

Research on Dubbing in Campus-Themed Feature Films

Jiani Zou, Fang Zhao, Ying Zhang*

Beijing Union University, Beijing, 100101, China

**Corresponding author*

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Abstract: Campus-themed feature films, as one of the carriers of a school's audiovisual image and an integral part of campus culture, play a significant role in reflecting the educational level, portraying campus life, highlighting campus culture, and uniting teachers and students. Campus-themed feature films fall within the category of television feature films and have their own characteristics in terms of voice-over dubbing. This paper examined the language characteristics of voice-over dubbing scripts for campus-themed feature films, such as mass appeal and imagery characteristics, conciseness and logical reasoning characteristics. Though analyzing the connotation of campus-themed feature films, dubbing techniques including internal and external expression voice-over commentary are examined for meeting the requirements for creation of campus-themed documentaries. This paper concludes that combining practical experiences in creating campus-themed feature films and incorporates typical cases of such films can help understand the characteristics of voice-over dubbing, improve dubbing techniques, and meet the requirements in this genre.

1. Introduction

As condensed "visual business cards", campus-themed feature films showcase the image, personality, and strength of a school. They have a strong documentary nature. These types of films stand at the height of a school's image, deeply exploring its educational philosophy, cultural characteristics, etc., and allowing the elements presented in campus-themed feature films to rely on the essence of campus culture. Through audiovisual means, they strategically communicate a school's image. This article focuses on the creation of campus-themed feature films, discussing the features of voice-over dubbing, dubbing techniques, and the requirements posed to creators.

2. Language Characteristics of Dubbing Script for Campus-Themed Feature Film

In terms of content, the voice-over script of campus-themed feature films reflects the current situation of a school. In terms of expression, it mainly focuses on straightforward introductions and explanations. Campus-themed feature film voice-over scripts belong to a form of media that falls between television art and news. Under the framework of campus themes, they need to possess the mass appeal and imagery of television art, as well as the conciseness and logical reasoning of news.

2.1 Mass Appeal and Imagery Characteristics of Campus-Themed Feature Film Voice-Over Scripts

Campus-themed feature films need appropriate textual descriptions to deepen the emotional impact of the works based on video. Firstly, the target audience of campus-themed feature films is a wide range of people. The works strive to showcase campus culture, teaching content, outstanding achievements, etc. Only by using more universally accessible language expressions can the audience accurately perceive the realities and emotions conveyed in the films and feel that beautiful things are close at hand.

Secondly, the language of campus-themed feature film voice-over scripts is based on real events and characters on campuses, integrating the characteristics of the things shown in the screen images. This integration expands the depth and breadth of the visual space, giving it an imagery characteristic. In Beijing Union University's campus feature film "Entering the Robot College", the voice-over script describes the scene of the "Deyi School-Level Experimental Class" (named after a well-known expert in AI area of Chinese Academy of Sciences, Dr. Deyi Li) as follows:

Among them, the Deyi Robot Experimental Class Innovation Factory undertakes extracurricular research tasks for experimental class students and freshman seminars in the Robot College. Students perceive and practice here.

This passage further describes the characters and events shown in the scene background of the "Deyi Experimental Class", complementing the visuals and enhancing the audience's viewing experience.

2.2 Conciseness and Logical Reasoning Characteristics of Campus-Themed Feature Film Voice-Over Scripts

Campus-themed feature film voice-over scripts require direct information expression and summarizing the reality^[1]. The 2016 Top 100 Chinese University feature Films were all within fifteen minutes, including screen time, music, and synchronous sound, so the conciseness and precision are put as priority. With the limited time, each line of dialogue aims to be essential, complementing the visuals and reflecting the emotions and values of the entire feature film. For instance, in Tsinghua University's campus feature film "A Century at Tsinghua", the description of the campus is as follows:

In 1911, Tsinghua started here. With the identity of a preparatory school for studying in the United States and the desire to enhance national strength. Today, Tsinghua is still embarking on the path of exploring higher education in China. Just as the school song says, 'Integrity and Perseverance, Unconstrained by East or West,' Tsinghua attaches great importance to academic exchanges between China and the world.

