



**THE OBSTACLES FACED WHILE
TRANSLATING FILMS AND HOW TO AVOID
THEM**

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ENGLISH LANGUAGE AND LITERATURE**

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THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by Ghada EL-GERGAWI Titled “THE OBSTACLES FACED WHILE TRANSLATING FILMS AND HOW TO AVOID THEM” is fully adequate in scope and in quality as a thesis for the degree of Master of English Language/Applied Linguistics.

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This thesis is accepted by the examining committee with a unanimous vote in the Department of English Language and literature as a Master of Science thesis.
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The degree of Master in English Language/Applied Linguistics by the thesis submitted is approved by the Administrative Board of the Institute of Graduate Programs, Karabuk University.

Prof. Dr. Müslüm KUZU

Director of the Institute of Graduate Programs

DECLARATION

I hereby declare that this thesis is the result of my own work and all information included has been obtained and expounded in accordance with the academic rules and ethical policy specified by the institute. Besides, I declare that all the statements, results, materials, not original to this thesis have been cited and referenced literally.

Without being bound by a particular time, I accept all moral and legal consequences of any detection contrary to the aforementioned statement.

Name Surname: Ghada EL-GERGAWI

Signature:

FOREWORD

First of all, praise is due to Almighty ALLAH for giving me strength and ability to complete this study. I am grateful to my family, including my husband and my children for their understanding in allowing me to devote so much of my time that really belongs to them.

I would like to express my sincere thanks and deep gratitude to my supervisor, Assoc. Prof. Dr. İrfan TOSUNCUOĞLU for his invaluable discussions, encouragement, and advice he has provided throughout my time as his student, and for the numerous corrections and changes, which he so kindly suggested during the writing of this study. He has great credit for guiding and supporting me in this research. Guidance, I have been extremely lucky to have a supervisor who cared so much about my work and who responded to my questions and queries kindly.

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ABSTRACT

It can be said that audiovisual translation is now one of the most common forms of translation. Where people now live in the age of globalized media and communications. Most European countries, especially Central European countries, have a large number of viewers who receive audio-visual works in very large numbers, so they need a correct translation. Due to the development of modern technologies and the spread of electronic media, the number of translators has increased significantly.

The current study aims to find out what are some of the difficulties that the translator faces while translating films. The methodology that was used is Internet, where the data was collected from Internet; the analysis was for part of a song in Frozen Movie. No survey was done or any other instruments. The only procedure that the researcher followed is to search internet and the sources related to the idea of the research. The current study relates to the presence of many difficulties and errors of translators. The observation was that some translators were good in their translation, and this is according to some of the translation laws that were presented, and some of them need more knowledge and more training on translation. Experience is one of the most crucial factors in the world of film translation. The distinction between translation and dubbing, as well as the benefits and disadvantages of each, were covered.

Key words: Source Language, Target Language, Film – Audiovisual Translation, Subtitling, Dubbing

ÖZ

Görsel-işitsel çevirinin, insanların artık küreselleşen medya ve iletişim çağında yaşadığı en yaygın çeviri biçimlerinden biri olduğu söylenebilir. Çoğu Avrupa ülkesi, özellikle Orta Avrupa ülkeleri, çok sayıda görsel-işitsel eser alan çok sayıda izleyiciye sahiptir, bu nedenle doğru bir çeviriye ihtiyaçları vardır. Modern teknolojilerin gelişmesi ve elektronik ortamın yaygınlaşması nedeniyle tercüman sayısı önemli ölçüde artmıştır.

Bu çalışma, çevirmenin filmleri çevirirken karşılaştığı bazı zorlukların neler olduğunu bulmayı amaçlamaktadır. Kullanılan metodoloji, verilerin İnternette toplandığı İnternet'tir; analiz, Frozen Movie'deki bir şarkının parçası içindi. Herhangi bir anket veya başka bir enstrüman yapılmadı. Araştırmacının izlediği tek prosedür, interneti ve araştırma fikriyle ilgili kaynakları aramaktır. Mevcut çalışma, çevirmenlerin birçok zorluğunun ve hatasının varlığıyla ilgilidir. Gözlem, bazı çevirmenlerin çevirilerinde iyi olduğuydu ve bu, sunulan bazı çeviri yasalarına göre ve bazılarının çeviri konusunda daha fazla bilgiye ve daha fazla eğitime ihtiyacı var. Deneyim, film çevirisi dünyasındaki en önemli faktörlerden biridir. Çeviri ve dublaj arasındaki farklar ve her birinin yararları ve zararları ele alındı.

Anahtar Kelimeler: Kaynak Dil, Hedef Dil, Film, Görsel-İşitsel Çeviri, Altyazı, Dublaj

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ARŞİV KAYIT BİLGİLERİ

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ABBREVIATIONS

SL	: Source Language
TL	: Target Language
AVT	: Audio – Visual Translation
SF	: Science Fiction
TT	: Target Text
ST	: Source Text
AD	: Audio Description
SDH	: Subtitling for the Deaf and Hard of Hearing.
EFL	: English as Foreign Language
FLL	: Foreign Language Learning
TV	: Television
CA	: Classical Arabic
ECA	: Egyptian Colloquial Arabic
MSA	: Modern Standard Arabic
FL	: Foreign Language
GTM	: Grammar Translation Method
SDH	: Subtitling for the Deaf and Hard-of-Hearing
SDHH	: Subtitling for the Deaf and Hard-of-Hearing

SUBJECT OF THE RESEARCH

The topic of the research is to know what are the difficulties that the translator faces while translating the foreign film. These are unintended mistakes, its due to differences in cultures and community behaviors or other reasons. Some methods have been mentioned to overcome these difficulties.

PURPOSE AND IMPORTANCE OF THE RESEARCH

The purpose of this study, the challenges and obstacles facing the translators in the translation of English whether it is the target or source language and discussing the strategies used to overcome them. The importance of this research is that mistakes are not repeated during translation. Trying to do a perfect translation, and matches both the source language and the target language to some extent.

METHOD OF THE RESEARCH

The methodology used in this study is to search the Internet and use all the techniques, as it is necessary to access the Internet because it provides a huge amount of information necessary for this research. The gathering of information from relevant materials is crucial to the research process. Discussions with my supervisor and friends are helpful in completing the research to complete this work.

RESEARCH PROBLEM

The current study concerns many difficulties and mistakes in translation of foreign movies for translators. This study also aims to reveal the most critical difficulties and errors in translation of foreign movies and these common mistakes in translation that translators make because of their lack of grammar, language, meanings, and writing. Previous studies related to the topic of this study were also used and references were written according to the APA style.

SCOPE AND LIMITATIONS / DIFFICULTIES

The current study indicates the identification of some of the difficulties that translators face while translating films, especially beginners. It was mentioned that experience is very important to overcome this problem. Part of the song “Let It Go” in Frozen movie was analyzed, and through it, we got to know the type of translation method appropriate for each movie.

INTRODUCTION

Translation is one of the oldest practices and activities in the world, in which the individual is involved, providing communication between societies, bringing cultural values together with different societies, and acting as a bridge between civilizations (Odacıoğlu and Barut, 2018). Translation brings social elements closer to each other. During the act of translation, the effect of more than one factor should be taken into account while the message is transmitted from the source text to the target text, because the act of translation is an action between languages and cultures. Therefore, it was inevitable that a number of procedures, strategies and methods emerged that the translator should pay attention to during the transmission of the message to the counterculture. Although the act of translation is carried out both in writing and orally, this study will focus on the methods, strategies and methods of written translation. In the field of written translation, the type of the source text, the culture it belongs to and the equivalence of the message in the target text have an important place in order to perform the translation act (Alvstad, Hild, & Tiselius, 2011).

In the act of translation, the translator's greatest concern should be to catch the equivalence between the source and target language. Because while the message is transferred to the counterculture, if equivalence is not gained during the translation, it cannot achieve the same effect in the counterculture. In this context, it is useful to make an important note about the equivalence concern, if the translator has a target text-oriented, descriptive, functional and multidimensional perspective, equivalence is expected to come to the fore in the translated text. Because there are some different opinions about equivalence among scientists working in the field of translation science. The fact that there are different views on equivalence consists of theoretical discussions focused on literature and culture. If the translation of a work is carried out by creating the same effect by preserving the meaning and expression characteristics of that work in the source language, by preserving the same qualities in the target language, that work gains equivalence in the literature of the culture in which it was acquired (Güler, 2004).

Nowadays, devices and screens have spread and are in almost every house, with spreading, it crossed borders and countries, so each country will show its culture,

language, customs, and traditions, and of course, each presents about his country in his own language, and therefore become a need to communicate and understand the content of the other. Translation is the way for two parties can understand each other, because it transfers information and meanings from a (SL) to (TL), There are various types of translation, including simultaneous translation, written translation, translation of cultural programs and films, this is what we will talk about in this research, Audio-visual translation did not take its rightful place in studies, despite its appearance for a long time, its spread was from the nineties of the last century, but none of the academics paid attention to this type of translation at the time. now the Screens are everywhere in the home, at work, in restaurants, in libraries, on public transportation, we get pleasure and benefit when watching audio and video clips, the twentieth century was the beginning of animation, at same time the French Louis Lumiere 1895 invented the cinematographer, by this way, films were able to reach everyone around the world. due Silent films were turned into films with audible words that had to be translated at the time, Film companies at that time faced the problem of different languages, and production companies had to cross the language barrier, (Díaz-Cintas, J. 2004).

Due spread the Audio and video clips and the translation become important, the number of researchers and scholars in this field has increased as Chiaro ; Díaz Cintas ; Matamala and Orero especially in the aspect of audio-visual translation, as a result Research papers, articles and studies have appeared in this field, this allowed the development of audio-visual translation, the audio-visual translation has its own theory and methodology, which made researchers demand to allow a scientific field of research, One issue that has already attracted some consideration as Chaume mentioned in 2007; also Zanotti mentioned in 2015 yet, remains a largely untapped field of study Baños and Díaz-Cintas in 2015, O’Sullivan 2018 is the retranslation of audiovisual material (Dore, 2018).

LITERATURE REVIEW

Linguocultural Approach to Audiovisual Translation on the Example of “Game of Thrones” “Game of Thrones” has been translated into more than 45 languages around the world Including the Russian language. For this purpose, this research was done to find out the issues and difficulties that translators will face when translating the series from the American accent (SL) into the Russian language (TL). The basic methods of adapting unequal vocabulary in the Russian language and the meaning that there can be words in the source language that do not have an equivalent or equivalent in the (TL) will be determined. Thus, the translator must deal with this dilemma properly and search for different concepts that can have an equivalent in the (TL). The reason for the cultural difference between the (SL) and the (TL) two things can happen, the first thing is that the meaning does not reach to the (TL) correctly because the translation was wrong, and the second thing is that the translation of the (TL) is misunderstood, and in both cases it will be very bad. The dubbing mentioned in this research, this is a difficult task because it requires focus in work and analysis since the pronunciation of sounds to coincide with the text. The relationship between previous study and mine that mentioned the different cultures and their impact on translation. Also, Synchronicity is one of the most important factors for the success of dubbing.

The Landscapes of Audiovisual Translation. The translation of both sound and image is referred to as audiovisual translation. The definition of the term will unavoidably evolve as more people switch from traditional TV to digital TV. We anticipate that television designed for mobile devices and portable DVD players will have a significant impact on how we enjoy audiovisual programming. While the digital technology makes it easier to handle, save, and analyses audiovisual content, it also means that translation scholars will need to have a higher level of technical knowledge and proficiency. As the article focused on the localization of games and the need to create a set of acceptable terms that will more correctly identify the processes related to the translation of computer games. It must have its own form and style of local production, just like when localizing software and games, which combines language transfer and software engineering.

Research Issues in Audiovisual Translation: Aspects of Subtitling in Greece. The study concentrated on the notion of audiovisual translation and made an effort to develop a theoretical framework that offers some tools and concepts for audiovisual translation as well as some basic translation terms. The benefits that set the audiovisual text apart can be condensed in order to precisely identify the subject of research. The characteristics of the audiovisual text, which considering it as a searchable and study able text, are summarized

- Receiving information via both audio and visual sources.
- Essential nonverbal components' presence.
- Coordination of verbal and nonverbal components.
- Screen appearance: Material that is reproducible.
- Recording content: controlled progression of animations.

This study is full of data related to the translation of audiovisual text and many issues were mentioned, including the nature of audiovisual translation, the methods used in translation, and what is the research methodology used. The study also focused on film subtitling in Greece, the development and function of subtitling, and dubbing. What are the translation steps and difficulties, what are the factors that determine the translator's decisions?

