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*The subtitler’s choices: production and reception perspectives on variantivity*

**Abstract in English**

This talk centres on the notion of difference associated with translation viewed from the vantage points of production as well as reception. I will focus on the phenomenon of variantivity in translation, using evidence from film and video game subtitling. With the premise that differences and similarities in language use can be productively examined as inter-user or inter-group variation, variantivity is here broadly taken to be the property of translation, or translatorial decision-making, whereby the translator has at her disposal more than one viable target variant. While the range of such versions will naturally vary, an intriguing subset of scenarios is where the languages involved partition conceptual-semantic content in conspicuously asymmetric fashions. English-Polish coding of gender will be considered as a case in point. The production-based perspective on variantivity will then be complemented by a user-centred account. I will discuss an experimental study which tested the relationship between variable subtitle spelling and the experience of playing a subtitled video game. Findings on player satisfaction, cognitive load and comprehension will be covered alongside what we learned about the players’ perception of the subtitles/the subtitler as well as their likelihood to spot flawed spelling variants while playing.