

Особенности аудиовизуального перевода

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Аннотация. Данная статья посвящена рассмотрению особенностей аудиовизуального перевода. Проанализированы основные понятия «аудиовизуального перевода», определены характерные особенности указанного типа перевода. На основе изученной литературы описаны особенности перевода аудио- и видеоматериала. На примерах перевода телевизионных сериалов рассмотрено применение методов аудиовизуального перевода.

Ключевые слова: Аудиовизуальный перевод, дубляж, субтитрование, закадровый перевод, особенности аудиовизуального перевода, методы аудиовизуального перевода

The audiovisual translations specific features

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Abstract. The article is focused on specific features of audiovisual translation. Basic concepts of "audiovisual translation" are analyzed, the characteristic features of this type of translation are determined. On the basis of the studied literature, the features of the translation of audio and video materials are described. The methods of audiovisual translation are considered on the examples of the translation of TV-series.

Key words: Audiovisual translation, dubbing, subtitling, voice-over, specific features of audiovisual translation, types of audiovisual translation, methods of audiovisual translation.

In the last few years, the importance of audiovisual translation has increased due to the growing interest in Internet platforms such as Netflix, Youtube, Twitch, and etc., which publish variety of content (films, TV-shows, documentaries etc.) in different languages. Thus, audiovisual translation is one of the most applying fields of translation nowadays.

Many theoretical and practical resources are devoted to investigation of audiovisual translation (AVT). According to Akulina A.V., audiovisual translation is hypernym in relation to the film translation, because translation of audiovisual material has a wide variety of content and forms [1]. According to Kullekova H. S., „Audiovisual translation (AVT) is an adaptation process of foreign audiovisual works, such as films, TV series, documentaries and video games for viewers of another country or culture” [3, p. 385].

According to analyzed articles, we can conclude that the main specific feature of AVT is necessity for coming along with image, so sound and video sequence could correspond each other. According to Kozulyaev A.V. [2], there are four information flows in viewers perception: visual nonverbal imagery, nonverbal sound and musical audio recording, verbal audio recording, verbal visuals. Translator should take into consideration all these channels of information and accord them. To some extent, audiovisual translation can be accounted not only as a type of interlingual translation, but also as an intersemiotic translation. Loddo O.G. claim that intersemiotic translation is „any form of translation that involves at least two different semiotic codes.” [5, p. 2]. In

this case translator has to work with non-verbal sounds and emotions which sometimes should be translated back to verbal signs. For example, in accessible translation or in the case of adaptation.

According to certain translator researchers [4,2,3], a specialist working on an audiovisual translation should be aware of the specific technical and stylistic requirements that must be adhered. Firstly, it is necessarily important to synchronize audio- and video sequence. For the achievement of perfect correspondence between audio and video elements translator should follow the screen time and avoid any distortion of original version. Secondly, equally important is accordance of tone, manner of speaking, and also the understanding of colloquial language and jargon. Thus, translators often use transformations and other methods in the process of translation.

In this article we are interested in consideration of AVT. We have regarded many examples of AVT in modern TV-series and shows and analyzed these parts translation peculiarities. To start with, TV-series “Big Bang Theory” has been chosen.

This example shows the appliance of modulation. In this case, the translators decided to use this method to shorten the phrase. Thus, they were able to fit it into the sound sequence, as well as use a set expression for the Russian audience. In this case, original audio sequence, subtitling and voice-over take an equal time – 4 seconds.

Original	Voice-over (Kuraj bambey)	Subtitling
Well...Oh, welcome to the building!	Ну что ж... С новосельем, значит!	Так... С заселением!

In the next example, translators used the method of substitution: they changed “excuse me” to linking word “for example”; the method of omission: in the voice-over translators omitted “tray”; in the version with subtitles translators oppositely omitted “flatware”. In this case, subtitling, voice-over and the original audio sequence take an equal time – 5 seconds.

Original	Voice-over (Kuraj bambey)	Subtitling
Excuse me. Explain to me organizational system where a tray of flatware on a couch is valid?	Например, объясни мне систему, при которой разумно хранить столовые приборы на диване?	Объясни мне организационную систему, в которой поднос должен находиться на диване?

Furthermore, to demonstrate a wide range of translation methods we want to give examples from “Gravity Falls”. “Gravity Falls” is an American mystery comedy animated television series. In this example we can note demetaphorization and lexical substitution were used in the dubbing version. In the version with subtitles translators apply the play of words “пробобтаться”. An original audio sequence, subtitling and dubbing version take equal time to utter the phrase – 7 seconds.

Original	Dubbing (Disney)	Subtitling
Well, time to spill the beans. Broop. Beans. (the cane with beans is dropped) This girl’s got a date. Who-who!	Что ж, пора раскрыть карты. Бум. Банка! У этой девочки свиданка! Вуухуу!	Что ж, время пробобтаться. Буп. Бобы. Это девчонка идет на свидание! Вуухуу!

The last example demonstrates us the method of omission, which is used in the dubbing version, and word by word translation, which is used in the subtitling version. In this case audio sequence of dubbing version took 1 second more that original version – 7 seconds. The version with subtitles took 8 seconds to utter the phrase.

Original	Dubbing (Disney)	Subtitling
Dipper. What do you think about my wax figure idea? She’s part fairy princess,	Диппер. Как тебе идея моей восковой фигуры? На половину принцесса,	Диппер. Что ты думаешь о моей задумке для восковой фигуры? Она частично принцесса фей,

and part horse fairy princess.	а на половину – лошадь принцесса.	и еще на часть лошадиная принцесса фей.
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As a result, we are convinced in large variety of methods of audiovisual translation. Such type of translation as an ATV requires from a specialist not only professional abilities, skills and knowledge of translation methods, but also a creative approach, which could be used in the process of work.

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