TRANSLATION TECHNIQUES USED IN SUBTITLE TEXT OF "FINDING NEMO" MOVIE the paper is titled "Finding Nemo" Movie Subtitled Text Translation Techniques. This study aims to identify the translation methods that the translator employed when analyzing and translating subtitle text. The translation methods employed in the Finding Nemo movie's subtitle text were described by the researcher using a descriptive qualitative methodology. The collect data by searching through internet, Molina and Albir was applied to the data analysis. After the analysis, the researcher fined the following, 850 utterances that contain 11 techniques. (11,76%) data using borrowing; 19 (2,23%) data using calque; 7 (0,82) data using compensation; 13 (1,54%) data using discursive creation; 11 (1,3%) data using established equivalence; 3 (0,35%) data using linguistic compression; 648 (76,24%) data using literal translation; 3 (0,35%) data using modulation; 1 data using particularization (0,12%); 24 (2,82%) data using reduction; and 21 (2,47%) data using substitution. The study reveals that literal translation is the most popular translation method.

AN ANALYSIS ON TRANSLATION TECHNIQUES IN THE SUBTITLE OF THE MOVIE “5 CM” 2014's Olenka, Fonda an examination of the translation methods used in the movie "5 CM" subtitle. English study program, Faculty of Cultural Studies, Department of Languages and Literature, Universitas Brawijaya Endang Sasanti and Sri Endah Tabiati serve as co-supervisors. Translation is a difficult process that requires concentration and full knowledge of the culture of the source and target languages. Full knowledge of the culture and linguistics of both the (SL) and (TL) often keeps you away from a poor, or wrong translation, or from a possible misunderstanding resulting from an inaccurate translation. This research is qualitative and of a descriptive nature. The dialogues and subtitle from the movie "5 CM" served as the data. Data were processed by recognizing the Nida-proposed procedures. According to the study's findings, the translator used addition, subtraction, and alteration strategies. There are several methods to use addition, such as by adding "to be" to the words is, am, and were. There were other applications for subtraction, such as the subtraction of words or information. When switching some word classes to another, alteration was used. The writer's study of 94 sentences indicated that the translator primarily employed the addition translation approach, which was detected in 44 sentences, to complete the translation.

TRANSLATION TECHNIQUE OF ENGLISH TO INDONESIAN SUBTITLE IN DORAEMON “STAND BY ME” MOVIE the study's goals are to categorize the many translation techniques used in English to Indonesian subtitles, to identify the most common type of translation approach, and to describe the level of English to Indonesian translation quality. This study uses a descriptive qualitative approach. The research's sources for data are words or phrases from subtitled movies with both English and Indonesian audio. While "Stand by Me" is the research's primary source of information. The author employed both documents and informants as types of data sources. The writer compared the analyzed SL and TL using the comparison approach when assessing the data. This study's findings demonstrate that 1) there are eleven type of translation techniques. There are 233 data or 64.72%. In translation readability, the higher percentage is readable. There are 260 data or 72.22 %. Therefore, it can be concluded that the translation quality of “Stand by Me” movie is accurate, acceptable and readable.

TOWARDS A TYPOLOGY OF CHALLENGES IN SUBTITLING
EGYPTIAN FILMS

Subtitling films in Egypt still needs skills and experience in this field, although they have excellent linguistic competencies, still need to know the basic principles of translating films. This study concerned audiovisual translation in the Arab world, specifically classic Egyptian films and challenges for beginners and experienced translators.

“Leila1” was the first Egyptian silent film, released in 1927. The first talkie movie released in 1932 was “Awlad Az Zawat”. Since then, the Egyptian film industry has dominated the Arab world. It appeared internationally for the first time in 1936 with “Zeinab” at the Venice Film Festival in Italy. For many years, Egyptian film failed to promote its works to viewers who did not speak Arabic. The tendency started to change with the introduction of digital technology and satellite transmission. Two Egyptian networks, Nile TV and Al Masriya, started airing subtitled movies in the middle to late 1990s. TV channels, satellite channels, and media companies are now forced to pay greater attention to subtitling because of the abundance of film festivals in Arab capital cities, the massive investment in media production cities, and the growing trend among national channels to subtitle their productions into English Language.

1. THE THEORETICAL DESCRIPTION

1.1. Definition of Translation

First we have a general definition of translation which mean convert original text from its original language to another language. Under main definition include some different definitions. The translation has been defined by many experts, researchers and scholars. All experts agreed that translation is the convert an original text to another language with the same meaning. Translation defined as copy writing or speech from one language to another language (Nugroho, 2013).

Another definition, that translation is a process of rendering meaning, ideas, or messages of a text from one language to other language. (Newmark, 1988). Also translation could have defined as the process of transferring a writing text from source language to target language, (Munday, 2004).

One of the scholars advised another definition that translation is the replacement of textual material in Source Language (SL) by equivalent textual material in Target Language (TL) (Catford, 1965). Add to that, one of the definition had been proposed propose that translating consists of reproducing in the recipient language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style, it can be concluded that translation is not only changing the language of a particular message or text to another language but also finding the closest equivalent of meaning and style on the target language (Nurhanifah, & Haryanti, 2019).

Translation is a mental activity in which a meaning of given linguistic discourse is rendered from one language to another. Translation is an act through which the content of a text is transferred from the source language in to the target language (Petschow et al., 2013).

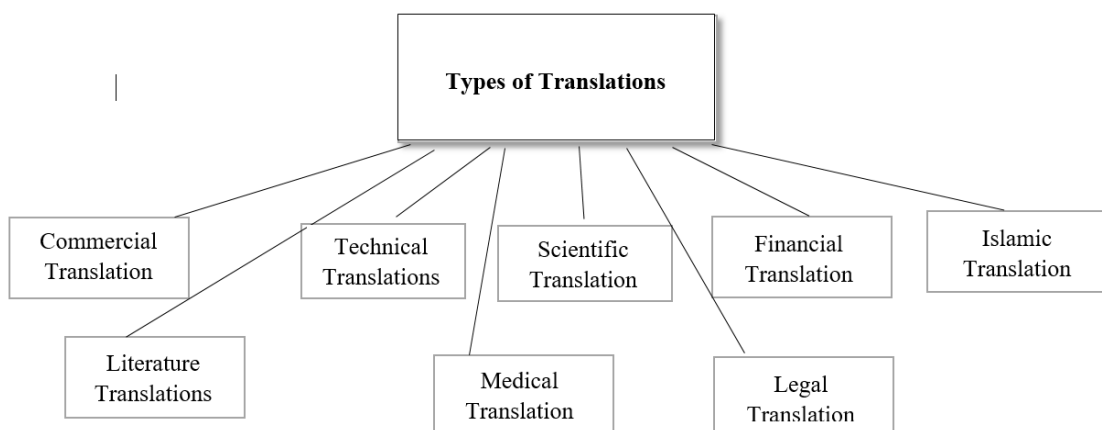
According to Catford's definition, translation is the processing and producing, which is intended to process text in the source language (SL) and produce a text in the target language (TL) (Susanto et al., 2021).

On the other hand, a product since it provides us with other different cultures, to ancient societies and civilization life when the translated texts reach us (Fajrie, 2022).

Because translation is a procedure in which an original text in one language called (SL) is replaced by another text in a different language called (TL), it is considered a transmitter of civilizations and cultures also from one society to another. On the other hand, translation is described as a professional practice in different situations. Because of increasing the migration, the importance of translation has increased, (House, 2017).

A deep understanding of the subject must be achieved from both sides. The scope of translation is very broad and dynamic field of activity. Translation includes all disciplines, activities and fields; it can be divided into different types.

- Commercial Translation.
- Technical Translation.
- Literature Translation.
- Medical Translation.
- Scientific Translation.
- Financial Translation.
- Islamic Translation.
- Legal Translation.



Source: prepared by researcher

Figure 1. Types of Translation

According to all definitions mentioned above, we can conclude that translation is the process of transferring meaning from one language to another, not just transferring words from one language to another.

Translation, at the same time, reflects the translator's preferences, attitudes, and decisions during the translation through various ways such as omissions and additions made by the translator during the translation process. Different factors such as the type of text or film, culture, target language, source language can determine the translator's decisions. In addition to the translator's cultural, social, ideological and religious structure, even his mood during the translation affects what kind of approach and strategy he will follow and the decisions he will make. (Munday, 2016).

1.2. Principles of Translation

If a linguist is looking into more than one language, then they must know the principles of translation, they have to translate the meaning of the written or audible text from one language to another in case they working in a multilingual field. Knowing the principles of translation become an important part of writing stories, working as journalist, or experts. For writers, they must know the principles of translation, because they are writing stories from one language to another. Therefore, they have good knowledge of both languages, which means converting from the source language (SL) to the target language (TL). Of course, the translation will differ from one person to another, but the meaning remains constant and does not change, so that each translator has his own method and style while preserving the meaning of the text unchanged. As a result, there are some important general translation principles which are linked to most types of translation (Sayogie, 2016).

- **Meaning:** The meaning must be preserved, and not allowed to add or remove words or phrases that could disturb the meaning and change it. This is completely unacceptable.
- **Translate Culturally.** Don't translate literal.
- **Form:** It is necessary in translation the sentences, words and ideas match the original text, especially in legal documents. It is so important to preserve the meaning of the original text while transferring from (SL) to (TL).

- Source language influence: Undoubtedly, the source language will affect the translator, as it is the mother tongue and has a strong influence on his thoughts, behavior and when he speaks as well. Because language is part of culture, studies have proven that it has a strong influence on a person's thinking, behavior, feel and speech. Language not only affects the behavior, thinking and feelings of people, but it also affects international communications and business between countries. We can clarify this by explaining the following. for example, if a commercial company at home country wants to start a business in another country, it is necessary to have a way to communicate with the employees and work staff in the new company in that country, by sending them messages with their language to understanding and explanation the way of work.
- Style and Clarity: It is absolutely rejected and totally unacceptable for translator to change the style of a text, except in one case that there are bad words, vulgar style, inappropriate and out of bounds phrases. Translator may correct the defects for sake of the reader.
- Idiom: There are a lot of phrases and terms called Idiom are notoriously untranslatable. Including similes, slang, metaphors, colloquialisms, proverbs, sayings, phrasal verb, and jargon. In case those idioms are not translated, use other methods such as: use plain prose translation, very close meaning to term, keep the original term with a literal clarification in brackets, and keep the original word in upturned commas.
- Make sure there is coherence in the translated text, and consistent with original text. The translator has to be smart and attentive to text. While translating should be carefully and focused.
- Choose the most common and familiar expression among people. Translation must be easy, and words and phrases be known, unless the translation is a scientific or medical text, the translation must be very accurate and at a high level of efficiency and attention.
- Don't overuse the frequent words in the text. Try to use synonyms for the word (Sayogie, 2016).

To summarize, in order for the translation process to be successful, first the translator must read the entire text or story (Source Language) in order to fully

understand it, and make sure that all the sentences and phrases are clear. If there are some unclear words, sentences, or phrases, he must understand them and make sure that the meaning is correct. Used common and familiar language among people. Then he compared what he translated from original text to other text. Do you consider the translated text understandable without referring to the original text? One of the reasons for success the translated text is the translator's mastery of the source language and the target language, as well as the lack of literal translation, as it weakens the translated text. Finally, make sure that the target text will be read well (Nurhanifah & Haryanti, 2019).

1.3. Method of Translation

As the translation is an activity demand deep mastering and perfect knowledge of source and target culture. Whereas the variety translation type is followed by a difference in methods of translation, because each type translated has a different method of translation. we defined the method of translation as the way in which the text will be translated from the source language into the target language (Larson). Of course, there are many methods used in translation, and verities scholars have talked about it. Each scholar classified the translation method into various ways. The translation methods had been classified as follows:

- Word for word Translation (The cultural vocabulary translated literally).
- Literature Translation. (One of the classifications of translation, which involves translating each literary product, whether it is poetry, prose, story, or arts, into the Arabic language, or vice versa in some cases).
- Faithful Translation. (What is meant this translation is to transfer the intention of the writer or author, and what he intended to communicate to people faithfully as possible to another language.).
- Semantic Translation. (One type of translation, the translator must be committed by the information and grammatical rules in the source language. This translation is used in some cases, such as translating a very important book, or the particular speech is very important, because in the case of semantic translation, the text is transferred from its (SL) to (TL) in a correct,

clear and unambiguous manner. It is considered as the best way to translate religious, philosophical, medical and scientific texts).

