

Audio-Visual Translation: refers to the transfer from one language to another of the verbal component contained in audio-visual works and products.

Audio-visual: Films, TV programs, video games, DVD... etc.

- **It includes:** ‘media translation’, ‘multimedia translation’, ‘multimodal translation’, ‘screen translation’.

The two most widespread modalities adopted for translating products for the screen are:

(Dubbing & Translation)

1. Dubbing. *Is a process which uses the acoustic channel for translational purposes.*

- **Definition:** The replacement of the original speech by a voice track which attempts to follow as closely as possible the timing phrasing and lip-movements of the original dialogue.
- **Goal:** to make the Target Dialogues look as if they are being uttered by the original actors so that viewers’ enjoyment of foreign products will be enhanced.
- **Process of dubbing:**
 - 1) The script is translated.
 - 2) It is adapted to sound natural in the Target Language and to fit in with the lip movements of the actors on screen.
 - 3) The new translated script is recorded by actors.
 - 4) Finally, it is mixed into the original recording.
- The first translation is usually word-for-word.
- After which it is the adaptor or ‘dubbing translator’ who subsequently adjust the rough translation to make it sound like natural target-language dialogue.
- The dubbing translator need to be proficient in the source language, but creative and talented enough in the target language to create fresh dialogue that is convincing.

Advantages:	Disadvantages:
Double the opportunity for making films available to larger audiences. (‘increase the sales’)	Negative meaning of ‘doubling’ such as ‘ambiguous, fake, deceitful, false, other than original, phoney, artificial’
There is no need reduce the source dialogues as in subtitling. (less textual reduction)	It is often condemned for spoiling the original soundtrack and denying audiences the opportunity of hearing the voices of the original actors.

Watch the film without being distracted by also having to concentrate on reading the dialogues.	Imperfect lip-syncs.
It is a language service that is consumed automatically and, in a sense, goes by unnoticed by audiences that are used to this modality	Far more complex, time-consuming and cost more than subtitling. (dubbing directors, translator, dubbing translator, actors, sound engineers...etc.)

2. Subtitling. *Visual and involves a written translation that is superimposed on to the screen.*

- **Definition:** the rendering in a different language of verbal messages in filmic media, in the shape of one or more lines of written text presented on the screen in sync with the original written message.
- Subtitling consists of incorporating on the screen a written text which is condensed version in the target text of what can be heard on screen.
- Subtitles can either:
 - Printed on film itself (**‘open subtitles’**)
 - Selected by viewer from DVD, or teletext menu (**‘closed subtitles’**)
 - Or projected on the screen.
- Subtitled text has to be shorter than the audio, simply because the viewer needs the necessary time to read the captions while at the same time remaining unaware that he or she is actually reading.
 - Words tend to be reduced by between 40%-75%
- **Three principal operations that the translator must carry out in order to obtain effective subtitles:**
 - 1) **Elimination.** *Cutting out elements that do not modify the meaning of the original dialogue but only the form as well as removing any information that can be understood from the visuals.*
 - 2) **Rendering.** *Refers to dealing with features such as slang, dialect and taboo language.*
 - 3) **Simplification.** *Indicates condensation and fragmentation if the original syntax so as to promote comfortable reading.*
- **Subtitling involve several operators:**
 - 1) **Spotting or cueing.** Involves marking the transcript of the dialogue list according to where subtitles should start and stop.
 - 2) The translator will then take over and carry out the actual translation.
 - 3) Checking language but also technical aspect, such as ensuring that subtitles are in sync with changes of frame.
- The type of film that is subtitled will tend to be associated with a more elite and possibly highbrow audience.

- In Italy, dubbing was originally introduced because of illiteracy (inability to read) within the population.

Advantages:	Disadvantages:
Source Language is not distorted in any way	Limits translation choices, because the Original Dialogues can be heard
Original dialogue is always present and potentially accessible	Taboo (swear words) will be heard as opposed to dubbing
It promotes the learning of foreign language	The effect of reading and listening may be disorienting

FanSubs: fan-produced, translated, subtitled version of Japanese anime programme.

- The production of a fansub involves teamwork, in which different members are responsible for different steps in the procedure.
- Mostly uses the English version (translated by Japanese)
- Different from professional subtitling.

Other screen translation modalities:

- 1. Voice-over.**
- 2. Localization for video games.**
- 3. Real-time subtitling and respeaking.**

Audio Visual Translation issues:

- Dubbing nations: Germany, Spain, Turkey, Italy. (link to nationalism)
- In dictatorships: dubbing is used as a form of censorship of undesirable values.
- Subtitling: the Netherlands, Norway, Sweden. (linked to level of illiteracy)
- Dominance of English in film and TV production.
 - In minority language, films tend to be translated first into English, then out of English.