Dubbing or subtitling? The socio-cultural context of exported Turkish television series

The French political scientist Dominique Moisi (2016) coined the notion that our conception of the world is, to a large extent, shaped by emotions mediated through television series. It is not only television series made in the Western world that impact on the societies in which they are produced and broadcast; television series in the Muslim world also reflect societal and political developments and influence public opinion. A clear example is the popularity of Turkish television drama in the Middle East, North Africa, the Balkans and Central Asia. Turkish television series may be counted amongst the most exported cultural products. On television, they are mostly dubbed in the local language; on the Internet, subtitles are used. In the process of translating, be it by dubbing, or by subtitling, adaptations to the receiving audiences are made. Adaptations may also be made on the visual level, for instance by cutting scenes. But more subtle changes may also be applied to dialogues to avoid sensibilities. This project aims to explore the role of language in transposing Turkish series to other socio-political contexts in the Muslim world, such as Arabic-speaking, Bosnian-speaking or Indonesian-speaking communities.

The ESR will be under the supervision of Dr. Petra de Bruijn (Leiden University) and co-supervision of Drs. Laurents Sesink (Leiden University) and Pierre Hecker (Philipps University of Marburg). External tutor: Simone Brannahl (PS Media).

Each applicant may apply for up to 3 Early Stage Researchers positions.

Eligibility criteria:

- no residence in the Netherlands for more than 12 months in the 3 years immediately preceding the engagement date
- no PhD degree
- less than 4 years of research, Master excluded
- not restricted to EU citizens

Application file:

- copies of degree certificates (Master degree or equivalent)
- curriculum vitae
- list of publications (if applicable)
- reference letter
- 2-page research proposal
- short motivation letter

For further information about the project and the position, please contact: info@itn-mida.org