- Adaptation Translation. (It is a method of translation, it is used in the case that the language and culture of two people are completely different, it is difficult to communicate with each other, so we turn to semantic translation to indicate what we want to say or inform the other party).
- Free Translation. (It is a translation in which the content is reproduced without its original form, where the paraphrasing is longer than the original text. The translation is often lengthy and integrated; it is usually called “intralingua translation”).
- Idiomatic Translation (The translation of idiomatic expressions is a complex translation process because it is not only necessary to master the two languages (SL & TL), but also to master the cultural aspect in both languages. Because if the translator encounters a problem in translation, he can use his culture and previous information about both languages.)
- Communicative Translation. (Present the precise contextual meaning in an easy and understandable way for the reader) (Халимбетова, 2022).

Since translation is a large and expanding subject and has several fields that cannot be counted, translation has been classified according to the method of translation and specialization into several methods. To clarify, we mention some linguists in this field, as the basic, initial and procedural standards run the processing of translation before and during the translation. The texts to be translated will be selected based on the criteria previously mentioned, what is meant the selection of a specific text is due to the initial criterion, the strategies used in foreignization and domestication will be chosen based on basic criteria, and procedural criteria related to the accurate techniques used in word and sentence levels (Schaffner, 1998).

According to Malone’s 1988 strategies there are: simplification, condensation, equation, diffusion, substitution, divergence, convergence, reordering, and reduction (Malone, 1988).

Also, Newmark 1988 classified translation strategies too to: descriptive equivalent, diffusion, transference, functional equivalent, naturalization, cultural equivalent, functional equivalent (Newmark, 1988).

As Delisle 1993 mentioned as all scholar classified the translation strategies to: communicative, semantic, literal, free and adaptation (Molina & Hurtado, 2002).

HAN 2012 says that "while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language". He refers to different methods of translation: word-for-word translation, literal translation, equivalence, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, communicative translation (Han, 2012).

According to Zhou and Jiang 2012, Riitta Jääskeläinen 1993 classified the translation strategies into global strategies (applying to the whole task, namely style, readership etc.) and local strategies (applying to specific items, namely lexical searches). It can be said that global translation strategies are frequently used by professional and non-professional translators "translators in training" (Zhou & Jiang, 2012).

While Vermeer (1996) refer to determine the best translation method, when the desired aim of translation is achieved. There is a known functional theory based on the SKOPOS (Al-Hilali, 2021).

Based on the mentioned above, we conclude that the translation from the original language into the target language must have the same meaning, so if the text had been read in the target language, will be as you read the text in original language.

1.4. Translation Technique

Technical translation is an instrument used to transfer from the source language to the target language. This type of translation is considered special, as it related to the translation of official documents, also includes the translation of scientific and medical documents. As usual, there are many linguists who had classified technical translation and identified its characteristics. Translating texts requires mastery of the source language (SL) and the target language (TL) as well as a conscious and knowledgeable person who understands the topics correctly. The translator must be highly qualified and experienced in translation technique because errors in such texts can endanger people or cause disasters and harm to people, below will mention the five characters of Translation Technique: (Molina & Albir, 2002).

- The translation technique impact the result of translation.
- Techniques are categorized by comparison with the SL text.
- Techniques are partial level.
- Techniques aren't interconnected but based on specific context.
- Techniques are functional.

In essence, Translation is the process of transferring meaning from (SL) to (TL). Meanwhile the translator will select one method for the whole text. Several techniques can be used for individual words and phrases. If the translator chooses the appropriate technique carefully, the translation process will be done with high accuracy. As a result of studies and research conducted by linguistics, they deduced some of the translation techniques. These are the common translation techniques used in translation documents and obtain a perfect translation, (Molina & Albir, 2002).

As mentioned some of scholars Translation Techniques as defined is the way used to transfer contents from (SL) to (TL). The following techniques are provided by:

- **Adaptation:** in case that the elements of cultures are equivalent in both (SL) and (TL) adaptation technique can be used. Where culture elements of (SL) are replace with one which has the same condition and situation in the (TL) culture (Ordudari, 2007).
- **Amplification (Addition):** it is the addition of information to the (TL) that is not exists in the (SL) to explain and clarify the meaning, so that it is reformulated to facilitate the access and understanding of the information of (TL) to the reader. The source language should never be compromised (Tang, 2014).
- **Borrowing:** The word is taken directly from the (SL) to (TL). Example: Café “French”, hamburger “German”, kimono “Japanese” and kimchi “Korean” (Ramachandran & Rahim, 2004).
- **Calque (loan translation):** it is considered as a literal translation of word or phrase. From (SL) to (TL). Example: The English term ‘skyscraper’ is translated as ‘gratte-ciel’ in French (Loiacono, 2013).
- **Compensation:** This means that replaces item information or position affects in the (SL) in other part in the (TL), because it cannot be realized in the same place in the (SL) (Lee & Mok, 2003).

- Discursive Creation: This technique is mostly used in the translation of the title of film, movie, book and novel to indicate equivalence that can only be valid in a certain context (Marqués Cobeta, 2021).
- Established / Equivalence: Translate terms in the sources language term that is already prevalent in the target language the term in the sources language are generally based on a dictionary or phrase daily (Chang, et al., 1999).
- Literal Translation: it is word for word translation.
- Modulation: Sometimes the translator cannot translate the (SL) into the (TL) literally, but it requires a change in viewpoint or an amendment to convey the correct meaning of the (TL). In order for the (TL) be equivalent and natural to the (SL), the translator makes some adjustments to the (TL), while preserving the meaning of the (SL) (Putranti, 2018).
- Reduction / Omission: It is a translation technique that is usually used in visual translation to provide space for translation in the (TL). There are two methods for this technique, either deletion or concision. Where the translator omits some information to clarify the meaning of the (TL) to the reader (Jaskanen, 1999).
- Transposition: This technique is used if the grammar is different of the two languages, while still protecting the meaning. Example: The French sentence, 'Je l'ai vu avant la rentrée' can be rendered in English as 'I saw her before school started.' This changes the noun 'la rentrée' into a verb (Simanjuntak, et al., 2021).

1.5. Audio-Visual Translation

The beginnings of appear audio-visual translation were in the early twentieth century. It is a term given to the transfer of verbal content such as audio video clips or long videos from one language to another. All that can be seen and heard from fictional or cultural films, plays, television programs, operas under the list of audiovisual translation. Any content that can be seen or heard can be translated is called (AVT). (AVT) had attracted the attention of scholars in the past two decades. A lot of studies and research had been done that helped the development of the

audiovisual translation. These studies participated in progress audio-visual Translation deeply (Chiaro, 2012).

It can be stated that audio-visual translation has an important place in the field of translation studies and is one of the translation methods used in the translation of films. It is used as the Turkish equivalent of the French word “audio-visual”. It is discussed whether audiovisual translation genres should be considered as a separate genre or whether they should be considered as main sub-genres (subtitle translation, dubbing translation). The first articles dealing with audio-visual translation are between the 1950s and 1960s. It is possible to state that more in-depth studies were carried out in the following years. International conferences were held in the relevant field and many papers were presented. During audiovisual translation, the translator is faced with some spatial, temporal, linguistic and cultural constraints. In this context, it can be stated that simultaneity is a very important element in audio-visual translation (Zeytinkaya 2018).

The studies related to audio-visual translation were distinguished by focusing on technical aspects, thus, the technical aspects of research and studies on audio-visual translation have received the greatest attention. But don't ignore the creative potential of every transfer that can transcend technical limitations. This indicated that audiovisual translation publications have grown exponentially since the 1980s (Zemni, 2020).

Audio-visual translation is defined as the translation that attaches audio-visual media. It is usually like dubbing “substitution the original audio tracking a new version in another language” OR subtitling “the addition of text in another language to join the original film” (Cohen, 2009).

As we mentioned previously, every audio or read joins the audio-visual translation. Of course, with the progression of time, the demand for multimedia translation has increased, and thus the demand for translators has increased. In recent years, the number of articles, research, doctoral studies and conferences specialized in audio-visual translation has increased (Orero, 2004).

Film translations differ from literary translations because they depend not only on the text, but also on visual elements such as lip-matching, actors' movements and facial expressions. This applies to both dubbing and subtitles. A movie has to be

translated into the target language, both audio and visual at the same time. Of course, this situation brings with it some difficulties that the translator has to overcome. Among these difficulties, we see that cultural difficulties come to the fore. In addition to cultural difficulties, there are also linguistic difficulties such as word games, minor characters and dialect (Şahin, 2015).

1.5.1. Dubbing

Dubbing is a new audio track in another language, instead of audio track in original language. Also it is placing an alternative sound for the original text in the another language. This method is usually used in movies, TV series, films documentaries, and animation. The word “dubbing” is of French origin (Matamala, 2010).

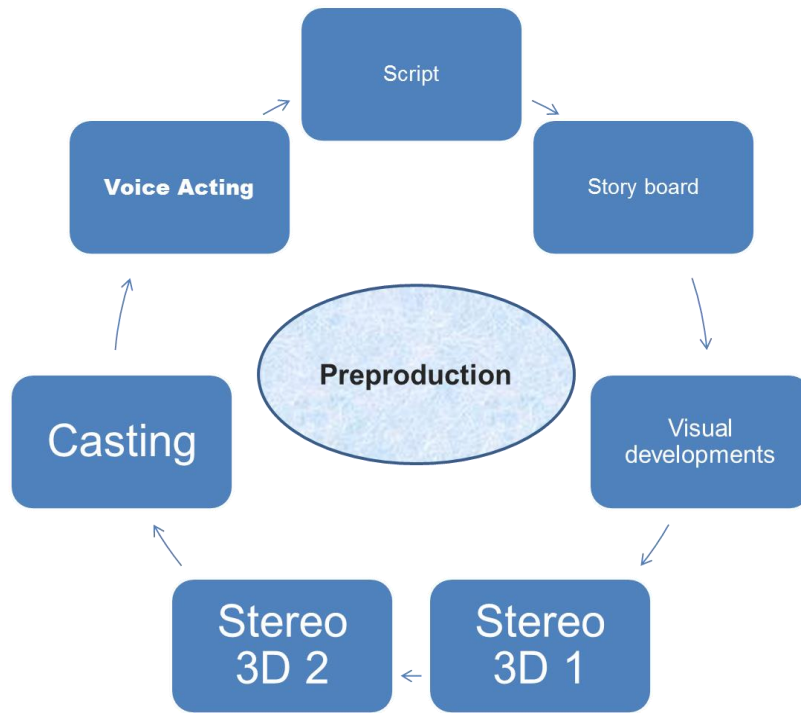
“Dubbing” it is the process of adding other new sounds to the audio track of the moving image that has already been taken. Dubbing is frequently used in the film industry. When dubbing a foreign language, it is very important that the translation of the original written dialogue is matched with the movement of the lips of the actors in the film. It also be defined by translating the audio content (video clips) and adapting it to the original one, as well as synchronizing it (Chaume, 2007).

Synchronization is the main factor in the dubbing process and has a great and direct impact on the translation process. The translation process must be professional and perfect; this requires a translator with very high skills and an excellent level that rises to the dubbing process (Varela & Jiménez, 2004).

The case in which we can consider the dubbing process have succeeded and achieved its goal is that what the viewer hears on the screen does not appear to be subtitles, but the actors themselves were talking on the screen. If the dubbing talk is completely identical with the lip movement of the actors, we consider the dubbing process to be successful and high quality, so that the translation corresponds to the movements of the lips (lip synchrony), especially with the duration of the screen from the moment the actor opens his mouth to talk until the moment he closes his mouth to talk (Boukayoua, 2019).

