



Translational Aspects in AVT

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Introduction

In this presentation we will try to shed light on issues related to translation studies and how they can be applied in the field of AVT. As it is known, AVT is one of several overlapping umbrella terms that include **'media translation'**, **'multimedia translation'**, **'multimodal translation'** and **'screen translation'**. These different terms all set out to cover the inter-lingual transfer of verbal language when it is transmitted and accessed both visually and acoustically. This can create many issues on the transfer of linguistic factors from the SL to TL like the level of formality in which standard language and dialect can overlap.

Translation theory and audiovisual translation

Diaz-Cintas and Remael (2007) talk about AVT with reference to subtitling. They do not adopt a specific model or theory of translation which might be applied to this kind of language transfer. They talk about the translation of marked speech such as dialect, the translation of culture-bound terms, songs, swearwords, and humour.

Translation theory and audiovisual translation

Some of the strategies that the authors recommend for subtitling culture-bound issues are loan, calque or literal translation, explicitation, substitution, transposition, lexical recreation, compensation, omission and addition. All these strategies are noticeably related to translation in general and not to AVT and cannot be said to constitute a model.

Standard language VS dialects

Written English is in many cases more formal than spoken English, and the same can be said about other languages including Arabic. So how is it possible to reflect less formal or informal English language in a formal Arabic style when film translation into Arabic? Before we answer this question, it is important to understand the mechanism of both dialects or language varieties of English and Arabic.

Standard language VS dialects

Dickins et al (2002: 165) argue that sociolect is defined in terms of sociological notions of class, and that sociolectal features can convey important speaker-related information. Consequently, if they are salient features of the ST, the translator cannot ignore them. On the other hand, the situations of Arabic is referred to as one of diglossia. Diglossia, as Dickins et al maintain, can be defined as a situation where two varieties of a language co-occur throughout a community of speakers, each having a distinct range of social functions.

