This study discusses how to portray parodic allusions in a British-American English animated comedy film Chicken Run (released in 2000 in UK and USA) by means of Japanese typography. The data is the Japanese version of Chicken Run (released in 2001 in Japan), being subtitled. The subtitled version is all the more intriguing because "intraiconic text" (Nikolajeva and Scott, 2001) in the original English and the correspondent Japanese subtitles appear in parallel simultaneously on the screen. Noteworthy features of Chicken Run are: 1) being the first stop-motion animated feature film produced by Aardman Animations, 2) being the first collaboration between DreamWorks (USA) and Aardman Animations (UK), 3) being full of parodic allusions to an American film The Great Escape (released in 1963 in USA and Japan). Chicken Run is apparently abundant in parodic allusions to The Great Escape. The theoretical backgrounds are: 1) multimodality, 2) geosemiotics, 3) visual literacy, 4) typography, 5) humour. The original British version utilises the two modes, i.e. the auditory mode and the visual mode. The Japanese version, however, could use the visual mode only, assuming that the audiences could not understand English. Furthermore, comedies are a kind of litmus paper: whether you can understand particular jokes or not identifies who you are and who you are not. Medhurst (2007) explores quite lucidly what signifies "Englishnesses". "Englishness" is never monolithic, never fixed, but quite fluid in a contemporary England. Socially and psychologically what "Englishness" means is context-dependent on the on-going communication in terms of time and place. Humour flows from "national belonging" so that it is sometimes difficult to appreciate it even in intercultural comedy animated films, if subtitled and dubbed. Thus, in addition to multimodal literacy and bilingual competence, intercultural awareness and background knowledge would be critically important to enjoy Chicken Run to the fullest.

Keywords: typography, geosemiotics, humour.