

Techniques Used in the Audio-visual Translation Between Dubbing and Subtitling

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Abstract:

In this study we tried to study the Audio-visual translation (Dubbing and subtitling), that attracts the majority of translators nowadays. We focused on the techniques that translators use in dubbing and subtitling of English. Our research contains: meaning of Audio-visual translation, Types, Stages, Techniques and its role, and replace the cultural shipment in translation.

Keywords:

Audio-visual translation; Dubbing; Subtitling.

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Introduction

There are different types of screens every day, including the computer screen, which is the link for our writings other than this the cinema screen which attracts different ages is about its various shows whether the screen is large or small it displays various events and facts, reflects cultures and ennobles actions, as it our thoughts and feelings and makes us upon to other languages and value.

I– Meaning of Audio-visual Translation

Translation is a link between language and cultures in general, and audio-visual translation includes domain such as dubbing, straying and audio-visual descriptions and the means such as internet, TV, cinema, radio and other which require diverse programs, films, media that interested more. « *La traduction audiovisuelle TAV relève de la traduction des médias qui inclut aussi les adaptations ou éditions faites pour les journaux, les magazines, les dépêches, des agences de presse, etc* » .

Yves Cambier presents us with the meaning of audio visual translation falls within the translation of media materials from visuals and audios, and it also includes adaptation or newspaper identification and news agencies etc,... our translation an audio-visual translation in the auditory fields as a literal translation that is not a special things , but if its comparted with others translation types which is selective translation with air conditioning compensation and adaptation but in fact it's a set of strategies « *explanation ,detailing, etc* » and applications that includes revision a study of both form and content .as it should take by consideration the type and style of the films and programs shown , and in line with the cultures of the recipients and their different out look to read and inclines to the means of communication .

II– The emergence of Audio-visual Translation between past and present

The audio-visual translation is one of the translations for the media and communication, and it includes soaking and revision of the editorial editions of newspapers, magazines and news agencies, direct such as internets and indirect like CDs, and it also have a relation with the translation of animations, films, theatre and opera ... etc.

The audio-visual translation on cinema and TV show, radio, video is an artificial part in research. in the mid-nineties, the centenary of 1995 and here they start the began of conference, article, literature and memories in this regard, due to the awareness of the fields that were linked to translation as a communication process that must be linked to the field of research, which has begun with the aim of spreading audio visual translation to integrating it into society on a large scale.

In the early sixties, western cinema witnessed a resounding success among a certain group of British people, as it was white black movies spread dubbing for example *Alan Ronney, Robert tovosline , john lock godard etc* how is took its place in French cinema in the eighties and nineties while the dubbing in the arab world started in the early seventies with some animated cartoons and then during the eighties when it started to some latin series of movies .

III– kind of Audio-visual Translation by the written “Yves Gambier”

The audio-visual translation has several types, each related to the other and it is related to various languages “Yves Gambier” has given us twelve types of audio-visual translations each type has its own concepts:

1- **Translation of scenarios :** (la traduction de scénarios)

Recontextualizing the scenario to support the completion of a film or television project where the translation is not visible.

2- **Subtitling in the same language:** (le sous-titrage interlinguistique)

Subtitling places text on the screen to show spoken dialogue in a readable format, normally for deaf and hard of hearing viewers.

3- **Subtitling between two languages or more:** or multi-language subtitles it's refer to the practice of displaying subtitles in more than one of language simultaneously.

4- **Direct subtitling:** it is a subtitling added on screen of dialogue directly.

5- **Dubbing:** (le doublage) replacing the original language sound tract with a translated one, synchronized with the lip movements of the actors.

6- **Interpretation:** is the process of converting texts, speeches or dialogues from one language to another immediately and urgently. indeed, it has three types: simultaneous interpretation, consecutive interpretation, liaison interpretation.

7- **Voiceover:** this is known as simultaneous interpretation where the original speaker's voice is not replaced but supplemented by the translator's voice, slightly louder enabling real-time translation it is commonly used in interviews.