This voice-over script, in a short passage, describes the past and present of Tsinghua University's campus, resonating with the visuals of Tsinghua's campus. It also uses the school song to represent Tsinghua University's integration of Chinese and Western cultures and its diverse academic atmosphere, showcasing the conciseness and logical reasoning characteristics of campus-themed feature film voice-over scripts.

3. Dubbing Techniques for Campus-Themed Feature Films

Understanding the characteristics of the voice-over script is the foundational work for voice actors. It helps in analyzing the word and sentence structures, thereby grasping the overall structure of campus-themed feature films. Based on this understanding, voice actors can employ dubbing techniques and inject emotions at appropriate times. The application of dubbing techniques for campus-themed feature films should be closely related to the reality of the school. It requires a

meticulous understanding of the internal thoughts conveyed in the feature film to accurately grasp the conveyed thoughts and emotions. Therefore, when dubbing for a feature film, it is important to determine which content in the voice-over script is the freshest, most important, and resonates most with the audience. By utilizing internal and external dubbing techniques, these important elements can be highlighted, leaving a profound impression on the audience.

3.1 Connotation of Campus-Themed Feature Films

Campus-themed feature films are a vital force in the construction of campus civilization. Grasping the films allows voice actors to stimulate their own thoughts and emotional changes, providing a foundation for the application of dubbing techniques in subsequent voice acting creations^[2].

3.1.1 Real Reflection of Campus Life

The colorful student life on campuses provides rich materials for campus-themed feature films. These films truly record various aspects of campus life, presenting an authentic depiction. "Entering the Robot College" is based on the current research situation of Beijing Union University and narrates the daily lives of experts, scholars, and students in the robot college, as they engage in scientific research and participate in challenging competitions in the field of intelligent technology. It reflects the patriotic sentiments of Beijing Union University students and their contributions to the development of the school and society.

3.1.2 Exemplifying Campus Culture

The purpose of campus cultural work is to cultivate students who have comprehensive development in morality, intellect, physique, aesthetics, and labor. Campus media plays a significant role in achieving this goal. In the campus feature film "University of Chinese Academy of Sciences (UCAS)", the clear theme "encountering UCAS, encountering an incredible version of oneself in the future" vividly showcases campus culture. The film demonstrates that UCAS is not only a shrine of science but also fertile soil for humanities. It showcases the school's unique personalities, the dedication of teachers and students engaged in scientific research, and the vibrant display of talent on dazzling stages.

3.1.3 Guiding Students' Behavior and Thoughts Positively

Campus-themed feature films play a crucial role in guiding students' growth, fostering their spirits, and promoting the realization of the Chinese Dream^[3]. Therefore, they must have positive themes and content to guide students' behavior and thoughts positively.

3.2 Presentation of Internal Expression Techniques for Voice-Over Commentary

Understanding the central ideas of campus-themed films is beneficial for inspiring voice-over artists to have affection and passion in their dubbing. It also allows voice-over artists to use internal expression techniques for voice-over commentary more smoothly, including scene reproduction, intrinsic language, and object sense. By comprehensively using these three techniques, voice-over artists can effectively convey emotions and engage with the audience. Scene reproduction allows voice-over artists to immerse themselves in the stories they are describing, while intrinsic language helps create a more appealing and meaningful expression. Object sense, on the other hand, enables the conversion of written words into spoken language, creating a connection between the voice-over artists and the audience. Overall, these internal expression techniques in voice-over can enhance the

synchronization between auditory and visual elements, enhancing the viewing experience for the audience^[4].

3.3 Application of External Expression Techniques for Voice-Over Commentary

Voice-over Dubbing is a reconstruction for a campus-themed feature films, where voice-over artists utilize external expression techniques to transform written words into auditory form. The external expression techniques for voice-over commentary in campus-themed feature films mainly include emphasis, pausing, intonation, and rhythm. These techniques are crucial and challenging in the voice-over processing, as emphasis highlights the main points in sentences, pausing can be used for transitions and creating emphasis, intonation adds richness to the language environment, and rhythm controls the emotional fluctuations. Proper use of external techniques in voice-over can control the breath, maintain the coherence of the voice, and ensure a unified dubbing result.

