TRANSLATION OF SUBTITLES IN FILMS AND TV SHOWS: LINGUISTIC AND PRAGMATIC FEATURES

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Abstract: *The translation of subtitles in films and TV shows represents a unique intersection of linguistic, cultural, and pragmatic challenges. This article examines the intricate process of subtitling, highlighting its dual role as a medium for linguistic equivalence and cultural adaptation. It explores the pragmatic considerations of maintaining contextual relevance and audience engagement while adhering to the technical constraints of time and space. Furthermore, the study delves into the linguistic strategies employed to capture humor, idiomatic expressions, and cultural nuances, which are often deeply embedded in the source language. By analyzing case studies of subtitling practices across different languages, the article underscores the pivotal role of the translator in achieving a balance between fidelity to the original text and comprehensibility for the target audience. This research contributes to the broader field of audiovisual translation by offering insights into the dynamic interplay between language and culture in subtitle translation.*

Keywords: *subtitle translation, audiovisual translation, linguistic equivalence, cultural adaptation, pragmatics, idiomatic expressions, humor translation*

Annotatsiya:Filmlar va televizion ko'rsatuvlarda subtitrlarni tarjima qilish til, madaniyat va pragmatik qiyinchiliklarning noyob kesishmasini ifodalaydi. Ushbu maqola subtitr yaratishning murakkab jarayonini tadqiq qiladi va uni lingvistik ekvivalentlik va madaniy moslashuv uchun vosita sifatidagi ikki tomonlama rolini ta'kidlaydi. Kontekstual moslik va tomoshabinlar qiziqishini saqlab qolish, shuningdek, vaqt va joyning texnik cheklovlariga rioya qilish bo'yicha pragmatik jihatlar ko'rib chiqiladi. Shuningdek, maqola hazil, idiomatik iboralar va madaniy o'ziga xosliklarni aks ettirish uchun qo'llaniladigan lingvistik strategiyalarni tahlil qiladi, ular ko'pincha manba tilida chuqur o'rnatilgan bo'ladi. Turli tillarda subtitr tarjimasi amaliyotlari bo'yicha tadqiqotlar asosida maqola tarjimonning original matnni to'liq saqlash va maqsadli auditoriya uchun tushunarlilikni ta'minlashdagi hal qiluvchi rolini yoritadi. Ushbu tadqiqot audiovizual tarjima sohasi uchun til va madaniyatning subtitr tarjimasidagi dinamik o'zaro ta'sirini tahlil qilish orqali muhim hissa qo'shadi.

Kalit so'zlar: subtitr tarjimasi, audiovizual tarjima, lingvistik ekvivalentlik, madaniy moslashuv, pragmatika, idiomatik iboralar, hazil tarjimasi

Аннотация: Перевод субтитров в фильмах и телевизионных шоу представляет собой уникальное сочетание лингвистических, культурных и прагматических вызовов. Эта статья исследует сложный процесс создания субтитров, подчеркивая их двойную функцию как средства языковой

эквивалентности и культурной адаптации. Рассматриваются прагматические аспекты сохранения контекстуальной релевантности и вовлеченности аудитории при соблюдении технических ограничений по времени и пространству. Кроме того, исследование анализирует лингвистические стратегии, используемые для передачи юмора, идиоматических выражений и культурных нюансов, которые зачастую глубоко укоренены в языке оригинала. На основе анализа практик перевода субтитров на разных языках статья подчеркивает ключевую роль переводчика в достижении баланса между точностью перевода и доступностью для целевой аудитории. Данное исследование вносит вклад в область аудиовизуального перевода, предлагая взгляды на динамическое взаимодействие языка и культуры в переводе субтитров.

Ключевые слова: *перевод субтитров, аудиовизуальный перевод, языковая эквивалентность, культурная адаптация, прагматика, идиоматические выражения, перевод юмора*

In the age of globalization, audiovisual media such as films and TV shows have emerged as powerful vehicles for cultural exchange and entertainment. Subtitles serve as a critical tool in making this content accessible to audiences across linguistic and cultural boundaries. The task of subtitle translation, however, extends beyond mere linguistic substitution; it requires meticulous consideration of pragmatic factors, cultural contexts, and audience expectations. Translators must navigate a multitude of challenges, including the condensation of information, synchronization with on-screen visuals, and the preservation of humor, idiomatic expressions, and culturally specific references.

