



Audiovisual Translation (AVT)

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- ▣ Definition of Audiovisual Translation (AVT)
- ▣ Origins of AVT
- ▣ Characteristics of AVT
- ▣ History of AVT
- ▣ Types of AVT
- ▣ Intralingual AVT
- ▣ Interlingual AVT
- ▣ AVT Modes
- ▣ References

- Audiovisual translation (AVT) is the term used to refer to the transfer from one language to another of the verbal components contained in audiovisual works and products.
- Feature films, television programs, theatrical plays, musicals, opera, Web pages, and video games are just some examples of the vast array of audiovisual products available and that require translation.
- As the word suggests, audiovisuals are made to be both heard (audio) and seen (visual) simultaneously but they are primarily meant to be seen (Sanderson, 2005: 4).

Principles in AVT:

- 1) the message is conveyed only auditorily as, for instance, in songs and radio programmes
- 2) the only channel used is the visual one, for example, comic strips, published advertisements, etc.
- 3) both auditory and visual channels convey the message as in products such as films, CD-ROMs or documentaries.

- AVT is actually one of the **fastest growing areas** in the field of Translation studies (TS).
- Terms such as “**film translation**” or “**cinema translation**” were often used, but these terms were restricted because this kind of activity takes into account also other types of programmes (documentaries, cartoons, etc..)
- A term that could be a good alternative to the ATV term is “**screen translation**”, because it refers to **all products** distributed on screen.

Characteristics of AVT

- 1. The use of images
- 2. Short deadlines
- 3. The use of specialization of different fields e.g. medicine, legal, IT, etc.
- 4. Speech

The main modes of AVT

- ▣ **Subtitling** is defined as “the rendering in a different language of verbal messages in filmic media, in the shape of one or more lines of written text, presented on the screen in synch with the original verbal message” Gottlieb (2004, p. 86).

The main modes of AVT

- ▣ **Dubbing** is the process of adding new dialogue or other sounds to the sound track of a motion picture that has already been shot. (Encyclopedia Britannica, 2020). It includes half-dubbing too.

The main modes of AVT

- ▣ **Revoicing** is the term which is used to denote audiovisual methods of translation with the aim of complete or partial cover of the text of the original product by the new text of the target language. Thus, revoicing can be subdivided into the following types: voice-over , narration, audio description, and free commentary.

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For Listening

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