**Li, Hanbin**

*Subtitling Dialect Humour, Strategies, Stereotypes, and Reception*

**Abstract in English**

This presentation delves into dialect humour in audiovisual products, exploring its use for comedic effects. Dialect humour often relies on "otherness," creating incongruity and projecting aggression or superiority through stereotypes. As with other forms of humour, dialect humour is subject to diverse interpretations, ranging from amusement and social satire to potential offensiveness due to perpetuated stereotypes. This research investigates the decoding process and positions of target viewers when faced with subtitled dialect humour. It questions the influence of subtitles on decoding, exploring whether they have minimal impact or possess the potency to shape new interpretations and perpetuate fresh stereotypes. Moreover, the study assesses how subtitled humour may affect viewers' reception of the source material and even the source culture. Will viewers appreciate the creative attempts of translators, enhancing their enjoyment of the film, or will subtitled humour introduce complexities that alter their reception? The presentation commences with a theoretical exploration of the mechanism of dialect humour within audiovisual products. Subsequently, a reception study is proposed, involving two viewer groups exposed to different versions of subtitled clips, aiming to unravel the nuanced dynamics of subtitling dialect humour in the realm of audiovisual entertainment.