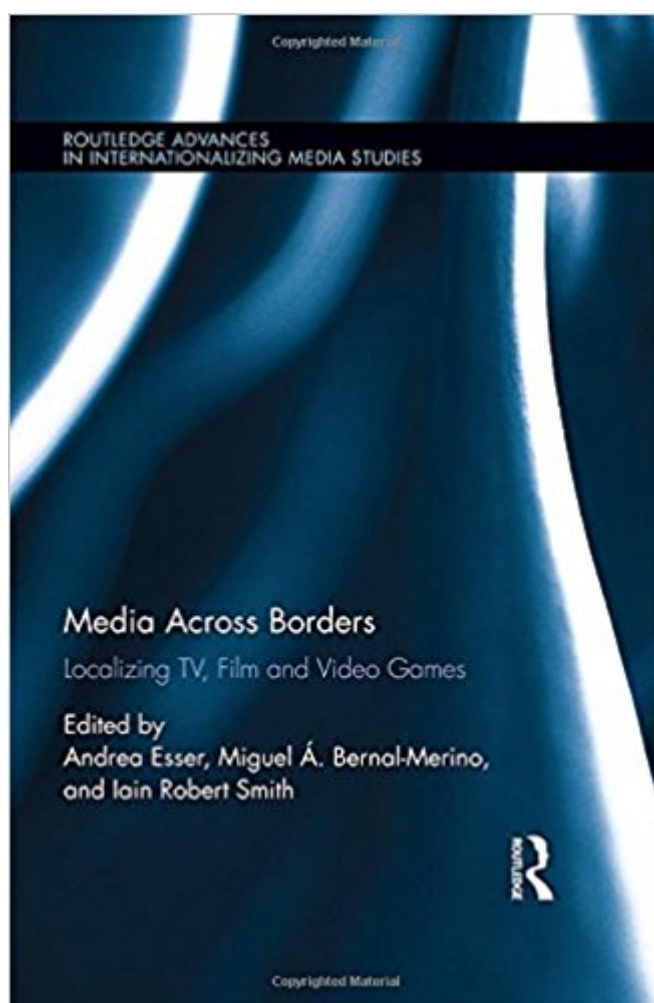


The book was found

# 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 Assassins 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](http://www.mediaacrossborders.com)), which hosts a localization bibliography; links to relevant companies, institutions and publications, as well as conference papers and workshop summaries.

## Book Information

Series: Routledge Advances in Internationalizing Media Studies (Book 14)

Hardcover: 244 pages

Publisher: Routledge; 1 edition (February 11, 2016)

Language: English

ISBN-10: 1138809454

ISBN-13: 978-1138809451

Product Dimensions: 0.5 x 6.5 x 9.5 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #599,690 in Books (See Top 100 in Books) #225 in Books > Reference > Words, Language & Grammar > Translating #491 in Books > Humor & Entertainment > Television > Shows #1108 in Books > Textbooks > Communication & Journalism > Media Studies

## Customer Reviews

"An urgent addition to accounts of globalization in the new millennium, *Media Across Borders* attends to key issues – digitalization, transnationalism and media convergence – 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

Andrea Esser is a Principal Lecturer in Media and Communications at the University of Roehampton, UK  
 Iain Robert Smith is a Lecturer in Film at the University of Roehampton, UK  
 Miguel Ángel Bernal-Merino is a Senior Lecturer in Game and Media Localisation at the University of Roehampton, UK

[Download to continue reading...](#)

*Media Across Borders: Localising TV, Film and Video Games* (Routledge Advances in Internationalizing Media Studies)  
*Video Games, Violence, and Crime* (Video Games and Society)  
*How Do Video Games Affect Society?* (Video Games and Society)  
*Translation and Adaptation in Theatre and Film* (Routledge Advances in Theatre & Performance Studies)  
*Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport* (Routledge Research in Cultural and Media Studies)  
*Documenting the Documentary: Close Readings of Documentary Film and Video, New and Expanded Edition* (Contemporary Approaches to Film and Media Series)  
*Feature Detectors and Motion Detection in Video Processing* (Advances in Multimedia and Interactive Technologies)  
*(Advances in Multimedia and Interactive Technologies (Amit))*  
*Between Film, Video, and the Digital: Hybrid Moving Images in the Post-Media Age* (International Texts in Critical Media Aesthetics)  
*Travel Games for Adults: Coloring, Games, Puzzles and Trivia: Featuring*

Over 60 Activities including Group Games, Games for Two, Scavenger Hunts, ... Word Search, Word Scramble and more Warriors Word Scramble: Word Scramble Games - Word Search, Word Puzzles And Word Scrambles (Word Games, Brain Games, Word Search, Word Search Games, Word ... Scramble, Word Scrabble, Unscramble Word) Hoyle's Rules of Games: The Essential Family Guide to Card Games, Board Games, Parlor Games, New Poker Variations, and More Reforming The Higher Education Curriculum: Internationalizing The Campus (American Council on Education Oryx Press Series on Higher Education) Latino Images in Film: Stereotypes, Subversion, and Resistance (Texas Film and Media Studies Series) Video Games Memes: Hilarious Free Video Game Memes & Jokes 2017 - Memes Free, Memes for Kids, Ultimate Memes, Manga Memes The Routledge Queer Studies Reader (Routledge Literature Readers) Designing Creatures and Characters: How to Build an Artist's Portfolio for Video Games, Film, Animation and More Creating Characters with Personality: For Film, TV, Animation, Video Games, and Graphic Novels An Illustrated History of 151 Video Games: A detailed guide to the most important games; explores five decades of game evolution Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) The Film Encyclopedia 7th Edition: The Complete Guide to Film and the Film Industry

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)