

## Audiovisual Translation and its Stylistic Features

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### ABSTRACT

The article deals with the stylistic features of the audiovisual translation, its types and functions in translation. The article considers the emergence of an approach to audiovisual translation as a process of complex semantic synthesis (especially in connection with three-dimensional films and games) corresponds exactly to the comprehensive discussion taking place in the film and television industry concerning the entire body of changes in the rules of filming, sound recording and script writing that will be required to form stereoscopic cinema as a type of mass media.

**KEYWORDS:** *audiovisual translation, translation studies, audiovisual content, norms of the target language, multimedia translation, cultural life of society, stylistic features.*

The modern world is changing rapidly, new information technologies provide opportunities for the creation and distribution of audiovisual content that not long ago might have seemed like science fiction. These changes pose new challenges for translators. The study of audiovisual translation (hereinafter referred to as AVT) is one of these challenges.

Today, in foreign translation studies, AVT is one of the fastest growing areas of translation activity [1]. However, domestic translation studies lags behind in the study of AVT, therefore, as A.V. Kozulyaev notes, "the issue of identifying and securing AVT as a special type of translation activity has come to the fore in recent years and required practical and theoretical justification" [1].

In the academic tradition, audiovisual translation is usually reduced to film translation [2], although audiovisual translation and film translation are not equivalent concepts. These concepts must be distinguished. The term audiovisual translation is a hypernym in relation to the hyponym film translation [3]. The term "film/video translation" usually refers to the translation of feature films, animated films, and TV series [4]. Audiovisual translation includes "the translation of feature films, documentaries, and animated films that are being shown and broadcast on television and radio networks or on the Internet, as well as TV series, television news broadcasts (including those with sign language interpretation and running lines), theatrical productions, radio plays (recorded and live), acting recitations, commercials, computer games, and a wide variety of Internet materials" [3]. The main feature of translation is that it is a creative process of reconstruction using other linguistic means; it is the art of words. The idea expressed in the original must be fully, clearly, and effectively reflected in the translation; the translation must comply with the norms of the target language.

- Oral translation
- Consecutive paragraph-phrase translation
- Simultaneous translation
- Two-way translation
- Sight translation
- Written aural translation
- Literary translation
- Translation of religious works and informative translation [3].

The most common translation methods include word-for-word, literal, target language translation, semantic, idiomatic, accurate, adaptive, fluent and communicative translation. Each method has a unique purpose and requires different skills and training.

Multimedia translation (audiovisual translation) is a specialized branch of translation that deals with the translation of multimodal and multimedia texts into another language and/or culture and involves the use of a multimedia electronic system in the translation or transmission process.

In the modern world, audiovisual works such as films, television programs, video games and music videos play an important role in the cultural life of society. They are not only a source of entertainment, but also a means of conveying ideas, values, images and concepts. However, to make these works accessible to a wide audience, a process of adaptation is necessary, which includes translation, dubbing and other forms of adaptation. In this paper, we will consider the concept, functions and specifics of audiovisual translation.

Audiovisual translation is the process of adapting audiovisual works for audiences in other countries or cultures. It includes translating dialogues, songs, subtitles, and other elements of audiovisual content. Audiovisual translation may also include adapting graphics and sound design, changing the plot, adding new characters, and other changes necessary to make the work understandable and appealing to a new audience.

Audiovisual translation provides access to works of foreign culture for audiences who do not speak the original language. This allows them to become acquainted with new ideas, values, and images that may be important for their cultural development. Audiovisual translation helps preserve and transmit cultural heritage through the adaptation of historical and significant works. This may be important for the preservation and study of national culture and history. Audiovisual translation is an important tool for international exchange and mutual understanding between peoples. It makes the content of foreign works accessible to viewers, allowing them to better understand the culture and values of other nations. Education and training: Audiovisual translations can be used for educational purposes to teach

foreign languages, cultures and traditions. They can be useful for students studying foreign languages and teachers looking for new teaching methods.

The specifics of audiovisual translation is the need to take into account the features of the original language, cultural differences between countries and the features of the translation technology. For example, the translation of dialogues must be accurate and natural, taking into account the characteristics of the characters and the context. Subtitles must be short, accurate and easy to read on different screen sizes and at different viewing speeds. In addition, translators must also take into account the features of the sound and visual design of the work so that the adaptation is successful and attractive to a new audience. Audiovisual translation (AVT) is a type of translation that aims to convey the content of audiovisual works (films, series, TV shows, video games, etc.) from one language to another. AVT is one of the most complex and in-demand areas of translation, since it requires the translator not only to know languages, but also to understand the specifics of audiovisual material.

AVT can be defined as the process of translating a text accompanied by visuals. In the process of AVT, the translator must not only convey the meaning of the text, but also maintain its correspondence with the visuals. This means that the translator must take into account factors such as facial expressions, gestures, camera movements, scenery and costumes. Functions AVT performs the following functions:

- Information function: AVT ensures the transmission of information contained in an audiovisual work.
- Aesthetic function: AVT helps to preserve the aesthetic value of an audiovisual work.
- Communicative function: AVT ensures mutual understanding between the creators and viewers of an audiovisual work.

#### **VP has a number of stylistic features that distinguish it from other types of translation:**

- Relationship between text and visuals: AVT requires the translator to take into account the relationship between the text and the visuals. This means that the translator must understand how the text relates to the visuals, and how the translation of the text will affect the perception of the visuals. — Time constraints: AVT is often performed under time constraints. This means that the

translator must perform the translation quickly and efficiently.

- Accuracy requirements: AVT requires the translator to provide high translation accuracy. This is due to the fact that an audiovisual work is usually perceived visually, and translation errors can lead to an incorrect perception of the work.

#### **Types of AVT can be divided into the following types:**

- Subtitling: this is the most common type of AVT. With subtitling, the translated text is displayed on the screen as subtitles.
- Dubbing: this is a type of AVT in which the translated text is voiced by actors.
- Real-time translation: this is a type of AVT in which the translation is performed in real time, for example, at conferences or concerts. Conclusion AVT is a complex and in-demand area of translation.

AVT requires the translator not only to know languages, but also to understand the specifics of the audiovisual material.

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