

Translate to Evolve.

TRACKING THE EVOLUTION OF GLOBAL COMMUNICATION

A NEWSLETTER PUBLISHED BY

ICDTranslation

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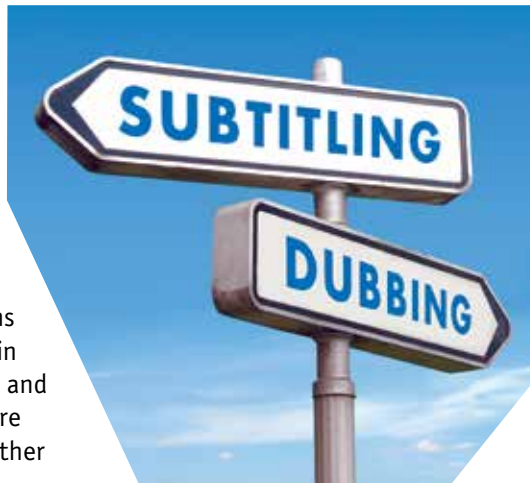
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The Pros and Cons of Subtitling and Dubbing

The great debate about which is better, subtitling or dubbing/voiceover, may never be concretely decided. If a movie or television show is dubbed or subtitled really depends on the country and culture of the audience. For example, films and TV shows being shown in the French, Italian, German and Spanish (FIGS) languages are more likely to be dubbed rather than subtitled.



Dubbing is an adaptation to a culture, not simply an adaptation to a language. It has the ultimate goal of recreating a version that is as close to the original as possible.

On one hand, FIGS-speaking audiences prefer their cinema and TV shows to be dubbed because reading subtitles can be distracting, and the use of a real actor’s voice and personality can add to the overall experience. Moreover, subtitles are a condensed version of the material; they have to fit on the screen and also have to be read quickly, which can undermine the audience’s understanding of the story.

On the other hand, non-FIGS-speaking audiences prefer subtitling, and many studios and production companies do too. This might have something to do with the fact that the cost of voiceover is much higher than the cost of subtitling. Further, some studios prefer to keep the integrity of their actors’ voices through the use of subtitling. Audiences sometimes also find the lack of

synchronization between dubbed dialogue and the movement of the actors’ mouth to be distracting. These are just a few of the pros and cons of subtitling and voiceover/dubbing. There is no right or wrong answer when it comes to the sub vs. dub debate. Audiences will continue to watch films and TV shows with the method they prefer, while studios and production companies will continue to pay for the method that will get them the most bang for their buck. ☞

Sources: MultiLingual Computing; People Magazines

6 Surprising Facts About the North Pole

There’s more to the North Pole than just snow and Santa with his reindeer.

1. It was discovered by Robert Peary, Matthew Henson and four Eskimo companions in 1909.
2. Several countries — Russia, Canada, Norway, Denmark (via Greenland) and the United States (via Alaska) — are fighting over the vast underground oil reserves, which are estimated to make up 30 percent of the world’s untapped oil reserves.
3. There is no land beneath it; it’s just a floating ice sheet that expands during the colder months and shrinks to half its size in the summer.
4. There are two definitions: A) The north magnetic pole, which is a magnetic phenomenon that changes daily depending on what is happening under Earth’s crust. B) A north terrestrial pole, which is the fixed point that references the top of the Earth.
5. It’s warmest in July at a freezing 32 degrees, while temperatures drop to 31 degrees below zero by February.
6. It faces six months of pure daylight and six months of total darkness because of the angle at which it receives sunlight. ☞



Source: NBC News



Sailing Race Around the World – Solo

The Vendée Globe is the only nonstop, solo sailing race around the world in which a sailor cannot receive any outside assistance. The event was created in the spirit of the 1968 Golden Globe, which was the first non-stop solo around the world race via the three capes (*Good Hope, Leeuwin and the Horn*).

Out of the nine who set sail in 1968, only one made it back after 313 days at sea: the British sailor Robin Knox-Johnston, who became the first sailor to sail alone around the world without stopping.

20 years later, French sailor Philippe Jeantot, who had previously won two solo around the world races with stopovers, came up with the idea of the Vendée Globe.

Known as the Everest of the seas, it features ice-cold conditions, waves as high as mountains and unpredictable storms in the Southern Ocean.

Won by some of the greatest names in sailing, the eighth Vendée Globe set sail from les Sables d'Olonne in Western France on Nov. 6.

Only time will tell who will sail to the finish line first! ☞ *Source: Vendée Globe*



Feast or Famine: Big Names Offer Unusual Fast Foods

From McDonald's to KFC to Subway, fast food restaurants across the globe take a slightly different approach to their traditional cuisines. These five unusual fast food items that will either make your mouth water and/or your jaw drop.



McDonald's/Facebook

1. **Sweety con Nutella** (pictured above): Nutella sandwiched by two sweet rolls – *McDonald's Italy*
2. **Cheeseburger Pizza Crust**: Pizza with a cheeseburger stuffed crust – *Pizza Hut U.K. and Middle East*
3. **Zinger Double Down**: Burger topped with bacon and cheese between two fried chicken fillets drenched in barbecue sauce and white pepper sauce – *KFC Korea*
4. **Gracoro Burger**: Available only during winter; features a patty filled with macaroni, shrimp and white sauce with a breadcrumb crust, and topped with cheese and a demi-glace sauce – *McDonald's Japan*
5. **Green Peas Patty Sub**: As an option for India's large vegetarian population, Subway offers a popular meatless patty made of green peas. Other vegetarian options include aloo patties (made with potatoes), chatpana chana patties (made with chickpeas) and hara bhara patties (made with potatoes and green vegetables) – *Subway India* ☞

Source: Entrepreneur.com



To a Fruitful New Year!

