

# EMERGING EXPECTANCY NORMS IN SUBTITLING FOR TELEVISION

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## **Abstract**

*This article examines expectancy norms (Chesterman 1993) in subtitling for television, more specifically viewers' attitudes to strategies for translating culture-specific items and marked speech (vulgarisms). In addition to this, the data gathered are used to examine viewers' attitudes to linguistic norms and their relation to the assumed "defensive" attitude of Croatian culture, and to the visibility of the translator. The study, conducted as a questionnaire survey, also looks into the ways viewers attitudes are influenced by their age and professional background. Discrepancies are discovered between the viewers' expectations and established translation practices, which can lead to the perception of translation "mistakes". The study is expected to contribute to research into translation norms in subtitling for television in Croatia.*