8- **Voice-over commentary:** where q narrator adapts the program or film by adding comments and information to align with events.

9- **Supertitles:** where texts are displayed directly above the stage to facilitate the stage to facilitate the understanding of theatrical or operatic performances for the audience on different languages.

10-**Interpretive translation:** it is a type of oral translation that is done based on reading a text and translating it verbally at the same time.

11 -**Audio description:** it is a description where another voice actor describes all the events, actions, and dialogue for visually impaired individuals

12- **Multi lingual production:** it is where actors from different languages participate in filming a movie or program and then the dialogue are translated and synchronized into one language during post production.

This list can be quit long, it highlights the ability of the translator expanding the scope of its services, and here we found that the most common types of these are subtitles and dubbing.

IV- Translator in the Audio-visual Field

In advance ,the translator has always been taken in the field of audio visual translation as an the translator's work in this field is not limited to translating fields or texts , so he has to translate effectively parallel to influence that the viewer receives in the original version , and for this reason the audio translation is one of the most difficult types of translation and it's developed by the awareness of the emergence of digital stations that's why they gives an opportunity to the translation in cinema nowadays .

V- Techniques used in translation by Jean paul vinay and jean darbelne :

Jean paul vinay and jean darbelnet as follows :

1-Direct technique :

a- **Browing:** is the idea of taking the word from the source language (SL) and maintaining it in the target language (TL). it is considered the simplest of the

procedures and tends to be employed in two situations; either when discussing a new technical process for which no term exists within the TL or when maintaining a word from the SL for stylistic effect in which the translator uses the foreign term to add flavour to the target text (TT).

b- **Calque:** a calque is when an expression from the source text is transferred literally in to the target text and it is considered into two types structure calque and expression calque.

c- **Literal translation:** the third translation method is only to be used under certain circumstances according to Vinay and Darbelnet. The idea of translating word for in a way that does not alter the meaning of literal translation by the two scholars, literal, translation put simply expands the scope of a calque but in a much more acceptable way.

2- Indirect Techniques:

a- **Transposition:** Vinay and Darbelnet referred to transposition as changing word class without changing meaning. this refers to when translators (often without thinking) change the word type such as from nouns to verbs. Vinay et Darbelnet considered transposition to be either obligatory or optional and referred to the source text as the base expression and the target text as the transposed expression.

b- **Modulation:** refers to rendering the target text from a different point of view to that of the source text and it is considered of understanding the meaning in the source language and translate it in the target language.

c- **Equivalence:** the idea of equivalence studies. Vinay et Darbelnet explain equivalence as something almost inherently cultural, using the example of someone expressing pain in English the term “ouch!” is used, while in French, a

literal rendering of the sound would be if no use the reader . instead, the equivalent of “ouch!” in french is “aie”.

d- **Adaptation:** is similar to equivalence in the way that the translator seeks to render the source language, it is just as relevant and meaningful as the original.

VI- The Place of Cultural Shipment in Audio-visual Translation :

Yves Gambier points that in order known the importance of cultural in audio visual translation, we must resort to an approach discipline, including translation science, sociology, communication and literature sciences.... etc.

The importance of linguistics diminishes when the viewer receives a film or program in which the language is understandable, unlike if the viewer is in front of a film where the language of transmission is not understood and the words become weighty, it will require more importance, especially if these programs are presented to a large group of spectators where differ and languages and beliefs. in the field of cinema, which does not lack this type of programs that are not absent from translation, which makes them subject to linguistic, cultural, and educational changes that suit the viewer.

Audio-visual translation reflects cultural interactions through language.

Conclusion:

Audio-visual translation at “Yves Gambier” is considered as a means of communication for the dissemination of cultures among peoples. Nowadays, the viewer used to watch different programs in foreign languages translated, and we can say that this programs and films exposed a lot in Arabic world, that is why it has made many Arab station in consistent with them, So, many of translator’s focus on the translation of cultural shipment in the source text. It have a big effect in translation especially in subtitling. Here the role of the translator is very difficult, it must know how to give a translation to a viewer what he can accept in his culture.

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