

Analysis of Healthcare Videos Addressed to Migrant Populations in Spain

Raquel Lázaro-Gutiérrez

FITISPos Group, Universidad de Alcalá, SPAIN

ABSTRACT

During recent decades Spain has received a large number of foreigners, who have come not only as short term tourists, but also as long term students, as workers, or for their retirement. A great effort has been made to reach these new citizens and involve them in healthcare promotion campaigns. This has materialised in the publication of leaflets, posters, and even videos, the latter of which are the object of this piece of research.

The aim of this research is to analyze healthcare videos addressed to migrant populations in Spain to determine the kind of adaptations that have been performed. This way, we will be able to determine their adequacy and efficacy, and suggest some improvements. Aspects such as conceptual or communicative adaptation to particular cultures, changes of register, use of terminology, structural changes and topic choice will be analyzed.

KEYWORDS: adaptation, audiovisual translation, healthcare promotion, migrant population, public service translation, transcreation, video