



2018-19 School of Chinese Seminar

User-Driven Metamorphoses of Popular Audiovisual Narratives: In Light of the Remix 'Meeting Sheldon'

流行視聽敘事在受眾媒介力驅動下的變形：從混剪視頻《寨見謝耳朵》談起

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Time 時間: 11:30 a.m.- 12:30 p.m. Monday 26 August 2019

Venue 地點: Room 730, Run Run Shaw Tower, Centennial Campus, The University of Hong Kong

Language 演講語言: English

Abstract:

This talk will explore the user-driven metamorphosis of the popular audiovisual texts in the Chinese context. It will focus on the fan-made video Meeting Sheldon produced by the fandubbing group Huai Xiu Bang in 2014 as their response to the official ban of the sitcom The Big Bang Theory from licensed online broadcast in China. Huai Xiu Bang remixed the disintegrated clips and audio assembled from the original series, while combining them with a newly dubbed soundtrack in Chinese and English. Through pseudo and mock translation and ontological jumps, fan trans-mediators situated the main characters from the original storyworld at the intersections between different narrative worlds and thus created an unnatural narrative that deliberately ridiculed the censorship. The case study will lead to a further discussion on the dynamic form of intermediation in the digital ecology of citizen media. By repurposing commercially pre-distributed storylines, users with sophisticated media literacy are able to breach the boundaries between their own cultural-political realities and the industrial context linked to the original storyworld – all while imposing upon the later their extradiegetic desire to transform the 'target text'.

Link to the video: <https://www.youtube.com/watch?v=E3SJfjWJmCs>

本文將剖析混剪視頻《寨見謝耳朵》中的謬譯和偽譯以及本體論轉敘現象。該視頻由粉絲配音組淮秀幫于 2014 年制作，把《生活大爆炸》中主要角色們置于多個現實與虛擬敘事世界的交界場域中，並向混剪後的音像中植入原創中文和英文配音及字幕信息，創作了一個嘲諷審查制度的新故事。在此案例分析的基礎上，本文將從視聽翻譯和非自然敘事的理論視角進一步探討視聽敘事在受眾媒介力驅動下所經歷的變形以及由此產生的公民媒體效應。

Bionote:

Dingkun Wang is a postdoctoral research fellow at the School of Foreign Languages of Shanghai Jiao Tong University, China. He holds his PhD in Translation Studies from The Australian National University. His research interests include Audiovisual Translation, online communities of practice and the digital economies in the Global South, and Posthumanism and studies in digital media culture.

王定坤，上海交通大學外國語學院博士後研究員，獲澳大利亞國立大學翻譯學博士學位。他的研究主要涉及視聽翻譯與傳媒，互聯網實踐社區與全球南部的數媒經濟，以及後人類主義與數媒文化研究。

All are welcome