

The Translation of Graphemes in Anime in Its Original and Fansubbed Versions

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Anime, Japanese animation, is massive, with “60% of the animation in the world made in Japan” (Goto-Jones 2009, 3). Much anime is fansubbed (subtitled by fans), and these fans are not constrained by the industry’s rules. This means that they have complete liberty in subtitling, which allows for really creative manners of subtitling. Even if this freedom can sometimes be taken ad maximum—with subtitles covering the entire screen—fansubs have shown creative solutions in the rendering of subtitles, and especially of on-screen graphemes. This study presents a series of cases of how on-screen graphemes have been subtitled in anime over the years, and concludes that, even if fansubs can frequently be excessive, they are at the fore of creativity.