

## **The Role of Subtitling to Tamil Viewers**

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Subtitling in any language should serve 4 functions:

- \*Enhance comprehension of programme
- \*Enhance appreciation of programme
- \*Convey information
- \*Impart knowledge

### **Enhance Comprehension:**

Tamil viewers often are put off watching documentaries in English or other languages because of the difficulty in understanding terminologies and word registers used. Since they are unable to comprehend the finer nuances of the narration, they do not comprehend the programme completely. This reduces their enjoyment and appreciation of the programme.

Tamil subtitles will help to reduce this problem and open these programmes to more Tamil reading viewers.

### **Enhance Appreciation**

An appreciative audience is an advertisement in itself.

### **Convey Information**

Information of all kinds will reach the Tamil speaking and reading viewer easily, quickly and cost efficiently. Tamil subtitles in documentaries over Nat Geo and Discovery will be a boon to Tamil viewers. Helps them keep abreast with latest technology, medical breakthroughs, history, culture of other civilizations.

### **Why is Tamil subtitle necessary to Tamil community ?**

- \* To expose the Tamil literate viewer to various information and knowledge available in other languages, i.e. progs such as Discovery, Nat Geo, AXN, Discovery Travel or even Chinese progs. - The Role of an Educator
- \* To help intensify the usage of Tamil among Tamil speaking viewers, thus providing an opportunity to informal users of Tamil to improve their command of the language. - The Role of a Language Teacher
- \* To provide a platform to coin new words, terminology and registers - The Role of a Dynamic Linguist

- " To enable viewers to obtain and understand information on Government policies i.e. national budget, thus increasing awareness of the same - The Role of a Communicator

### **How are we doing the subtitling?**

1. We ask the client to send the master tape of the movie or serial that they desire to subtitle.
2. The movie/serial is then transferred onto a regular VHS with the time code (timings in hour,mins and seconds are displayed below on the screen throughout the movie/episode to be translated).
3. This Time coded VHS is then handed over to the script writer (One who translates the dialogues of the movie/serial).
4. Script writer notes down the time as is displayed on the screen, at the beginning and end of each dialogue and then types/writes the translation of each and every dialogue.
5. While typing the dialogues certain standardized format is followed by all the script writers. Like for eg:- words in each line should not exceed 32-36 characters.
6. Once the entire episode/movie is translated, it is checked thoroughly for the quality of language.
7. The checked script is then saved on to a floppy disk and handed over to the subtitling department.
8. After this floppy is received by the editor he starts recording the subtitles according to the time code. i.e : The time duration of the translated dialogue typed by the script writer should match the time code of the film/serial which has to be subtitled in the desired language.

On the whole, this paper will elucidate the importance of Tamil subtitling to the Tamil community and how it disseminates the informations in a more precise way with minimal words taking into consideration time and space constraints. And also this paper will depict what kind of problems we faced for introducing the Tamil subtitling in the system and how we overcome all the issues that too with special references to TAMIL FONTS.