner Bros.	English	Marion Bessay
<i>The Nut Job</i>	Peter Lepeniotis	SND	English	Jérôme Pauwels
<i>Frozen</i>	Chris Buck	The Walt Disney Company	English	Houria Belhadji

Dubbing Adaptation of a Live Action Film:

Title	Director	Distribution C°	Language	Author
<i>This is the End</i>	Seth Rogen & Evan Goldberg	Sony Pictures Releasing	English	Hélène Monsché
<i>August: Osage County</i>	John Wells	Wild Bunch Distribution	English	Isabelle Audinot & Cécile Delaroue
<i>The Grand Budapest Hotel</i>	Wes Anderson	20 th Century Fox	English	Bruno Chevillard
<i>About Time</i>	Richard Curtis	Universal Pictures	English	Sylvie Caurier
<i>Jimmy P.</i>	Arnaud Desplechin	Le Pacte	English	Françoise Monier

4. The jury for the 2015 awards

Subtitle adaptation awards

Catherine Aubert, technical director, Mars Films

Deborah Aumard, technical director, Ad Vitam

Laure-Hélène Césari, subtitle and voice-over author/adapter

Chloé Leleu, subtitle and voice-over author/adapter

Aïssatou Loum, journalist, Braindamaged.fr

Clotilde Maville, subtitle and voice-over author/adapter

Michèle Nahon, subtitle author, winner of the 2014 Subtitling Award for an English language film.

Dubbing adaptation awards

Pierre Arson, dubbing and subtitle author, and 2014 Dubbing Award recipient for a live-action film

Marie-Isabelle Chigot, dubbing author

Martine Da Silva, dubbing attaché at Paramount Pictures International France

Agnès Dusautoir, dubbing and subtitle author, and 2014 Dubbing Award recipient for an animated film

Mirentxu Pascal d'Audaux, dubbing author

Christel Salgues, Dubbing and Accessibility Department Director, Groupe TF1

Christèle Wurmser, dubbing director

5. ATAA

Three specialties, four goals

Founded in 2006 by professional translators, the Association of Audiovisual Translators and Adapters is now 250 members strong. The association groups together French and foreign translators working in the following areas:

- **subtitling**
- **dubbing**
- **voice-over** (dubbing of documentaries)

The organization has defined the following cornerstones:

- **Federate audiovisual translators and adapters**, professionals who are often isolated, allowing them to network and exchange information.
- **Increase the general public's awareness towards the challenges of audiovisual translation and adaptation.**
- **Represent translators and adapters in their dealings with institutions:** royalties agencies (Sacem and Scam), social security (Agessa), Centre National de la Cinématographie (CNC), government bodies.
- **Gain recognition and enhance the image of the profession, promote an exchange and dialogue between all the parties involved** (technicians, distributors, television stations, video distributors) **to promote high quality translations and adaptations.**

ATAA's mission

Increasing public awareness and enhancing the image of audiovisual adaptation and translation is achieved through:

- **a website (www.ataa.fr)**, presenting all the different professions involved in audiovisual translation/adaptation, and the current state of the sector.
- **a blog (www.ataa.fr/blog)**, focusing on the profession's current affairs and events for everyone interested in audiovisual translation.
- **an online journal, *L'Écran traduit* (www.ataa.fr/revue)**, publishing articles on essential topics with regard to subtitling, dubbing and voice-over.
- **organizing practical workshops** showcasing our profession in concrete terms, providing behind-the-scenes insight into audiovisual translation and its constraints (Salon du cinema, festivals, European Day of Languages, Regards croisés sur le doublage et le sous-titrage [*Diverse perspectives on dubbing and subtitling*] organized once a year).

But ATAA also:

- attends international specialized seminars and conferences in order to make our voice heard and represent translators/adapters working in the field.
- takes part yearly in audiovisual translators' training programs in order to inform future translators about the profession and make them aware of the difficulties they may encounter.
- maintains a constant dialogue with pertinent institutions (royalty societies, the CNC, Unifrance, government bodies)
- participates in an on-going dialogue with translation partners, in view of an inter-union exchange which gave rise to a Code of Ethics and Professional Practice under the auspices of the CNC.
- increases client awareness and educates them about the profession through a brochure: *Subtitling and Dubbing for Film and Television. A guide to foreign-language adaptation in France* (available for consultation or download on: <http://tinyurl.com/ataa-brochure>).

For more information, please consult: www.ataa.fr



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