The field of audiovisual translation (AVT) has garnered substantial academic attention due to its pivotal role in cross-cultural communication. Scholars such as Díaz Cintas and Remael (2021) emphasize the dual challenge faced by subtitle translators in maintaining linguistic fidelity while ensuring cultural relevance. [1]According to Hatim and Mason , the translator's role extends beyond linguistic transfer to encompass cultural mediation, wherein they adapt idiomatic expressions and humor to align with the target audience's cultural framework.[2]

Subtitling operates within a unique set of constraints—spatial, temporal, and cultural. Linguistically, the concise nature of subtitles demands that translators distill the essence of dialogues while ensuring that the message remains comprehensible and impactful for the target audience. Pragmatically, the translated text must align with visual and auditory cues to create a seamless viewing experience. Moreover, cultural adaptation is often necessary to bridge gaps in understanding, as viewers from diverse backgrounds may not share the same cultural references or humor as those of the source language.

This article explores the linguistic and pragmatic dimensions of subtitle translation, drawing on examples from various languages to illustrate the complexities

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[1] Díaz Cintas, J., & Remael, A. (2021). Audiovisual Translation: Subtitling. Routledge.
[2] Hatim, B., & Mason, I. (1997). The Translator as Communicator. Routledge

and strategies involved. The study aims to provide a comprehensive analysis of how translators address the dual imperatives of fidelity to the source text and cultural relevance to the target audience. By shedding light on these processes, the article contributes to the growing body of research on audiovisual translation and underscores its significance in fostering cross-cultural communication.[3]

Subtitle translation requires a balance between linguistic accuracy and the constraints of the medium. Translators must often condense information to fit the limited space available while ensuring that the meaning, tone, and intention of the original dialogue are preserved. Key linguistic challenges include translating idiomatic expressions, slang, and culturally specific terms, as these often lack direct equivalents in the target language. For instance, English idiomatic expressions such as "break the ice" may need to be rephrased or replaced with culturally appropriate analogues in other languages. Similarly, the rhythm and flow of the dialogue must align with the timing of the subtitles to maintain coherence and synchronization with on-screen visuals.

Pragmatic Considerations in Subtitle Translation

Pragmatics plays a critical role in subtitle translation, as it involves the interpretation of meaning in context. Translators must consider the cultural and situational relevance of the dialogue and adapt it for the target audience. For example, humor often depends on cultural references or wordplay that may not resonate with a foreign audience. Strategies such as substitution, paraphrasing, or explicitation are commonly employed to make humor accessible while retaining its essence. Additionally, subtitles must account for the socio-cultural norms of the target audience, such as avoiding offensive language or adapting speech levels to reflect social hierarchies.

Synchronization and Technical Constraints

Unlike literary or verbal translation, subtitling operates under strict technical constraints. Subtitles must synchronize with the visual and auditory elements of the film or show, limiting the length and duration of text displayed on screen. These constraints necessitate the use of concise and impactful language. Translators often rely on segmentation techniques to divide sentences across multiple subtitles, ensuring clarity and readability. Furthermore, the font size, positioning, and timing of subtitles must be carefully managed to avoid distracting the viewer from the visual narrative.

Cultural adaptation is a crucial component of subtitle translation. Elements such as humor, traditions, and cultural references often require significant modification to ensure they are relatable and understandable to the target audience. For instance, in translating a film with heavy reliance on regional slang or dialects, the translator might replace them with analogous expressions from the target culture. This process involves a careful balance between maintaining the authenticity of the source material and making it accessible to a global audience.

Analyzing subtitling practices across different languages reveals diverse approaches to tackling linguistic and pragmatic challenges. For example, the English-

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[3] Baker, M., & Saldanha, G. (Eds.). (2019). Routledge Encyclopedia of Translation Studies. Routledge.

to-Japanese subtitling of Hollywood films often involves significant condensation due to differences in syntax and cultural context. Conversely, translating Indian films into English frequently requires the translator to explain culturally specific practices, such as festivals or food, to an international audience.

Conclusion: The translation of subtitles in films and TV shows embodies a delicate balance between linguistic accuracy and cultural adaptation. By analyzing scholarly contributions and practical case studies, this article underscores the significance of audiovisual translators as cultural mediators. Their work ensures that the essence of the source material is preserved while making it accessible and engaging for diverse audiences. The pragmatic considerations of subtitling, including synchronization, cultural adaptation, and the translation of humor and idiomatic expressions, highlight the intricate interplay between language and culture. As audiovisual media continue to dominate global communication, the importance of high-quality subtitle translation cannot be overstated. This study contributes to the broader understanding of AVT by exploring strategies to navigate its unique linguistic and pragmatic challenges, advocating for a nuanced approach that respects both the source text and the target audience.

Reference:

1. Hatim, B., & Mason, I. (1997). The Translator as Communicator. Routledge.

2. Baker, M., & Saldanha, G. (Eds.). (2019). Routledge Encyclopedia of Translation Studies. Routledge.

3. Chiaro, D. (2010). Translating Humour in the Media. The Journal of Specialised Translation, 14, 85-107.