

UGT and Feminism in the digital age: A case study of the YouTube comment translation about feminism movies on China's *Bilibili*

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Abstract

Thanks to the development of digital technology, UGT (User-generated Translation) is growing in popularity in a large number of digital platforms, and the translator's identity is being reconstructed. Based on Judith Butler's Performance Theory perspective, this paper aims to find out how users in digital platforms reassemble their gender and resist patriarchy at the individual and structural levels in the process of constructing UGT. Specifically, the researcher analyses translations of YouTube comments on the Chinese UGC streaming platform bilibili, which are mainly about feminist films (e.g. Tales of the Enchantress, Barbie, My Gifted Girlfriend) and shared by ordinary platform users with other users. It is found that in the process of translating YouTube reviews of feminist films into multimodal texts with the help of various technological tools, platform users are not only re-conceptualising the translations as combinations of multimodal resources to reorganise and expand the original meanings of the source texts, but also reassembling their own gender and resisting the patriarchal embedded on the digital platform.

Biography

Ms. Xinyun TANG is a PhD candidate at the Shanghai International Studies University, and conducts researches at the Fujian Academy of Social Sciences. She studied for master degree in linguistics at Lancaster University. Being adept at the study of social media, corpus linguistics and Machine Translation, she have presented conference papers at several international conferences, and some of these papers have been published on journals.