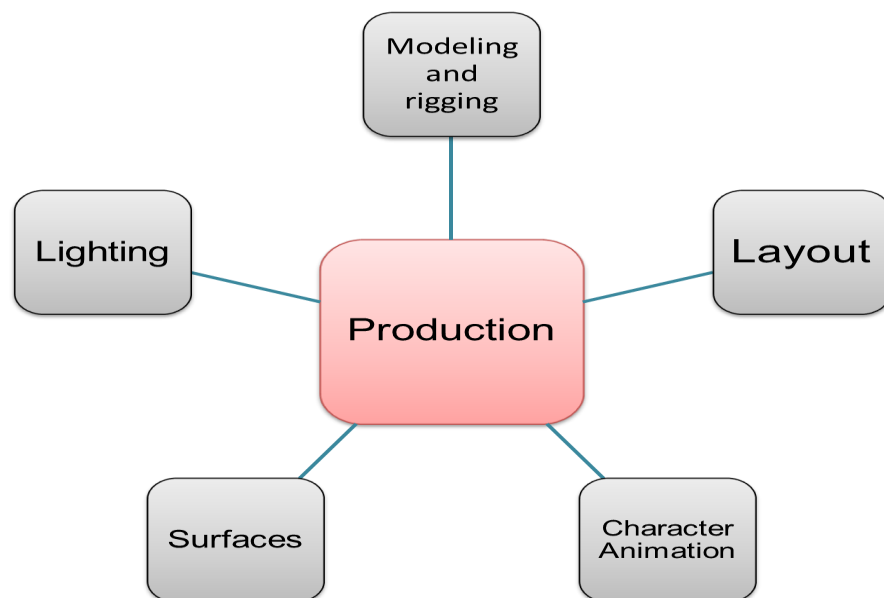
1.5.1.1. Dubbing Animation Movies

Children are the adornment of life in this world, and the most important thing for parents, so they must take care of them and provide them the best means of education. Children play a significant role in determining how the world will look in the future, so their education needs to be at the highest levels. In order to give them the best education, we must search for the best subjects in other language. Therefore, we have to take subjects from other cultures that are good, but different from us in language, so we need to translate those subjects into our language. Because of the importance of children, the translation that will be directed to them must be very accurate and correct, free from any errors or misunderstandings of the text. Dubbing cartoons for children is completely different from dubbing movies for adults. Of course, the dubbing of animation films that are presented to children in Arab countries is completely different from what is presented in European countries, because Arab and Islamic customs and the behavior and morals of Arab society determine the quality of films that can be shown to children in Arab countries. Dubbing is replacement the original speech with a voice track which attempts to match the lip movements of the original. This work takes place in a studio dedicated to dubbing. There, through the microphone, the actors read the text written in the target language in a completely clear voice without any distortion or errors, taking into account lip synchronization. And there is an important thing, which is choosing the actors who perform the dubbing, their voices must match the form of the actors appear on the screen. Sometimes the actors make some adjustments to the voice to meet the requirements of the target language because the dubbed text will be presented to children and it must be entertaining, so some of the voices of the actors who perform the dubbing can be modified their voices to become funny to draw the attention of children of children and make them laugh. Translators are interested in issuing a valuable and efficient dubbed version on the linguistic, cultural and phonetic levels, (Slamia, 2022).



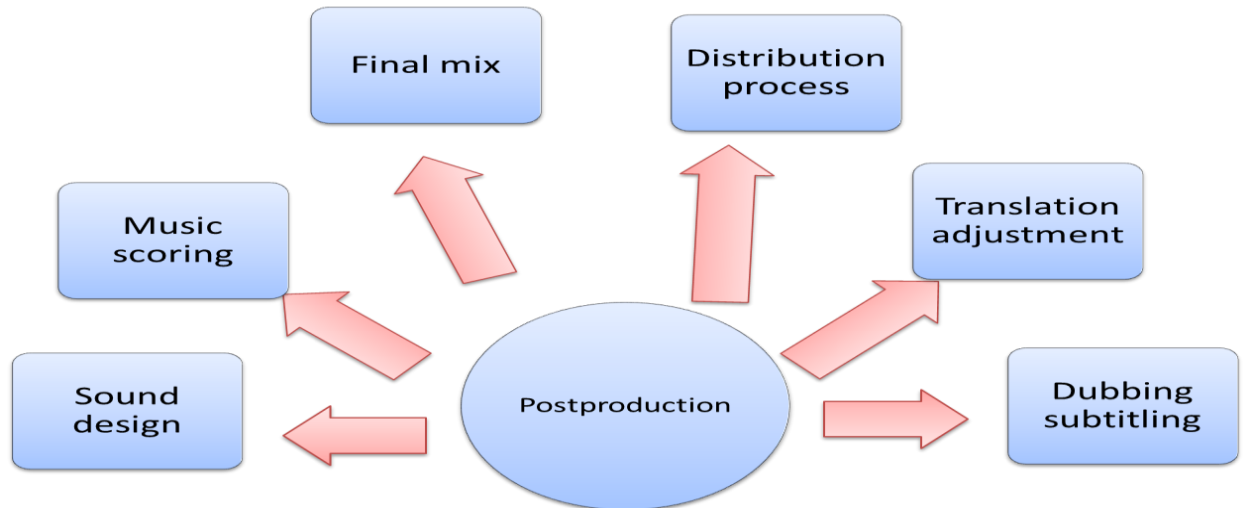
Source: prepared by researcher

Figure 2. The Steps for Preproduction



Source: prepared by researcher

Figure 3. The Steps for Production



Source: prepared by researcher

Figure 4. The Steps for Postproduction

As a result of the booming animation market in recent years, the demand for celebrity voices in animated films has been increasing; this is to increase the number of audience. There is something crucial to note, which is that the voice acting performed by the actors in the dubbing studio aims to form a close and emotional relationship with the audience (the audience here are children) by telling the events of the story in a way that attracts attention, as is the case in animation, so that the voice actors are carefully selected, so they are able to attract children's attention and make them listen to them eagerly. In order to understand in some detail the mechanism of sound recording, we will first show the steps involved in creating an animated movie, three steps might be used to categorize the entire procedure, pre-production stage, production stage, Post production. As shown in the figure, the voice acting is in the pre-production stage, at the same stage, the screenwriter give the script to the work team, those, employee in turn to put the narrative to life by using drawings comic strip-style that are ultimately captured on camera using digital technology. The characters are then determined, and the votes are looked up. Characters are designed and created after the voice track has been recorded in the studio. After that, characters are computer generated and given complete articulation by incorporating the actors' prerecorded voice performances (Mompeán,, 2012).

The Arabic language is characterized by accuracy in its words and structures, as it is very rich in phrases, vocabulary, and words expressing meanings, emotions,

and feelings, because it is the language of the Holy Qur'an, it is miraculous and concise, one of its characteristics is the connotation of a single utterance has multiple meanings, and its utterances fall on the ear and have a musical effect. Due to the great importance of the Arabic language, it was necessary to have international films that were translated and dubbed into the Arabic language. In the Arab world, dubbing is the best and most used option for animation film, Dubbing is usually done in the colloquial language of the country for which it is being dubbed, in order to facilitate understanding and draw attention to the movie because the goal is for children. Dubbing in the colloquial language makes the text less formal, but into (CA) gives it an official character from a linguistic and functional point of view. Farghal and Almanna (2015) Indicate that most of the animation dubbed into colloquial Arabic to protect "the humorous and casual nature of the discourse". They claim that the usage of (ECA) appropriately reflects the comedy in English on both linguistic and cultural levels, While (CA) can be employed in situations where formality is required, such as in historical animated series. Give an example of animation film that has been translated into Arabic, in terms of language, when linguists and translator were asked to choose a suitable medium for "Sesame Street" for kids to be dubbed into Arabic (Ifta ya Simsim), they had three alternatives, (ECA) for being the Arab world's most well-known type, The four major colloquial varieties: Arabian, Egyptian, Levantine (Eastern), and Maghribi (North African), a condensed version of (MSA), which has distinct features in terms of grammar, phonology, vocabulary, and style and can be thought of as a "different linguistic variety", The final choice was to employ a condensed version of MSA that would be simple for kids to understand and sound normal when spoken. A research study was conducted to study dubbing animation films in the Arab world by Yacoub in 2009. Interviews were conducted with parents, children, and producers in several Arab countries, also analyzed some dubbed cartoons and found that the basic rule for children is (CA), observed that (MSA) is the common dubbing for children; it become "a norm in light entertainment", and that parents prefer the (MSA) for education and the (ECA) for entertainment and fun. Parents selected MSA for educational purposes; producers picked MSA for business and educational factors when dubbing children's programming; it was determined that MSA was preferable for dubbing children's cartoons. While slang was used among viewers belonging to a certain regional area (Tawfiq, 2018).

1.5.2. Subtitling

Translation is the transfer (SL) to (TL). Many meanings under this concept, including subtitling (visual translation), which is intended to change the visual foreign language into another language, and changing it from the spoken text to the written text. So subtitling is a written translation that accompanies original audio and video. Due to the complexity of subtitling the translators must be more efficient, and have a musical ear, stylistic sensitivity of a literary translator, the visual acuity of the movie cutter, and the esthetic sense of a book designer (Henrik Gottlieb, 2012).

Television shows subtitled video programs for adults and children. When examining and analyzing the features of subtitling programs that are broadcast on the screen or by radio, founded that the minimum requirements for synchronization between subtitles and audio are three main components:

- Image.
- Subtitling.
- Spoken dialogue.

Therefore, the translation must synchronize with the speech and the image, it must remain on the screen long enough to read it. There is also a very important thing, which is presenting the dialogue in a clear and accurate way that leaves no confusion for the viewer in the meaning, one more thing that the speech rate is the rate at which information is presented through an audio track (De Linde & Kay, 1999).

The important characteristics of translating children's programs broadcast on British television were analyzed the results were:

- The translation of children's programs should be shown for a longer than adult programs, and this requires more attention to editing the dialogue, and more effort in translation to obtain a dialogue that suits the children and let them paying attention to following the program, not distracting their minds away from the program. So, it is intended that the translation and dialogue should be of a high degree of proficiency and efficiency that will make the children continue to follow the program.
- The synchronization between the subtitling, the image and the dialogue depends on the: a) duration of the speech.

- b) The duration of the subtitle.
 - c) The time from the start of the speech until the subtitle.
 - d) late-in-time
- The synchronization between subtitles and images is related to the number of changes in the snapshot for each subtitle (Stanciu, 2020).

1.5.2.1. Subtitling for the Deaf and hard of Hearing

Previously, translation was defined as a transfer from the (SL) to the (TL), this is a general definition of translation. However, and there is a different definition, which is translation for the deaf and those who have hard of hearing. Certainly, the translation for this category will differ somewhat from the common definition of translation, which is the conversion or transfer from one language to another. Gambier, 2003 stated that the aim of training screen translators (meant SDH) is development all the competencies that work in this field. Because this type of translator must be highly qualified and proficient. As is well known, the more we go deeper, the more accurate the specialization becomes, and the translator becomes more efficient and professional, and the need to focus on the aspects that make audiovisual translation different and distinctive from others. Mostly the deaf cannot access the audio and sometimes the subtitling itself due to poor reading skills. Therefore, the translators, if they want to recommend information to these people, study the cases and obtain the personal file to know each case and how to deal with it in order to deliver the information to them (Neves, 2008).

Listening skill is not an easy task; Rodríguez 2001 said that screen translator (SDH) should practice "analytical listening" which is the capacity to listen with predetermined goals in mind in order to gather specific information from the sound components being heard. According to the same author Rodríguez 2001, Knowing about the sound forms is crucial for being able to perform analytical listening and utilize the information acquired. Exercises designed to make students aware of the presence or absence of sound and listen to it can help them build this knowledge by teaching them to recognize its source, the direction it is coming from, how it interacts with the visual, its storytelling value, and its cultural significance, affective trainees are exposed to analytical listening situations and the more they are taught using

reverberation and transcoding techniques, the easier it will be for them to create efficient SDH (Neves, 2008).

Based on, Pereira 2005 we have different definition of (SDHH) It is possible to define subtitles for the deaf and hard of hearing (SDHH) as a method of way transfer (from orally to written), which occasionally takes place between languages, it entails showing a written text that provides a semantic analysis of what is occurring within a specific program onto the screen, in addition to what is said, consider how it is said and by whom (emphasis, voice tone, dialect, foreign languages, noise) In addition to the multiple discourse elements that are displayed on the screen, contextual sounds such as background music and noises are also included: letters, words on posters. (UtRay et al., 2009).

Some countries have given importance to the deaf and provided them with special services, including (SDHH) Some countries have attached importance to the deaf and provided them with special services, including America, Canada, and Turkey. In Turkey, SDH has only ever been available on FOX TV, a single private station since 2018, Turkish TV has broadcast TRT Kid and TRT Documentary on a few of its networks since February 2021 and on three digital platforms (Digiturk, Tivibu and Netflix). The way the text is presented is crucial to the delivery of SDH because it greatly affects how readable and legible the subtitles are. Because it's so important that how is provided the (SDHH) on the screen. The five main factors considered in the examination of the on-screen presentation of SDH are font , position of subtitles, number of rows and line breaks, use of color (Gürkan, 2021).

For the training (SDH) to be successful in the translation classroom, a variety of various problems and difficulties must be resolved. The absence of standard (SDH) instructions used by field actors (translators and channels) is one of these difficulties. Okyayuz, 2016 mentioned types of translation which developed the subtitling by adding some kind of subtitling for this field: Sign language for the deaf and hard of hearing, Live translation for the disabled , Vocal description in theatre (Dalbudak,2019).

