

PRAGMATIC FEATURES OF AUDIOVISUAL TRANSLATION

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Annotation: This article delves into the pragmatic features of audiovisual translation, examining how linguistic and cultural nuances are navigated to ensure effective communication in the globalized world of media. The study explores the methods employed in subtitling and dubbing to address these pragmatic challenges, presenting a comprehensive analysis of the literature and offering insights into the results obtained. By understanding the pragmatic intricacies involved, this research contributes to the enhancement of audiovisual translation practices, promoting more accurate and culturally sensitive renditions of content.

Keywords: Audiovisual translation, pragmatics, subtitling, dubbing, intercultural communication, linguistic strategies, cultural adaptation.

Audiovisual translation plays a crucial role in making media accessible to diverse audiences across the globe. Beyond linguistic fidelity, the pragmatic features of communication pose unique challenges in translating not just words, but cultural and contextual nuances. This article aims to shed light on the pragmatic intricacies in audiovisual translation, exploring the strategies employed to bridge linguistic and cultural gaps.

The literature surrounding audiovisual translation reveals a growing awareness of the importance of pragmatics in ensuring effective communication. Scholars have emphasized the need to move beyond literal translation, recognizing the significance of adapting content to the cultural norms and linguistic conventions of the target audience. This section provides a comprehensive review of existing studies, examining the various pragmatic features that come into play, such as politeness strategies, deixis, and discourse markers.

To investigate the pragmatic features in audiovisual translation, this study employs a mixed-methods approach. A qualitative analysis is conducted on a selection of subtitled and dubbed content, focusing on instances where pragmatic elements are particularly challenging to convey. Additionally, a survey is administered to both translators and viewers to gather insights into their perceptions of the effectiveness of pragmatic adaptation in audiovisual translation.

Audiovisual translation (AVT) is a complex and dynamic field that involves translating spoken or written content in audiovisual media such as films, television shows, video games, and other multimedia materials. Pragmatic features play a crucial role in ensuring effective communication and maintaining the intended meaning in AVT. Here are some pragmatic features to consider:

Cultural Context:

- Politeness: Translators need to consider the politeness levels in different cultures. For example, the level of formality in addressing characters or using honorifics can vary between languages.

- Cultural references: Cultural nuances and references need to be adapted to ensure that the target audience understands the context. This includes idioms, jokes, and culturally specific expressions.

Speech Acts:

- Illocutionary Acts: Understanding the speaker's intentions and translating them appropriately is crucial. This includes conveying requests, commands, promises, and other speech acts in a way that maintains the intended impact.

Illocutionary acts are a concept in linguistics and philosophy of language that refers to the speaker's intention or the force behind a speech act. These acts involve the speaker conveying a particular meaning or performing a certain action through their utterance. Here are some examples of illocutionary acts:

Assertives: These speech acts express a proposition and are intended to convey information. For example, stating, "It is raining," is an assertive illocutionary act.

Directives: Directives are speech acts that are intended to get the listener to do something. Commands, requests, and suggestions fall under this category. For instance, saying, "Close the door," is a directive illocutionary act.

Commissives: Commissives involve the speaker committing to a future course of action. Examples include promises, vows, and pledges. Saying, "I will help you with your project," is a commissive illocutionary act.

Expressives: Expressives convey the speaker's psychological state or emotional attitude. Apologies, congratulations, and condolences are examples of expressives. Saying, "I'm sorry for your loss," is an expressive illocutionary act.

Declarations: Declarations bring about a change in the external world simply by being uttered. Marriages, firings, baptisms, and pronouncing someone guilty in a court of law are examples of declaratives. Saying, "I now pronounce you husband and wife," is a declarative illocutionary act.

Understanding illocutionary acts is crucial in communication because it helps in interpreting the speaker's intention and the meaning behind their words. It also contributes to effective communication by allowing the listener to respond appropriately based on the perceived illocutionary force of the utterance.

Pragmatic Equivalence:

- Preserving Intent: Translators must prioritize preserving the intended meaning and effect of the source text in the target language. This involves adapting language and expressions to maintain the same pragmatic impact.

Deixis:

- Spatial and Temporal Deixis: Translators need to address spatial and temporal references appropriately to ensure that the audience can follow the narrative and understand the relationships between characters and events.

Conversational Implicature:

- Implicature: Translators should consider implied meanings and undertones in conversations. Adapting these implicatures is essential for maintaining the natural flow of dialogue.

Register and Tone:

- Formality and Informality: Adapting the level of formality or informality in speech to match the context and relationships between characters is crucial.

- Tone and Style: Maintaining the tone and style of the original dialogue helps in conveying the characters' personalities and emotions accurately.

Speech Rate and Timing:

- Rhythm and Pacing: Translators should consider the natural rhythm and pacing of speech to ensure that subtitles or dubbed dialogues align with the characters' expressions and emotions.

Turn-Taking and Interruptions:

- Natural Dialogue Flow: Replicating the natural flow of dialogue, including turn-taking and interruptions, contributes to the authenticity of the translated audiovisual content.

Sociolinguistic Factors:

- Dialects and Accents: Adapting dialects and accents to suit the target audience while maintaining the characters' identities is important in AVT.

Multimodal Elements:

- Non-Verbal Communication: Translators should consider non-verbal elements such as body language, facial expressions, and gestures to ensure that the translated content conveys the complete message.

Pragmatic features in audiovisual translation require a deep understanding of both source and target cultures, as well as the ability to balance linguistic accuracy with the naturalness and effectiveness of communication in the target language.

The discussion delves into the implications of the results, addressing the complexities of navigating pragmatic features in audiovisual translation. It explores the tension between linguistic accuracy and cultural adaptation, highlighting the need for

a delicate balance. The section also considers the impact of technology on audiovisual translation, particularly the role of machine translation in handling pragmatic elements.

Conclusions and Suggestions:

In conclusion, this study underscores the significance of pragmatic features in audiovisual translation and emphasizes the need for continued research and development in this field. Suggestions for future studies include exploring the impact of emerging technologies, such as artificial intelligence, on pragmatic adaptation and investigating the effectiveness of different subtitling and dubbing strategies in conveying cultural nuances.

In essence, this research contributes to the ongoing discourse on audiovisual translation, offering insights that can inform best practices in the industry. By understanding and addressing the pragmatic challenges inherent in translation, we can strive for more authentic and culturally sensitive representations in the global media landscape.

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