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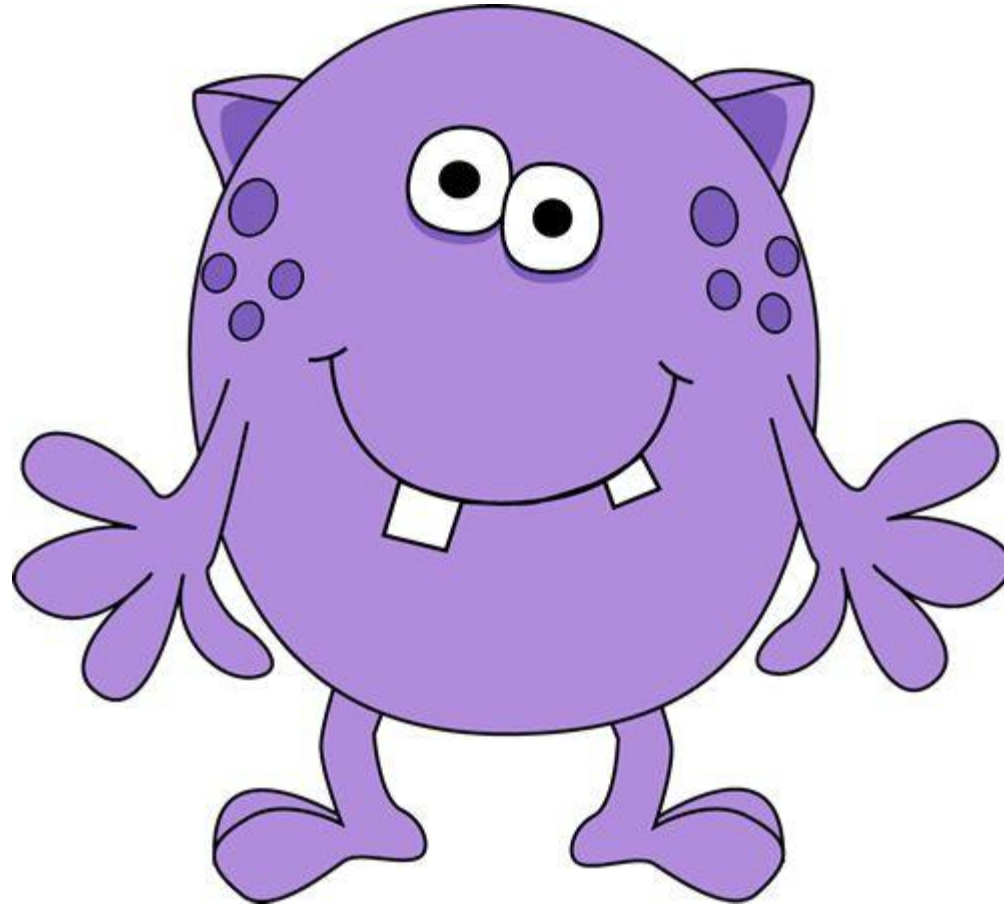
# **POLISH FLIRT WITH DUBBING**