1.6. Comparison Between Subtitling and Dubbing

The Diaz-Cintas defines both of subtitles and dubbing as follows: Dubbing includes replacing the original soundtrack consist of the actors' dialogue with a target language (TL) recording that rewrite the original message, while at the same time assuring that the TL sounds and the actors' lip movements are more or less synchronized (Cintas, 2003).

Subtitling involves presenting written text, mostly at the bottom of the screen, reporting on the actors' dialogue, and other linguistic information which form part of the visual image (letters, graffiti, and captions) or of the soundtrack "songs" (Cintas, 2003).

Translation specialists have discussed the best translation mode and listed the advantages and disadvantages of each. Diaz-Cintas analyzes the advantages and disadvantages of both approaches in comparison:

Table 1. This is the Advantages and Disadvantages of Both Approaches in Comparison:

Dubbing	Subtitling
Expensive	Cheap
The original dialogue is lost	Respects the integrity of the original dialogue
It takes longer	Reasonably quick
Pretends to be a domestic product	Promotes the learning of foreign languages
Dubbing actors' voices can be repetitive	Quality of original actors' voices
Suits poor readers	Suits the hearing impaired / helps immigrants
Respects the image of the original	Pollutes the image
Conveys more original information	Requires more reduction of original information
Allows the overlapping of dialogue	Does not allow the overlapping of dialogue
Viewer can focus on images	Dispersion of attention: image + written text
Viewer can follow the sense even if distracted from watching	Viewer will lose the sense if distracted
Constrained by lip-sync	Constrained by space and time
Only one linguistic code	Two different linguistic codes simultaneously can be disorientating
Allows more cinematic illusion	Can detract from cinematic illusion

2. FILMS AND FILM TRANSLATION

This chapter talks about the beginnings of films, and who was the first to invent the camera, and the stages that the movie has gone through over the past years, where The beginnings of the movie were pictures that were grouped next to each other and moved around quickly, and how did the film develop until it reached its current form? I also mentioned the types of films, which are many, including police, comic, drama, action, and many films are among the things mentioned. The way the movie is written.

2.1. The Birth of Movie

The movie is a set of still images that are shown in sequence and when they appear on the screen, they create the illusion that they are moving due to the phenomenon of optical illusion. Through the process of filming with a motion picture camera, the movie is produced in addition to the use of different other techniques such as animation. In 1839 photography was invented and images are shown on special plates. Then the camera was invented by Edison, next was the movie projector, Cameras had evolved over the years. In the year 1894, the Lambert brothers were invented the cinema graph, and it was used to display fixed images at a speed that the viewer would illusion that they were moving on a large screen display (Orbach, 2009).

We know a lot about our most important means of communication (such as radio, cinema, and television) in the early history. Where the first movie appeared in the year 1893-1896, and it was called the kinematoscope, and the way it was shown was in the form of chirps in carnivals and small corridors, and after a period of time the films were shown on large screens and soon they were shown in storefront theaters across the united states of America (Timberg, 1980).

Now, we will tell the story of Film Creation History up to the present day. The development of "motion toys," such as the thaumatrope and the zoetrope, which were intended to deceive the eye into perceiving an illusion of motion from a showing of still frames in rapid succession, marked the beginning of movies and motion pictures. Edward Muybridge set up twelve cameras on a racetrack in 1872 and installed them to take scenes in rapid succession when a horse passed in front of their lenses. This was the first movie ever made. George Eastman and William H. Walker created the first

motion picture film in 1885, which helped in the development of the industry. Soon after, the brothers Auguste and Louis Lumiere developed the cinematography, a hand-cranked device that could simultaneously take photographs and project still frames in rapid succession. Around 1905, "Nickelodeons," started to provide the general population with a simple and affordable way to see movies. Along with the extensive usage of cinemas to broadcast World War I propaganda, nickelodeons helped the movie business transition into the 1920s by raising the public appeal of films and providing more money for producers. A new business Centre, Hollywood, the birthplace of American motion pictures, was on the rise as World War I came to a conclusion, leading in a cultural boom in the country. The Great Train Robbery 1903 Filmed in November 1903 at Edison's New York studio, at Essex Country Park in New Jersey (McLane, 2022).

It is a widespread myth in the industry, claimed Cecil B. DeMille's *The Squaw Man*, which he filmed in Los Angeles at the last minute, was the first film to be filmed fully in Hollywood; however, DW Griffith's earlier film in *Old California*, which was published in 1910, was. Charlie Chaplin is one of this era's notable actors. By 1919, "Hollywood" had become the essence of American cinema, filled with all the glitter it would be known for. *The Squaw man* 1914, western film Cecil B. DeMille movie, classic first film that he ever directed (Stam & Raengo, 2008).

The 1920s had seen the beginning of the cinema industry's true rise and the development of the "movie star." With thousands of films annual production. In furthermore, two highly wanted positions in the film industry: director and actor to fame during this period. The first American film studio was established in the 1920s as well. Harry's banker loaned money to four brothers, Harry, Albert, Sam, and Jack Warner, who employed it to establish Warner Brothers Pictures on April 4, 1923. The United States First Film Studio, Warner Brothers Productions co-founders Sam Warner, Jack Warner, Joe Marks, Florence Gilbert, Art Klein, & Monty Banks (Wasson, 2009).

Because of 65% of Americans going to the movies once a week, the 1930s were regarded as the Golden Period of Hollywood. When sound was incorporated into a movie, a new period in the cinema's history began, and new kinds of films were created as a result such as, social commentary, action, comedy, musicals,

documentaries, westerns, and horror films. With superstars like John Ford, Shirley Temple, and Laurence Olivier being instantly well-known. The addition of audio tracks to motion movies changed the viewing experience and gave Hollywood more clout in the oncoming Second World War. The Jazz singer the first ever movie with sound, the star Al Jolson sings in the 1st-ever Talkie "The Jazz Singer" movie (Horak, 1995).

For the American cinema industry, the early 1940s were a difficult time, especially following the Japanese attack on Pearl Harbor. However, thanks to technological advancements like special effects, better sound recording, and the introduction of color film, which all made movies more attractive and contemporary, production had a rebound. The Adventures of Tom Sawyer was the first feature-length color film produced by a Hollywood studio 1938 (Stacey, 2013).

The 1950s was a period of massive change in American culture. As a result, there were changes in the arts, such as music and movies, and as a consequence, a film industry focused on revolutionary stories and rock and roll music created. There was a major drop in movie reviewer attendance during this time due to the popularity and expansion of television, which also contributed to the closure of numerous Hollywood studios and the associated financial loss. Hollywood entered television as a result of making movies for television in order to earn money and compensate for the loss. Films with darker themes and characters became more prevalent during this time period, and "edgier" actors like James Dean, Marlon Brando, Ava Gardner, and Marilyn Monroe played these roles. Marlon Brando's role in The Wild One exemplified Hollywood's shift to edgier roles during the 1950s, The Wild One (1953) - Fight Scene (Neale, 2005).

The 1960's sight a big campaign for social change. The fun, fashion, rock 'n' roll, societal changes such the civil rights movements, and changes in cultural values were the main topics of movies at this time. Approximately 120 films were produced in 1963, which was the fewest since the 1920s and the year with the lowest production rates. "The Sound of Music" opening from the 1965 film of THE SOUND OF MUSIC (Berliner & Furia, 2002).

The Vietnam War erupted out in full force by 1970, putting an end to Hollywood's golden age. As a result, the movie industry suffered and experienced

frustration and dissatisfaction although during that time, movies like Jaws and Star war were successful. In 1975, the movie "Jaws" was produced, and it made fantastic profits (Manovich, 2016).

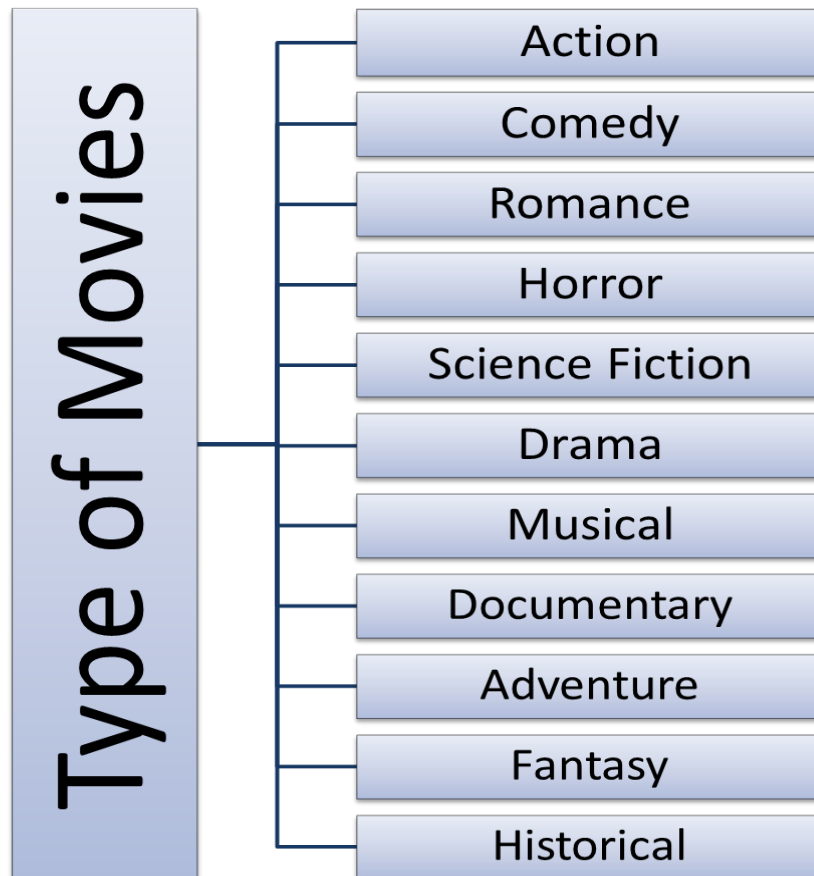
The creation of movies to only draw viewers in the 1980s was a defining characteristic of this period. High concept movies, which became popular during this decade, helped make movies from that time period more marketable, intelligible, and culturally significant. At the end of the 1980's, all movies were made with the intention of entertaining audiences, although the future of cinema appeared perilous. However, the Return of the Jedi, Terminator, and Batman movies were a success that exceeded expectations, "ET" The Extra Terrestrial (1982) Official 20th Anniversary Trailer Movie HD (Street, 2009).

In the 1990's, it was one of the main attractions for many viewers was the use of special effects in the movies (like Brave heart) for violent situations including battle scenes, automobile chases, and firefights. In Hollywood, due to increased prices for movie actors, increasing production costs, advertising campaigns, and strike threats from the workers, movies were becoming too expensive to produce. The movie "TITANIC" was produced in 1997, the story of the film revolves around a young man and girl who fall in love with each other while on a luxury ship that crashes into an iceberg in the frozen North Atlantic. The romantic love affair between the young man and the girl became a challenge to face the disaster of the ship crashing into the iceberg to survive (Drake, 2018).

The millennium began a new period in film history defined by very quick technological advancements. The Blu-ray disc and IMAX cinemas are only two examples of the innovations and successes the film industry has already experienced in the 2000s. Further, with the introduction of streaming services like Netflix, movies and TV shows can now be seen on smartphones, tablets, computers, and other portable devices. The movie and technology industries have seen significant change since the early 2000s, and further change will certainly occur shortly. Time will only tell (Escamilla et al., 2000).

2.2. Film Types

What are the types of film? How are films rated? We have approximately 12 types of movies. Films are classified into the categories that will be mentioned below based on the way in which the story is told (narrated), this is called narration. What is narration? It is the way in which the story is presented in detail to the viewer. Sometimes the genre of the film determines the characters, events and plot.



Source: prepared by researcher

Figure 5. Types of Movies

- **Action Films**

Are a type of films that depend mainly on fighting scenes and the hero of the film confronts the villains. The main storyline is the physical movement of the actors, especially the hero. Because most of the scenes in the movie are scenes of fighting, quick fights, and chases, whether by cars or by people

them. Action films are characterized by excitement and adventure, meaning the film depends on the physical movements of the hero and his fight against the villains. The man often represents the scenes of fighting and pursuit, but from the beginning of the nineties, filmmakers began to show women as a heroine in action films. The first interest in action films is with physical movement, so that the narration is primarily concerned with focusing on chases, battles and explosions, and the spread of action films was in the year 2000 and was considered a cinematic phenomenon (Tasker, 2004).