Standard language VS dialects

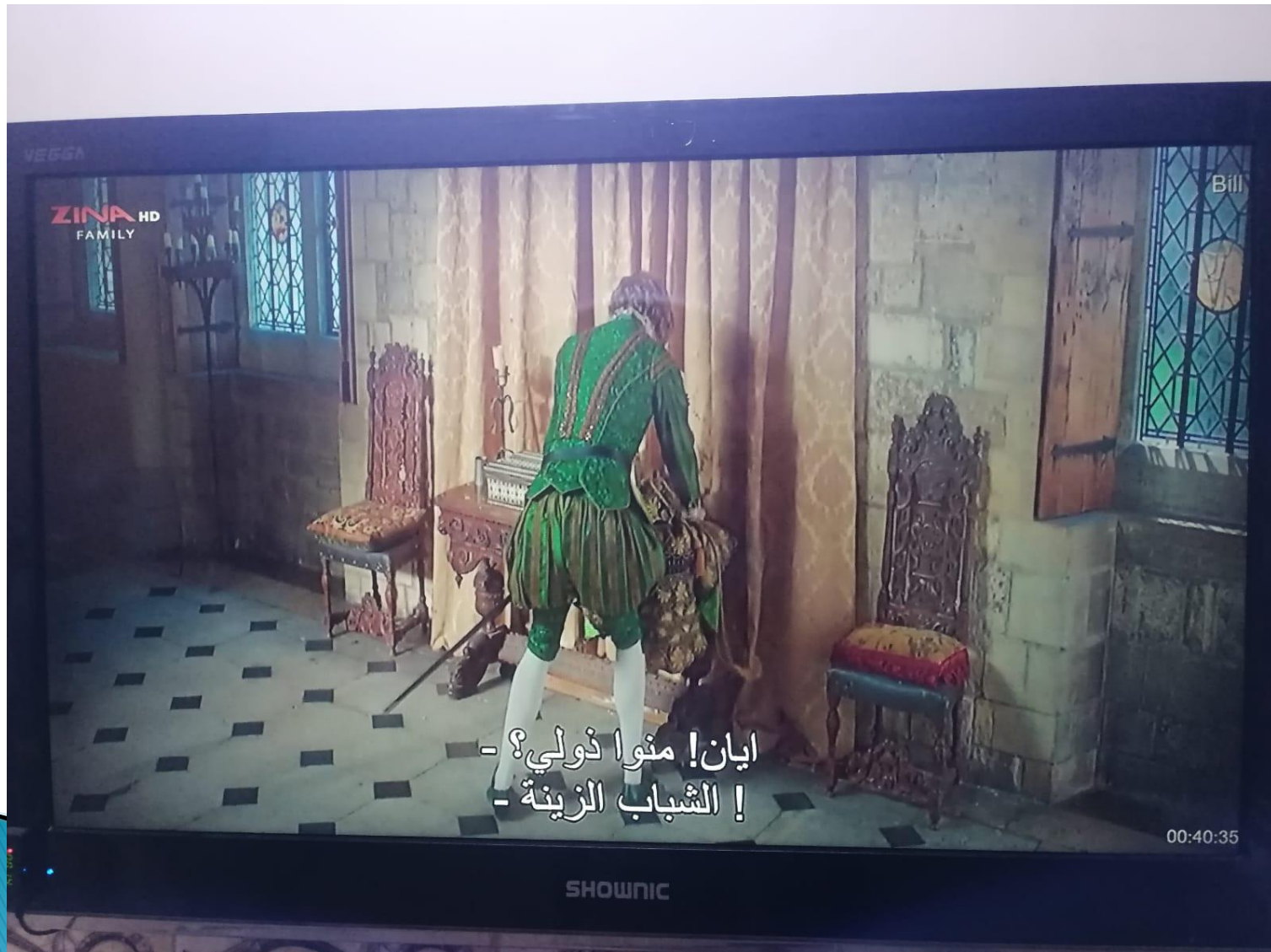


عموما" ، شلونهم الشباب؟ -
لايضل بالك -

00:40:57

SHOWNIC

Standard language VS dialects



Standard language VS dialects



Standard language VS dialects



Standard language VS dialects



acronyms

Acronyms /are one of the challenges in AVT, in subtitling in particular. They are used abundantly in the English language. Such a feature is uncommon in Arabic.

However, when acronyms are used in the ST, the TL (Arabic) **superordinate/hypernym** is used.

ST:

—What's wrong?
—The security guard over there,

I know him. He's **ex-DGSE**.

TT:

-ما خطبك؟
-حارس الأمن هناك،

أعرفه. كان يعمل سابقًا في
"الإدارة العامة للأمن الخارجي."

acronyms

Returning to the issue of acronyms, another more complex example from the episode *Sleuths* is when the bear, which has been sedated, wakes up immediately after being injected with a microchip in order to track it in the wild:

ST:

You injected it with what?

A microchip with an **RFID** tracker.

What? Why do you have a microchip with an RFID tracker?

TT:

حقنته بماذا؟

شريحة إلكترونية بمتعقب لتحديد الهوية بموجات الراديو

ماذا؟ لماذا تحمل شريحة إلكترونية بمتعقب لتحديد الهوية بموجات الراديو؟

acronyms

The acronym RFID tracker has been translated in its full version, with eight words in the TT when it has only two words in the ST. The best strategy is to explicate it the first time it occurs in a film, and then use the short form—that is, “the tracker” would suffice.

Multilingualism

is another challenge in this episode, because the subtitler has to translate an English translation of some French sentences and phrases.

Ça va?

هل انت بخير

Multilingualism

The subtitler has no choice but to translate both the French and English phrases successively into Arabic. Obviously, translation loss occurs and this cannot be compensated in this instance. The foreign element in the original has been lost in the TT. This issue is inescapable as there is not enough time to indicate that the original has some French lexical items.

Multilingualism

According to O'Sullivan (2011:192), the use of various **fonts** (bold, italics) or **colors** in subtitles can be a reasonable option of signalling the different linguistic and cultural identities on the screen.

Superordinates / Hyponyms

Subtitlers and indeed AV translators use the strategy of equivalence, sometimes employing a more general item (a superordinate) for a more specific item (a hyponym) and vice versa.

Superordinates are sometimes useful when they are shorter, a strategy used at times in subtitling in order to reduce the number of words displayed on screen, as they are in the written and not spoken form.

Superordinates / Hyponyms

ST:	TT1:	TT2:
I don't wanna say a smoking gun , that's way too dramatic, but . . .	لا أريد أن أقول دليلاً قاطعاً، فهذا أمر مثير للغاية، لكن... (30 characters)	لا أريد أن أقول مسدساً يخرج منه دخان، فهذا أمر مثير للغاية، بل... (35 characters)
A bloody knife?	دعنا نقول أداة لارتكاب الجريمة. (33 characters)	أقول سكين مزرجة بالدماء؟ (33 characters)
If we had a bloody knife ,	لو أن لدينا أداة لارتكاب الجريمة.	لو كانت لدينا سكين مزرجة بالدماء،

Puns

Pun is one of the most popular forms of verbal humour. It has always been, and continues to be, one of the most problematic issues in translation (Aleksandrova 2018a: 5). Puns based on the use of homonyms or paronyms cause the greatest difficulties for translators. The translation of polysemic words, one of the meanings of which in the source language is not represented in the target language, or idioms, which do not have a direct match–idiom in the TL, is also problematic.

Puns

Coke refreshes you like no other **can**

An emperor is a ruler

Sure, I used to carry an **emperor** to school
with me.

You look **pretty** dirty, susie

Thank you. I look **pretty** when I'm clean,
too

Puns

ما مات من كرم الزمان فإنه يحيا لدى يحيى بن عبد الله

إذا ملك لم يكن ذا هيبة فدعه فدولته ذاهبة

المرء مخبوء تحت طي لسانه لا طيلسانه

قالت يا اسماعيل صبرا قلت لها يا أسما عيل صبري

THANK
YOU