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Nitra, 15-16 June, 2016

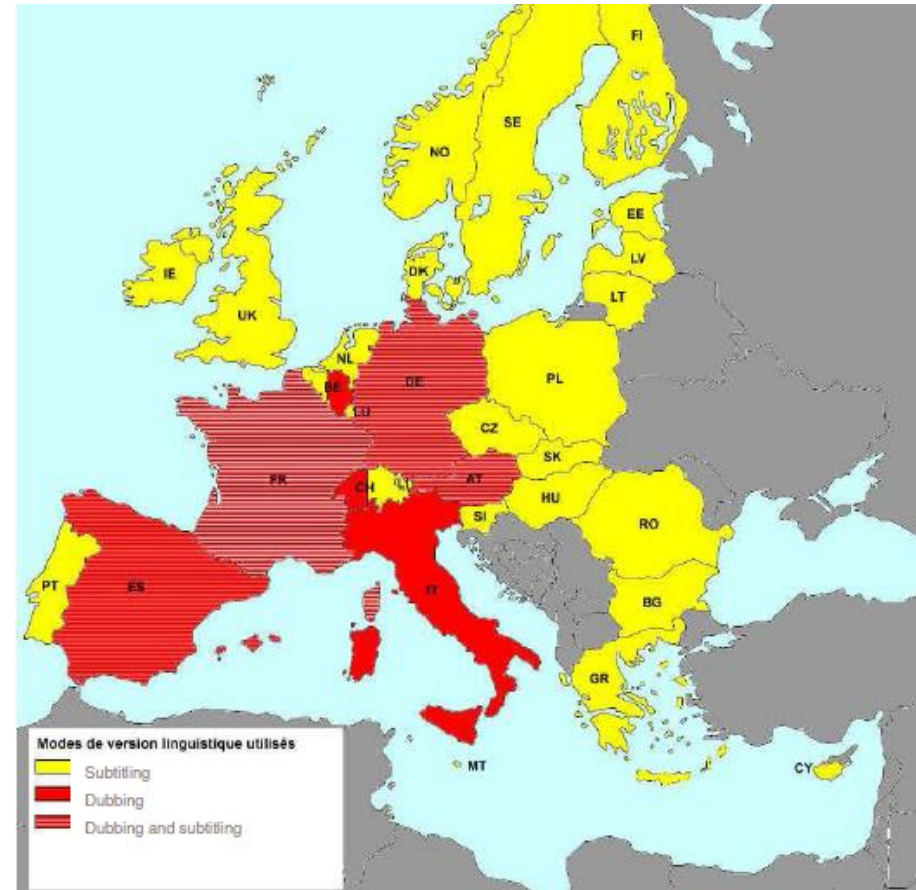
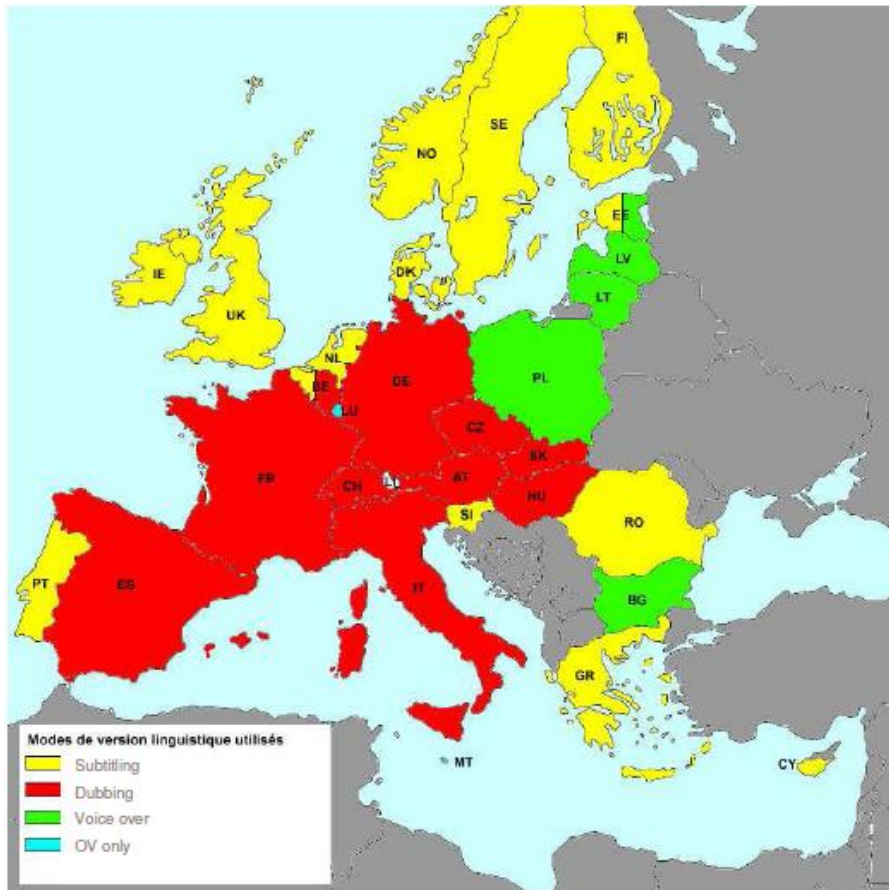