- **Adventure Film**

Is an experience in a dangerous and strange place or a trip to far and unfamiliar place to do an action that poses a threat to the life of the hero in particular or people in general. The point is that the narration focuses on the stalking and dangerous acts in the film, It can be an adventure to save someone very close to the hero or to get a treasure that he knows is in that dangerous area. The difference between it and the action movie is the place. The action movie is in natural places, but there are chases and fighting. As for the adventure movie, the events take place in a strange and dangerous place. Example of adventure films are Pirates of the Caribbean, Indiana Jones and the Last Crusade, and National Treasure (Tasker, 2004).

- **Comedy Film**

The purpose of the comedy film is to laugh, entertain and have fun. The comedy film is based on telling the story in a funny and pleasure way for the viewer. The goal is not only to make the audience laugh, but also to convey an important message to the viewer through the story of the comic, which is often a true story. As for the laughter and humor in the movie, it is either jokes that are said in the movie or an exaggeration in the use of language in a funny way, or making funny movements. Examples of comedy films are Rubble and Turning Red. There are other types of comedy, including black comedy, satirical comedy, and romantic comedy. These types are considered to be branches of the basic comedies (Mast, 1979).

- Drama Film

Drama is a type of literature concerned with theatrical, television and radio arts, literary point of view, it is called prose and poetry that tells about life and people, and often the stories have the nature of conflicts, pain and emotions, and what is meant are realistic stories that describe the condition of people and describe society with its pain, sorrows, problems and conflicts, but the drama is not only sad and painful. There are comedic dramas, fantasy dramas, tragic drama and musical drama (KHALAF, 2016).

- Horror Film

Horror is a type of movie that frightens viewers and generates feelings of fear, terror and dread when watching them, which causes a rush of adrenaline in them, and the aim, is for entertainment and pleasure. There are five common things that must be in the screenplay in order to consider it horror. First, the action should be more than talking (dialogue), second, the suspense is constantly in a state of escalation, third, the frightening things that make the viewer jump from fear and terror, fourth, displaying frightening scenes and images such as death in terrifying ways or scenes of torture, and finally the presence of a monster (Phillips, 2005).

- Romance Film

Is a love story between the main characters in the movie, it is often between a man and a woman. Romantic films have taken a great place in our societies because they are realistic stories that touch people's lives, so everyone is likely to be in love. The aim of these films is often to evoke strong feelings in the audience. The plot of the film revolves around the difficulties, obstacles and problems that the two lovers encounter in their love journey and attempt to marry. Throughout the film, the main characters try to overcome difficulties and reach the perfect life together. Among the problems that they may face are financial problems, a difference in social level or profession, or the rejection of the family of one party of the other party (Hong & Sun, 2012).

- Science Fiction

Is a term given to a literary or cinematic genre based on the fictional story based on speculative scientific discoveries and space exploration. Usually (SF) films are set in outer space or the future (SF) films are often unrealistic, as events and scenes take place in outer space and have trips through time into the future, the character of (SF) films is that they revolve in distant planets and distant space, and there are impossible tasks and imaginary works. A science fiction movie is also known as a type of cinematographic art of unrealistic phenomena, such as extraterrestrial life, spacecraft, or interstellar travel. (SF) mostly referring to the technology to demolition humankind, by wars between worlds or confrontations and disasters that threaten the earth. The most famous (SF) movie Star Wars (Mahida, 2011).

- Fantasy in language means unreal, and in literature refers to literary texts written in an imaginary style that are far from reality and contain unreal events in the story so matters related to magic, sorcery and extraneous acts. What does the writer do when writing a fictional film story? He writes fictional events and things that have nothing to do with reality and can never happen. They can be magic or supernatural habits. Briefly, the writer creates his own imaginary world with all its fantasy events that will never happen, such as the struggle of aliens to maintain peace between planets, the struggle of alien beings in space, and the coexistence of humans with alien beings (Walters, 2011).

- Historical Film is a genre of cinema that deals with topics from the past of individuals and societies; its purpose is to make the viewer know that historical time period, its events and characters. Historical film requires knowledge of what happened in the past, so historical events considered as a main source for historical film. As we mentioned earlier, the historical film depends on events that happened in the past with specific people in a specific place in a specific time period. Therefore, writing the script of the story will depend entirely on historical events that occurred in the past with previous peoples and nations, such as victories, defeats, heroism, sacrifices,

betrayals, etc. To produce a cinematic historical film is not an easy thing because it requires reviewing many sources and references to verify the information and events mentioned. Another reason is that the historical film needs important equipment and capabilities for the decorations designed for that historical period in order to facilitate the viewer's understanding of that historical period (Chapman, 2005).

- Crime Film is a genre that mainly revolves around the behavior of the of a criminal mastermind. Crime movie stories are always realistic. The crime movie often revolves around the criminal, his behavior and his way of thinking. Some crime movies revolve around the victim and care more about it than the criminal, other crime movies are concerned with the criminal, his behavior, his movements and his life, in this type of movie is full of excitement and mystery. Examples of crime movies Fargo, The silence of Lambs, and Reservoir Dogs (Leitch, 2002).
- Documentary Film defined as film non-fiction describes reality in some way. It is a film that includes a number of historical, political, scientific or natural facts, it is presented by the director completely impartially without giving a personal opinion. The lack of an entertainment component in a cultural film is a feature that distinguishes documentaries over other films. The documentary film is considered as a reference or source for research and studies because it contains scientific material, it is not a long film. The documentary film defines animated images that explain scenes that happen in reality for educational or entertainment purposes. Documentary films include several types, poetic, interpretive, participatory, observational and reflective documentary films (Barnouw, 1993).
- Musical Film a genre that depends on the songs in the movie, so it is shown throughout the movie, sometimes shown with dance, and either shown before the start of the adventure or the development of the characters of the movie. Songs are used into musical films' scripts to advance the plot or further the character building. It is common knowledge that songs are

related to romantic films only; it is not true because songs and dance can be shown in other genres. For example, *The Wizard of Oz* (1939) and *West Side Story* (1961) are classic examples of the musical movie genre. If movie contains songs, dances or occasional musical interludes it is not necessarily considered as musical movie. "As Time Goes by" movie in *Casablanca* (1942) is an example. The Movie contains occasional musical interludes, so it is not considered a musical movie (Feuer, 1993).

- **Western Films:** It is a genre of film concerned with folk tales of the western region of the United States of America, specifically the southwestern region of United States; it also includes northern Mexico and western Canada. It is called "the Old West" or "the Wild West", The American West is a region with mountains, deserts, and plains. Usually portrayed in Western media as a dangerous, lightly populated border. People live in that area in a state of chaos and lawlessness, as those who protect that (area & people) are outlaws, criminals and many people with guns. Western novels talk about the American West as a riddled of crime society. Western film has paid much attention to America's past and all its aspects. Since the American society was a violent society with many crimes, it was natural for the Western film to deal with issues related to justice, freedom and the national history of the United States of America (French, 2011).

2.3. Film Translation

Cinema as a branch of art has existed for more than a century. The cinema, which emerged in the 1890s and spread all over the world in the next twenty years, developed into an industry and became a popular entertainment tool in a short time. Besides being a means of entertainment, it is also widely used for educational and propaganda purposes. In today's world, where there is an important transition from written sources to visual sources, we see that audio-visual products have a great place in our daily lives. As a result, movies affect every aspect of our lives, from the way we speak to the way we dress. Films reflect the lifestyles and cultures of the countries in which they are produced. In fact, movies are also a tool that countries use to transfer

their values and cultures to other countries. Therefore, it would be a very wrong approach to see movies as just a simple movie. We cannot consider film translations and the film industry separately on a global basis, because films are not made just to be shown in the country in which they were produced. That's why filmmakers take into account that the whole world is a potential audience from the very beginning. Film companies also attach great importance to the translation business, as they know that the worldwide success of the film depends on the good translation of the film. In fact, they listen to the voice recordings of the people who will voice the actors in the movie and decide whether they are suitable for the movie and the character (Aksoy, 2000).

2.4. Subtitling In Movies

Audiovisual translation is done in two main ways: translation and dubbing, and each of these two methods present the original text in a different way. Dubbing is substituting voice in a different language for the original audio. Moreover, subtitling is the addition of written text on screen to the original voice soundtrack.

What we care about in this paragraph is the subtitling, audiovisual translation includes movies and TV shows, Subtitles are a textual version of dialogue that appears in movies and TV shows. Subtitles are important in the movie, so they are shown at the bottom of the screen, through this subtitling, the viewer will enjoy the movie because the scenes and events will be clear and understandable to him, and thus he will feel comfortable, Sometimes it may occur to the viewer that the subtitling is original because it does not hide the sound of the original movie, as it does not interfere much with the original movie in the sense that it does not affect the soundtrack or the original dialogues, such as dubbing, Subtitling is not easy for translators at all, because there are dialogues, words and terms that must be known correctly, and of course this requires a long time and experience. Hatim and Mason in Venuti, 2000 said that there are four difficulties facing the translator in subtitling the film, the first one switching in mode from speech to writing, the second one is selecting the mediator or channel through which meaning will be communicated, the third one is the resultant reduction of the source text, the last one is match the visual image with the written translation, also Gottlieb in 1992 discusses the two different terms, the textual restrictions and the formal restrictions, Textual restrictions are those that the movie's visual context places

on the subtitles, While the duration and the capacity factor are the formal limits (a maximum of two lines are permitted, with roughly 35 characters per line), the time factor is very important for translators because they make important decisions based on it, according to Nida and Taber in Ismailia in 2011 subtitling is done in three stages: analysis, transfer, and restructuring. The translators initially get the script, evaluate it, and then convert it into the target language; they modify or reorganize it before it is finally shown on subtitles, (Simanjuntak, 2016).

The subtitling is related to the dialogues in the foreign language, through previous studies it has been confirmed that the audience does not only like to see the image in the movie, but also like to see the translation at the bottom of the screen, that subtitling must be correct, take into account the space on the screen, and the timing with the scene. Movies are watched for fun, gaining information, learning about the culture of the other, also to break boredom and daily routine, and more therefore it is necessary that the film be clear and understandable to the audience who watches it. Therefore, the main goal of subtitling films is to ensure the clarity of the film to the audience, the audience must comprehend all of the film's scenes in order to enjoy himself while watching it, and the only way he can do this is by reading the subtitles that are displayed at the bottom of the screen. One of the defects in watching subtitled movies is that the viewer may shift his attention from the image (the movie scenes) to the bottom of the screen (the subtitles written below), thus he will not be able to follow the events of the movie and enjoy watching it. There are cases that some viewers are slow in reading and find it difficult to read the subtitles quickly, therefore he will not enjoy the movie because he did not follow the subtitles at the bottom of the screen with the movie scenes (Aktaş, 2014).

2.5. Example of Some Movies Analysis and Its Translation

In the following, mention some films and analysis

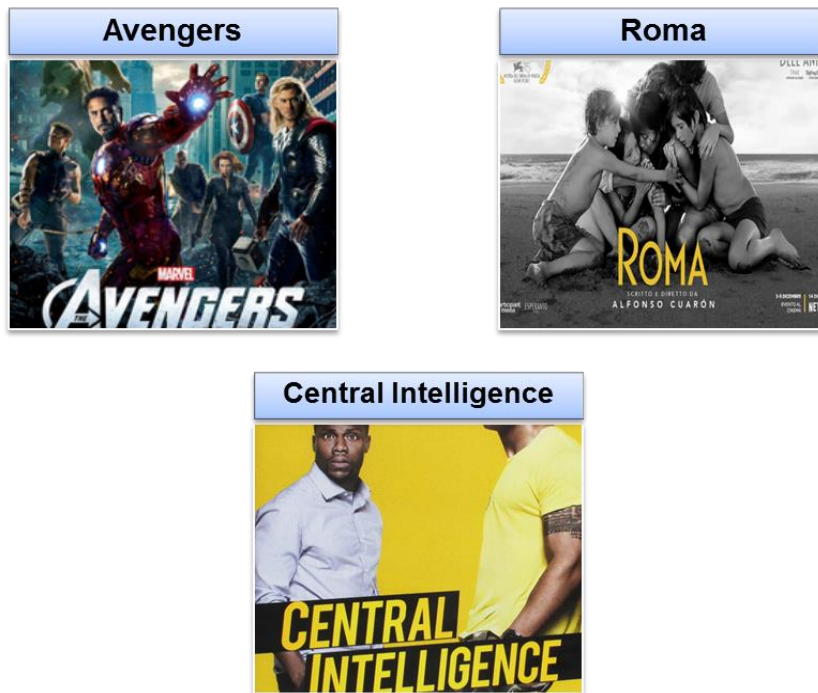


Figure 6. Posters for Three Movies Mentioned Below

2.5.1. Comedy

The American buddy comedy *Central Intelligence* movie was released in 2016 and was written by David Stassen, Ike Barinholtz, and Rawson Marshall Thurber. The movie stars Dwayne Johnson and Kevin Hart play as two ex-high school friends who escape after one of them joins the CIA to protect the globe from a terrorist who wants to sell satellite codes.