Our preferred English to Dutch translator, Martijn, gave us a wonderful Christmas gift. He and his group planted a tree at their Bolivian office in ICD Translation's honor.

This beautiful fruit tree native to Bolivia is to, "Symbolize growth and contribute to the well-being of our environment and planet."

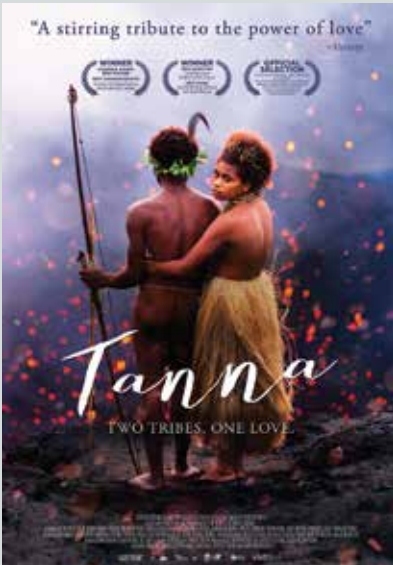
Well Martijn, ICD Translation loves it and can't wait to see it grow and bear bushels of fruit. Thank you for your kind gesture and we too look forward to a fruitful new year!


A native Dutchman, Martijn was born in Eindhoven and raised in Betuwe. After meeting his now-wife in Bolivia, he decided to move there permanently. In Bolivia, English skills are in high demand and Martijn was offered a translation opportunity. He realized he liked translating and pursued it as a career.

Martijn specializes in technical, IT and marketing translations. He enjoys user, installation and maintenance manual translation as well as app and software localization. Martijn loves to mountain bike, hike, and travel South America in his 1957 VW bus with his wife and two sons. ☞

RECOMMENDED 
International Films

Tanna - Australia, 2015



Tanna is Australia's official entry for Best Foreign Language Film at the 2017 Academy Awards®. Set on the island of Tanna in the South Pacific, Wawa, a young girl from one of the last traditional tribes, falls in love with her chief's grandson, Dain. When an intertribal war escalates, Wawa is unknowingly betrothed as part of a peace deal. The young lovers run away together, but are pursued by enemy warriors intent on killing them. The couple must choose between their hearts and the future of the tribe, while the villagers must wrestle with preserving their culture and adapting it to the increasing outside demands. Tanna is based on a true story and performed by the people of Yakel in Vanuatu.  Source: Contact Films




WORD ORIGIN:
Democracy


Etymology: The word comes from *demos*, meaning "common people" and *kratos*, meaning "strength."

The term "democracy" first appeared in ancient Greek philosophical thought during classical antiquity. Led by Cleisthenes, known as the father of Athenian democracy, Athenians established what is generally thought of as the first democracy in 508-507 B.C.  Source: Wikipedia

What's New at ICD? ICD Translation recently added more than 60 professionals to our team to service a great new client. We are proud to be a language service provider who believes in quality, turnaround efficiency and customer satisfaction.

UNIQUE WORDS:
5 English Words Without a Rhyme

Roses are red, tulips are orange...? Words like "orange" aren't used in rhyming poems with much success. Why? No rhyme exists. These five common english words cannot be rhymed: Bulb, Orange, Angel, Silver, Month. That is why the violets were "blue."  Source: Dictionary.com



COUNTRY PROFILE **Ireland**

Ireland is an island separated from Great Britain to its east by the North Channel, the Irish Sea and St. George's Channel.

Politically, Ireland is divided between the Republic of Ireland (Ireland) and Northern Ireland, which is part of the United Kingdom.

Ireland is a small, modern, trade-dependent economy. The export sector, dominated by foreign multinationals, has become a significant component of the economy. The low corporation tax and a deep pool of tech talent has contributed to increased business investment and attracted companies from around the world.

English and Irish Gaelic are Ireland's official languages. While English is the most widely used, Gaelic is spoken by approximately 40% of the population as a first or second language. In terms of religion, 85% of the population is Roman Catholic. Irish culture has had a significant influence on other cultures, especially with regards to literature. A strong indigenous culture remains, and

is highlighted by Gaelic games, Irish music and the preservation of the Gaelic language. Irish culture continues to be influenced by Great Britain; some examples include the predominance of the English language and sports such as football, rugby, horse racing and golf. 



- LAND AREA:** 26,596 sq. miles
 - POPULATION:** 4,952,473 (July 2016 est.)
 - MEDIAN AGE:** 36.4 years
 - INDUSTRIES:** pharmaceuticals, chemicals, computer hardware and software, food products, beverages and brewing, medical devices
 - EXPORTS:** \$125.5 billion (2015)
 - EXPORT PARTNERS:**
 - US..... 23.7%
 - UK..... 13.8%
 - Belgium..... 13.2%
 - Germany..... 6.6%
 - Switzerland..... 5.5%
 - IMPORTS:** \$75.7 billion (2015)
 - IMPORT PARTNERS:**
 - UK..... 32.5%
 - US..... 14%
 - France 10.2%
 - Germany..... 9.3%
 - Netherlands..... 4.9%
- Sources: Wikipedia; CIA World Factbook

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New Year. New Look.

We are excited to announce the launch of ICD Translation's redesigned website. Now it's even easier to navigate, find resources and start the translation conversation. Check it out! <http://icdtranslation.com>



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