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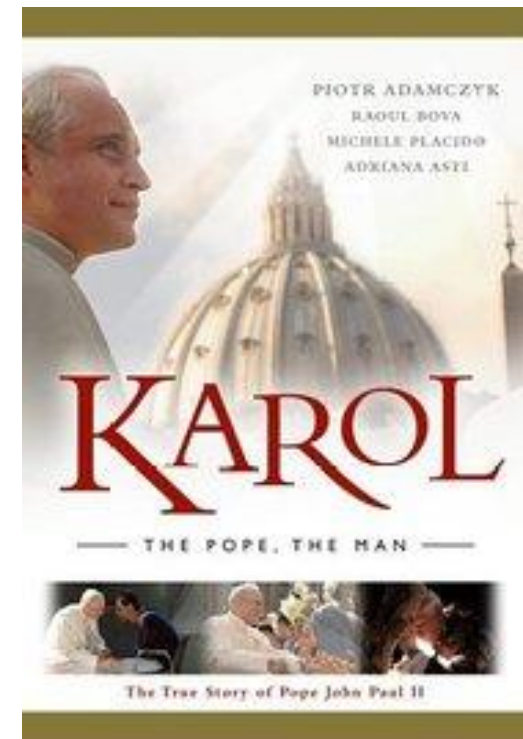
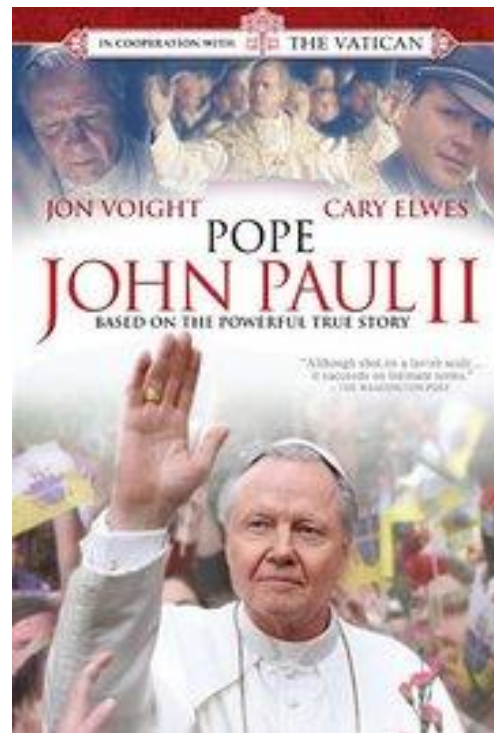
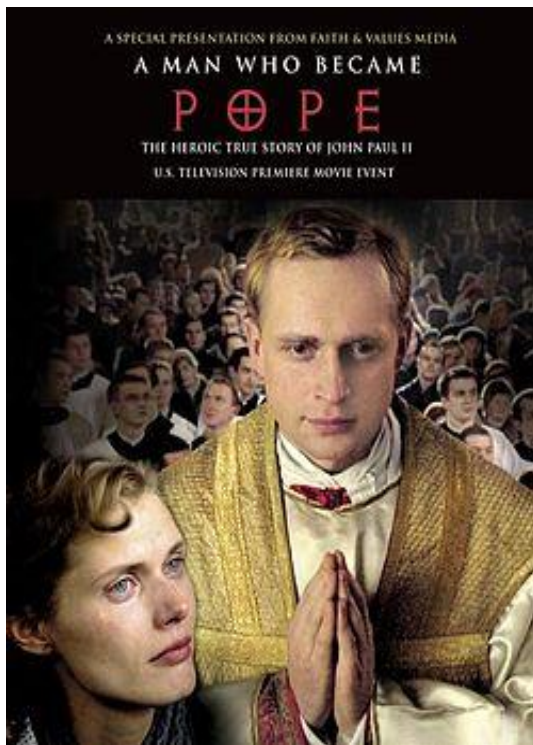
THE VOICE-OVER MONSTER