On June 10, 2016, the movie had its Los Angeles premiere. On June 17, 2016, theaters around the country began showing the movie. Despite receiving mixed reviews for the storyline and receiving appreciation for Hart and Johnson's performances, *Central Intelligence* made \$217 million worldwide against a \$50 million budget.

In a book, a translation might attempt to create an Arabic similar joke (albeit that would be a difficult task), but in a movie, there is no way to get around the words

that are displayed on the screen. Thus, comedy movies are one of the difficult types of movies to translate. As the sense of humor in the movie is very challenging to showcase it in the different language translations (<https://www.indiewire.com> , 06.12.2022).

2.5.2. Drama

Alfonso Cuarón produced, filmed, co-edited, and wrote the screenplay for the 2018 drama movie *Roma*. *Roma*, a semi-autobiographical look at Cuarón's upbringing in Mexico City's Colonia Roma area, is set in the years 1970 and 1971 and follows the life of a live-in Mixteco housekeeper employed by an upper middle-class family. Leading roles in the movie are played by Yalitza Aparicio and Marina de Tavira. Between Mexico and the United States, it is a global co-production.

The movie had its world premiere on August 30, 2018, at the 75th Venice International Film Festival, where it took home the Golden Lion. Prior to starting its limited theatrical release on Netflix in the US and other countries on December 14, 2018, it had a limited theatrical run in the US starting on November 21. The movie garnered overwhelmingly positive reviews from critics, who praised Cuarón's screenplay, direction, photography, and the acting of Aparicio and de Tavira in particular. The movie was voted one of the top ten movies of the year by several critics and is recognized as one of the best movies of 2018 and the best movie of the decade of the 2010s.

The speech in the movie is spoken in Spanish and Mixtec. Despite being at the center of a subtitling scandal, it may not have been one of the weakest movie translations ever. This unfavorable press was due to the fact that the movie was an Academy Award-winning foreign language picture.

Castilian Spanish subtitles were added to the movie by Netflix, which the author-director felt was disrespectful to Mexican Spanish speakers. The subtitles were immediately taken off Netflix.

The Association des Traducteurs/Adaptateurs de l'Audiovisuel (ATAA) then claimed that there were several grammatical, spelling, and mistranslation issues in the French subtitles. Additionally, the group claimed that the English subtitles were

inaccurate. The so-called correct translations were not taken into account by the translators. For example, substituting "Let's go!" for "Vamos!" rather than "Come on!" (<https://www.indiewire.com> , 06.12.2022).

2.5.3. Science Fiction

The 2015 American superhero movie Avengers: Age of Ultron is based on the Avengers superhero team from Marvel Comics. It is the follow-up to The Avengers (2012) and the eleventh movie in the Marvel Cinematic Universe, and it was made by Marvel Studios and released by Walt Disney Studios Motion Pictures (MCU). Robert Downey Jr. and Chris Hemsworth are among the ensemble cast in Joss Whedon's written and directed movie. The Avengers battle Ultron in the movie, an artificial intelligence that Tony Stark (Downey) and Bruce Banner (Ruffalo) unintentionally developed with the intention of eliminating humanity.

Phase Two of the Marvel Cinematic Universe (MCU) began with the Los Angeles premiere of Avengers: Age of Ultron on April 13, 2015, and the American release followed on May 1. The movie earned over \$1.4 billion worldwide and garnered mostly favorable reviews from critics. It finished its run as the fourth-highest-grossing movie of 2015 and the fifth-highest-grossing movie of all time.

The numerous errors made when translating from Chinese to English and vice versa are well known. It goes beyond menus, notices, and warnings. There are so many English-language films that have been mistranslated into Chinese. The audience's ability to comprehend and enjoy the movie might be seriously hampered by an absurd or humorous mistranslation that catches their attention and pulls them away from the plot. For instance, skeptics who watched Avengers: Age of Ultron pointed out the following mistakes in the Chinese subtitles:

- Captain America's "I'm home" was changed to "I'm good."
- "If someone hurts you, hurt them back. You are slain... Captain America's advice to "walk it off" was changed to "Run quickly if someone tries to murder you." (<https://www.indiewire.com> , 06.12.2022).

3. OBSTACLES AND CHALLENGES OF TRANSLATION

3.1. The Relationship of Audiovisual Translation with Learning Skills

“Instructional audiovisual translation” A term used to teach a foreign language to students. Definitely there is a relationship between audiovisual translations and teaching language skills for a second language, audiovisual translation plays a major role in improving students' communicative competence and language skills. When teaching English as a foreign language in secondary schools, major duties include practical applications of audiovisual translation patterns. AVT focuses with text that effectively transmits meaning by a variety of channels, including both verbal and non-verbal indicators. Lertola 2018 notes that even during the 16th century, when Latin was commonly studied using the grammar-translation technique, translation and the learners' native tongue were present in FLL. The study also demonstrated how AVT's motivational impact on students' linguistic and emotive, which can improve the speed of learning a language (Bobadilla-Pérez, 2022).

The audiovisual translation process for students will make them able to choose the most relevant information and summarize it if they can, this feature will confirm their ability to FLL in context. Students are asked to make their own translations between languages; this work will help them develop their listening ability, also a practice that can enhance cross-cultural awareness. Students are encouraged to employ creativity since they must explain everything that happens in video using words, Students must exercise creativity. In order to comprehend the video, write a script, and record their finished output orally, they will need to use their listening, writing, and producing skills. To get a pleasing end product, students will undoubtedly need to draft and rewrite their screenplays, which will help them increase their vocabulary and their knowledge of grammar (Talaván, 2019).

Based on the foregoing, it can be concluded that Reading, writing, listening, and speaking are four language abilities that a tool in FLL can help students acquire. It can also be a very effective approach to incorporate mediating and participation into academic assignments. Using adaptive tools like SDH and AD can assist spread awareness of the needs of those who are deaf or have vision or hearing impairments.

However, the idea of audio-visual translation has not been widely adopted in schools, AVT exercises, which enhance both linguistic and (inter)cultural understanding, additionally to the improvement of learners' essential digital abilities and multimedia literacy; language students are also being developed (McLoughlin, 2018).

The method of audiovisual translation started in the early 1990s and was utilized not only in schools but also in colleges and other higher education institutions, after that, the movement continued to improve, and over the past 20 years, audiovisual translation programs have proliferated in universities and graduate programs. Since the first group of audiovisual translation trainees graduated, the academic community and future translators have become interested. Thus creating audiovisual translation as a field of study that is taught at the university. (Bolaños-García-Escribano, et al., 2021).

The relationship of (AVT) with learning skills of a second language is certainly a very important, as the second language is taught through translation, which is concerned with focusing on studying grammar through forms and translation, this approach is known as the (GTM). After a period of learning in this way, the learners became bored and began to feel that there is nothing new or exciting in learning using the grammatical translation method, because they memorize sentences from literary texts, vocabulary and words from the translation. Then the reform movement appeared, which introduced a new method of learning and developed the method of teaching through the spoken language, and the focus became on sounds and the inductive approach to learning grammar and the use of foreign language more broadly. At that time, the use of the proposed International Phonetic Alphabet began; the trend became to use spoken language instead of literary texts (Lertola, 2018).

Translation plays a major role in teaching and learning languages, the importance of development in this field And due to the importance of innovation and development in this field and the emergence of a large number of researchers in it, Noriega-Sánchez and Calduch (2018) contend that it appears we are entering a “translation turn in language pedagogy.” The two authors emphasized two issues, one is a translation as a useful instrument to increase linguistic proficiency and the other one is a translation an essential skill for all language learners, not just aspiring translators. (Bolaños et al., 2021).

3.2. Obstacles and Challenges in Translation Movies

The problem of time and place in subtitle translations is among the obstacles to be overcome by the translator. Subtitles should appear on the screen and disappear simultaneously with the players speaking start and end. Fonts that provide clear reading should be preferred. The songs in the movie should also be translated in the parts deemed necessary Zeytinkaya 2018 Signs, newspapers, etc. that appear on the screen, as well as what is spoken in the subtitle. Should be conveyed to the audience. This information may contain elements that complement the movie. The translation of the subtitles should be reviewed by someone else, and this information should be given in a different font other than the speeches, or it should be differentiated from the speech message by using text signs. At the end of the film, the name of the translator should be indicated in the subtitle. Subtitle translations, which are inexpensive in terms of cost, can be prepared in a short time. The original dialogues of the film are preserved. Because the real voices of the actors of the movie are heard. Subtitle translations do not allow censorship of the dialogues in the movie (Okayayuz, 2016).

3.2.1. Cultural Differences

Every society has a culture and every culture has a language which they communicate, when different societies communicate, they need a means of communication, which is translation. Subtitling films is certainly difficult, but if subtitles are professional and experienced, the subtitling of film will be correct and matches to the source text. It is a known fact that translation is not only an Interlingua transfer, but also an intercultural transfer. However, due to cultural differences between societies, transferring cultural elements to another language and culture remains one of the biggest obstacles for translators. In addition, the differences between languages, language features, word games, dialects and personal dialects and songs appear as factors that force film translators (Mares, 2012).

Foreignisation and domestication are two methods are used in subtitling the culture of (SL) into (TL). Also, subtitling the cultural meaning correctly and without losing its meaning. Domestication is the process of tightly adapting a text to the culture of the (TL), which may result in the loss of information from the original text.

Foreignization, a technique for keeping the meaning of the source material intact, entails intentional breakage the rules of (TL). The definition is well-known and has been studied for hundreds years, but the first presents definition in a new format, and followed by many studies in field of translation from the cultural aspect, is Lawrence Venuti. Lawrence criticized translators who reduce the cultural norms of the source text to approximate the target text, in order to reduce the strangeness of the target text. In his opinion, the strategy of domestication dominates translation greatly. The domestication strategy delete cultural values and as a result will produce a text different from the source text It appears to be written in the target language. It includes all cultural norms of the target language and not the source language. Because, Venuti sees translation as a transfer of cultural norms from the source language to the target language while preserving their meaning. The translator must take care of every step of the translation process from start to finish, including selecting foreign texts, implementing translation strategies, editing, reading and reviewing translation, and most importantly focusing on the diverse cultural values in the target language. On the other side, a foreign zing translation deliberately violates the grammatical and genre conventions of the target language to emphasize the foreignness of the translated texts (Huang, 2020).

3.2.2. Slang

As a linguistic phenomenon, slang is a semi language type that is commonly applied to reflect specific unofficial or gimmicky usage of almost everyone in the communicative situation, Southerland & Katamba, 1997. One of the challenges that translators face in general is Slang, so that sometimes translation in the same language has a challenge. Probably, a phrase that has a connotation or meaning it cannot easily convey the same meaning in the same language. Audio-visual means of communication have developed in recent times, including films, and it has become necessary to translate them, including the slang words. Many studies have been done on this topic (Janecova, 2012). Colloquialism is one of the important challenges in Audio-visual translating; there are several common difficulties translator faces as, Equivalence in meaning, so the meaning in (SL) may not have an equivalent with the same meaning in (TL), while the meaning in (SL) becomes different in (TL). The

censorship is the reason why translators convert the text into (TL) extremely, (Rittmayer, 2009). In order to avoid these problems, first, the elements of colloquialism must be identified by classified the types of colloquialism. The types of colloquialism are known by their lexical semantics, (Finnegan et al., 1992). Colloquialism is classified on based of two elements; the first one is slang formation (which can be created often by knowing the rules determining their phrase), the second one is semantic (Mattiello, 2008).

For several reasons, including geographically close, cultural affinity (which is a very important element), and from the same family of West Germanic languages. Cultural differences are the reason why translators convey meaning rather than speech literally. Because, literally translating speech will not convey the meaning, and the goal of translation is to convey the meaning, so the translators transfer the meaning (idea) from (SL) (TL) using different phrases (Venuti, 1995).

3.2.3. Nicknames

A translator must pay close attention while translating the film titles and publicist headings to make them as sonorous as the original ones. The knowledge of the translator is not limited to knowing the source language and the target language. Rather, he should be familiar with societal cultures and professional aspects. The American Heritage Dictionary, 2003. Names are used in the scope of business and jobs are official, and rated with a high level of success used in official positions. Nicknames related to celebrities and unofficial relationships called informal. This means a person is called by his name at his place of work, considered an official form. If person called by nicknames among people considered unofficial Mehrabian & Piercy, 1993. Sometimes a nickname is given to a specific person; either is accepted or rejected by the nickname holder McDowell, 1981. In some cases, the nickname is common among people in a particular society is missing in the proper names in some cultures (Searle, 1969). The translator must be able to see how nicknames are used in order to summon characters. Because nicknames often contain hidden meanings behind them. The hidden meaning is linked to the character as well. Therefore, it is important for a film translator to understand the character and the relationship it has with titles, before moving forward with the translation process (Obeid, 2018).