4. Requirements for the Creation of Campus-Themed Documentaries

Voice-over is an important part of the post-production process for campus-themed feature films, and the quality of voice-over directly impacts the overall quality of the production. Therefore, dubbers should adhere to the general rules of creation while also. What should dubbers do to be flexible and creative? Firstly, they should familiar with campus culture and have the correct values. Secondly, they should have a high artistic consciousness and adapt the production based on campus culture. Lastly, they should have a solid language foundation.

4.1 Holding Correct Values of Campus Culture

As a significant part of school promotion, the creation of campus-themed feature films must uphold the correct public opinion guidance, play a strong role in the construction of socialism with Chinese characteristics, and praise outstanding individuals in teaching, scientific research, services, and students who embody comprehensive development in morality, intelligence, physical education, aesthetics, and labor^[5]. For example, the feature films "Entering the Robot College" showcases the achievements of the robot college and the intelligent vehicle team, as well as the outstanding contributions made by scholars like Academician Li Deyi and Professor Yang Peng to the development of the school. The documentary strongly promotes the concept of "applying knowledge to practice" (the motto of this school), reflecting the new explorations and creations in the relationship between learning and application. Dubbers, based on the content of the feature films, use their charming voices to create a harmonious symphony for the campus in the new era.

4.2 Artistic Processing Based on the Characteristics of Campus Culture

Campus-themed feature films cover a wide range of topics and have in-depth content. Therefore, dubbers need to simplify the content through artistic processing based on the characteristics of campus culture. For example, in the documentary "Entering the Robot College", there are many terms and projects related to intelligent technology. If the dubbers is not familiar with them, their dubbing may appear weak and ineffective. To achieve better voice-over results, it is crucial to start with the basics and understand the unique culture of the robot college, such as the reasons behind establishing the "Baoqian Li Deyi Robot feature Funds". After accumulating a wealth of knowledge, the dubbers can then analyze the overall cultural characteristics of the robot college and convey the deeper meaning of the documentary through voice-over. Only by leading the audience to further experience the charm of the robot college and creating an immersive experience can the artistic processing be

considered successful. The work of dubbers is equivalent to a second-creation of the production. It should not be limited to the surface of the text but should involve in-depth research and exploration of the work itself, mining its ideas and emotions, and conducting artistic processing based on the characteristics of campus culture.

4.3 Application of Language Foundation in Accordance with the Needs of Campus Themes

Solid language skills reflect the professional level of dubbers. Only with a solid language foundation can dubbers deliver the best performance. Firstly, the tone of voice-over should match the characteristics of the "campus", presenting a fresh, lively, and energetic flow of speech. In the campus-themed feature films "Xiamen University: Stepping into the World," the description of the university's geographical location is as follows:

Xiamen University is located in the eastern and southern parts of Xiamen and the Zhangzhou Port area across the bay. The campus is surrounded by the sea, backed by the green mountains, and situated in the sea. It forms a unique view of a university nestled amidst water.

The interaction between the beautiful scenery and the prestigious university sets the overall tone of the voice-over as fresh and bright, adding a vibrant spring-like vitality to this university standing between the sky and water, and igniting the audience's longing for Xiamen University. Secondly, voice-over artists should have control over their voices. This is a fundamental ability to convey emotions through sound and requires persistent learning and practice of "emotion, voice, and breath". In the aforementioned feature films, "emotion, voice, and breath" are crucial to the voice-over creation: emotion is the source, and voice-over artists can express their genuine love for Xiamen University through their voice-over, evoking resonance with the audience; voice-over for campus-themed documentaries is a form of "speaking" in a specific context, where the oral cavity should not be excessively open, and the voice should be natural to showcase the beauty of the campus. Regarding "breath", dubbers employ chest-abdominal coordinated breathing to obtain the power of the voice, freely controlling the breath to match the voice requirements.

5. Conclusion

Voice-over for campus-themed feature films is a process of interpreting written words through spoken language. It is an important component and consolidating link for campus-themed documentaries. Mastering the skills as a qualified voice-over artist requires practice based on true listening, true observation, and true feelings. Following these requirements, dubbers can combine internal and external expression techniques to present the written words in a vivid and meaningful way. By integrating voice-over with video, they can accurately convey the core emotions and ideas of the production to the audience. Therefore, building a solid language foundation and understanding campus culture are essential for artistic conception in voice-over.

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