# POLAND ON THE AUDIOVISUAL MAP



# DUBBING IN POLAND

- Cartoons
- Feature films for young audiences
- Commercials
- Some exceptions...



Films dubbed into Polish from Italian and English due to the assumed target audience that was expected not to be used to reading subtitles and due to the possible lack of credibility of the film in which Polish Pope spoke other language than Polish especially during scenes set in Polish realia.

# POLISH FILMS MADE OF PARAMOUNT



- Multi versions since early 30'
- At least 4 Polish versions

## PRE-WAR

Majority of this year's films had dialogues. The audience finally got used to them and learns to like them. The complaints from the audience, on linguistic matters, stopped. Actually it is not so important if one understands French or English. „City streets” - a talkie – is so visually eloquent that those who don't speak English would understand it even without subtitles. On a few occasions, an attempt was made to introduce Polish language to foreign films.

Jan Lem; „Kino”, 3 stycznia 1932





12 films dubbed before War War II

## PRE-WAR

- 1930-1932: four films dubbed by Polish engineers.
- 1934: British Acoustics installes a dubbing studio in Warsaw: 3 films „I was a spy”, „Episode” and „The Unexpected Journey”
- 1938: „Snow White and the Seven Dwarfs” in Paris.



All three films suffered the same crushing failure. The Polish public did not want this substitute at any price, although the system was becoming popular in many European countries. One single exception was „Snow White and the Seven Dwarfs”, which succeeded because it contained no living actors.

Ford & Hammond, 2009

## 1960-1970

In 1960-1961, dubbing gained more power. In 1960 we dubbed 31 films and in 1961, 40. In the following years these numbers oscillated close to 45, in 1964 - 66 films and in 1965 - 53. At that time dubbing counted for nearly 1/3 of cinema screenings.

# PREFERENCES IN POLAND

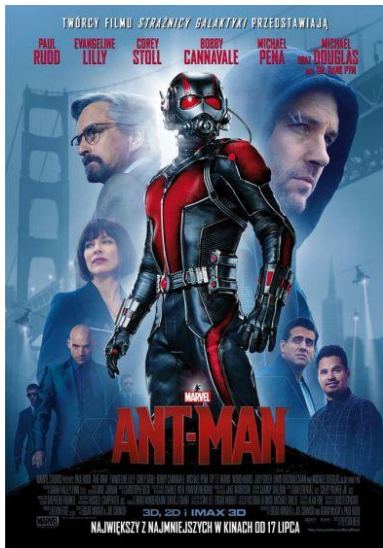
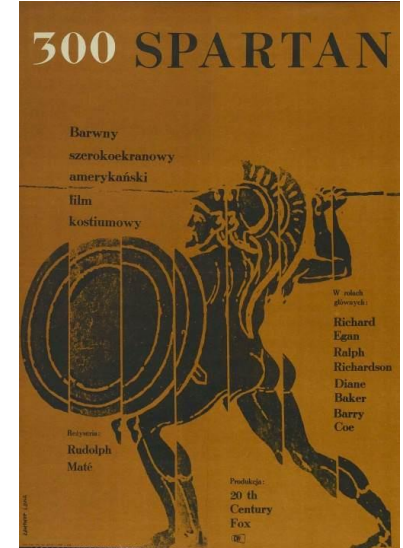
Year	Voice-over	Dubbing	Subtitling
1995	50,2%	43.3%	8%
1997	57%	36%	5%
2000	59%	32%	9%
2002	50,2%	43,3%	8%
2005	45%	46%	4%
2007	45%	45%	4%

Sources: TZN OBOP, SMG KRC, TVP

# RECENTLY DUBBED FILMS



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