3.2.4. Gestures

Gestures are a movement or position of the hand, arm, body, head, or face that is expressive of an idea, opinion, emotion, etc., or to emphasize expression of thought or feeling. People use gestures to express a feeling or confirm an idea, therefore, gestures mean different meanings, and each country has different gestures from the other country according to its culture. Gestures are as important in communication as are spoken speech (language). When person gestures to another one for communicating, gesture often contains an intended meaning in language or an interpretation of something. The translation in this case is ideal, because it translated the meaning of words with a gesture made by one person to another Karamitroglou, Shwartz, & Orero, 2000, 2002, 2004. Essentially, AVT signified the beginning of an important period in the history of translation studies. This will facilitate the interaction of peoples of various languages and cultures among themselves. It will probably be difficult for the subtitle to translate from some language rich in gestures like Arabic, into language use less gestures, like English, this is a difficult challenge for the translator Barakat, Tylor, 1973, 1878. Since that gestures probably depend on culture, the translator need to discover which of the non-verbal of the (ST) can be translated while keeping its meaning that is consistent with the culture of the (TL). Therefore, gestures such as facial expressions should be taken care of by the translator, since, based on it, he will determine the linguistic signs that he will translate (Nord, 2005). Another issue that the translator must abide by is the synchronization of the translation with the movements. At the same time, the movement of the actors' body is in line with the movements of the screen characters (Thawabteh, 2011).

3.2.5. Synchronization (Timing of the Subtitle Being Displayed)

Synchronization (or lip-sync) is one of the key factors at stake in audiovisual translation; particularly in the dubbing, and It directly affects the translation procedure (Chaume, F., 2004). Audio-visual synchronization is one of the most important issues in the dubbing process. It is the basis of the translation process, while reading the translation and watching the scene at the same time, makes the viewer understands what he watches. The synchronization of translation affects (TL), because the lack of synchronization of written speech and visual image causes loss of information and

distortion of meaning (Sevtap Günay Köprülü, January 2014). The means of communication abounded, and films possess the first place in the presentation on these means, and it became available to everyone showing his culture, his life, his opinions, his clothes, his food, his behavior and all aspects of his life in films and many other programs. Therefore, translation must be from the (SL) into multiple languages. It requires a translator who is familiar with the aspects of the two cultures or several cultures, so translation will not only be in spoken words, but there are gestures, facial expressions, hand movements and many other things. Each country has its own culture and gestures that are different from the other country (Onaran, 1979). The translator is interested to know the duration of phrases or sentences in the (TL). Is it longer or shorter than the original sentence in the (SL)? In order to eliminate any time difference between the sentences of the (SL) and the (TL). The obstacle of concurrency can be overcome by pronouncing the actor, lengthening or shortening the syllables (words), while preserving the original syllable without changing its meaning. Voice actors can speak faster or slower to get synchronization in translation (Herbst'in, 1994). Necessary to modify the (TL), neither increase nor decrease, because this will affect the loss of the meaning of the (SL), In this case, the translator will be in trouble, because the purpose of the translation was to convey the meaning and not to convey written texts. The speed of speech is not only to achieve synchronization, but also to reach the same meaning and find semantic equivalence. If the (TL) is longer or shorter than the (SL), the translator can start translation early or late depending on the movement of the actor's mouth, it is worth mentioning here an important point, the synchronization of the movement of the actor's mouth and gestures must be compatible. On the other hand, during film translating, audio speech is just as important as the written texts in the synchronization process. Example (newspaper, letter, title, and banner), during the translation of written texts must be compatible if it is classified during the synchronization process (Herbst, 1994). One of the things that disturbs the viewer is watching the actor stop talking in the movie (he no longer moves his lips), and still hears the subtitles, in this case, the viewer feels that he is watching a movie that is not the original, which has been poorly translated. Sentence length varies from language to language. It means if a certain sentence consists of three words in one language and the same sentence consists of five words in another language, then

we use a method to solve the asynchrony obstacle by adding or removing some words (Iturregui-Gallardo, 2014).

3.2.6. Localization

Localization “process of adapting a product for a particular locale” Yunker, 2002. However, the term “localization” is typically applied to websites and software applications. It is more than just a translation Localization is not just translation, but adaptation to a specific area, and It is a more in depth than translation, the reason is the interest of localization in different markets and study of the public culture. The goal of localization is to allow all people in their different languages to use software systems in their own language and without translation or obstacles. Localization includes taking a product and making it linguistically and culturally convenient to the target locale (country/region and language) will be used and sold (Pym, A. 2000). It was previously mentioned that localization is the translation of programs and websites, as for the localization of the sites; it is not about translating of individual documents. The aim of the localization process is a whole website collected of many pages, just as the text is the object of translation and no single sentences. The main obstacle in software localization is separating the elements which should be localized from the programming code which should not be changed in any way, or otherwise the software will not function properly (Sandrini, 2008).

4. RESEARCH FINDINGS

4.1. Research Results and Discussion

In this chapter, the researcher will present a film as a case study to implement the concept of subtitling and dubbing, first it will present the data, how it was collected, and analyzed. Also show the strategies that were applied in translating the film. Translating cartoons into another language necessitates shifting all of the cartoon's many elements and replacing them with those specific to the target language, culture, societal issues, etc. This could be very difficult for the translator. This chapter will explore these difficulties and the methods translators typically employ to get around them, with examples for each (Aljuied, 2021).

4.2. About The Film (Frozen)

Frozen (2013) is a Disney animated musical that tells the story of a queen named Elsa She has snowy magical powers and has a sister, a young teenage princess who is full of life and joy, she is called Anna. The queen (Elsa) had magical abilities since she was a child, but she has never been able to master them, therefore she couldn't manage it, Elisa feels anger and fear, which exposes her people and her sister to the danger of the eternal snowy winter, so Elisa decides to run away. Anna begins a journey to find her sister to bring her back home, during the trip; she tries to end the eternal winter that has befallen the kingdom, She was accompanied on the journey by ice delivery man Kristoff, his reindeer Sven, and snowman Olaf. After a journey full of adventure, hope and love, discover the true meanings of courage, friendship, family and true love, she knew that the solution for her sister was to warm her cold heart, Elisa's feelings were mixed during her journey, between feelings of fear, love, hope and betrayal, and she discovered at the time that her powers were just a reflection of her feelings. Elsa returns home and takes back her kingdom. One of the most popular Disney movies was frozen, and it won several awards, including the Oscars and other awards.

4.3. Data Description

Frozen (2014) were dubbed into MSA by Mesreya Media Production City located in Egypt, also released in Turkey 2014. The film is considered a family movie, animated movies are translated and dubbed by distributing films internationally through Disney to be dubbed or translated in various studios around the world. According to Disney Characters voice international, films appear in several languages after the production of the animated film in English, that translation is the art of conveying identities and cultures to a wider audience (AlSuhaim, 2022).

The data were taken from the movie Frozen and are available in video and written story on the internet, I watched the movie several times and heard the song, the duration of the movie was 1 hour 42 minutes. The purpose of this study is to find out the difference between translating and dubbing it, and mention some of the strategies used in translating the song (Isisag, 2017).

The data consist of Turkish audio scripts with subtitles and English audio scripts with Turkish translations. The film's DVD served as the source for the audio scripts and subtitles. To collect data, three important steps must be taken, first step is watching the movie, and the second step is to write the English and Turkish audio scripts for the movies, the last step is finding the techniques were used in according to the translation strategies that have been mentioned before for this study (Isisag, 2017).

Frozen was directed by Chris Buck and Jennifer Lee and produced by Peter Del Vecho. The dialogue of the film was translated into Turkish by Gülseren Bayndr, and the songs were translated into Turkish by Selim Atakan.

The following table is consisting the data description of dubbing and subtitling Translation OST Frozen (Let it go):

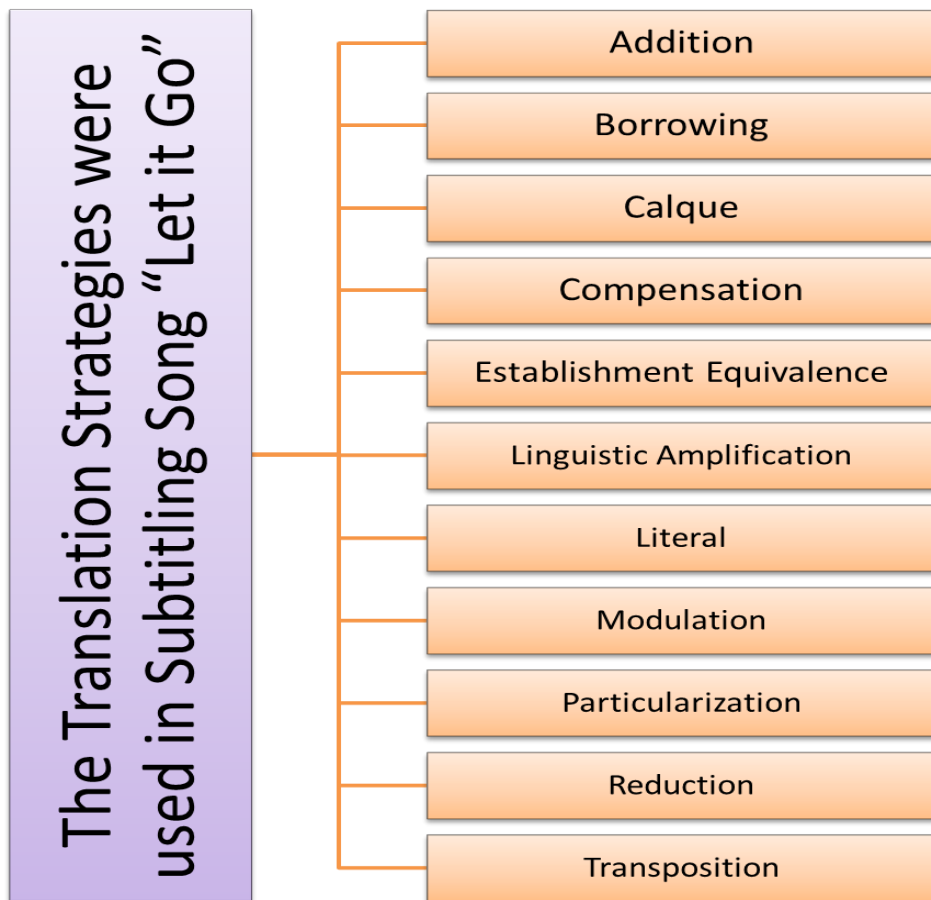
Table 2. The Subtitling and Dubbing of lyrics in Frozen Movie

No.	Lyrics Source Text	Subtitled Version	Dubbed version
	The snow glows white on the mountain tonight.	Kar, dağların üstünde parıldıyor bu gece.	Pırıldıyor kar taneleri
2.	Not a footprint to be seen.	Görünmüyor tek bir ayak izi.	Bütün izler silinmiş
3.	A kingdom of isolation,	İzole edilmiş bir krallıkta,	Bir soyutlanma krallığı
4.	And it looks like I'm the Queen.	Bir kraliçeymişim farazi.	Bense sanki prensesi
5.	The wind is howling like this swirling storm inside.	Rüzgâr, içimdeki girdap gibi uğulduyor.	Rüzgar uluyor coşan fırtına gibi
6.	Couldn't keep it in, heaven knows I tried.	Elimden geleni yapsam da içimde tutamadım, Tanrı biliyor.	Durduramadım oysa denedim
7.	Don't let them in, don't let them see.	Görmesinler, alma onları içeri.	Aman sakla görmesinler
8.	Be the good girl you always have to be.	İyi bir kız olman gerek, her zamanki gibi.	Seni iyi biri sansınlar
9.	Conceal, don't feel,	Gizle, hissetme,	
10.	Don't let them know.	Öğrenmelerine izin verme.	Ört hisleri bilmesinler
11.	Let it go, Let it Go	Boş ver, bırak kendini.	Aldırma Aldırma

Film Frozen include one song called “Let it go”. For data analysis, 10 verses were selected to conduct the analysis.

4.4. Data Analysis

First, each verse will be analyzed separately, and then mention what was the translation strategy applied on song.



Source: prepared by researcher

Figure 7. The translation strategies were used in subtitling song "Let it Go"

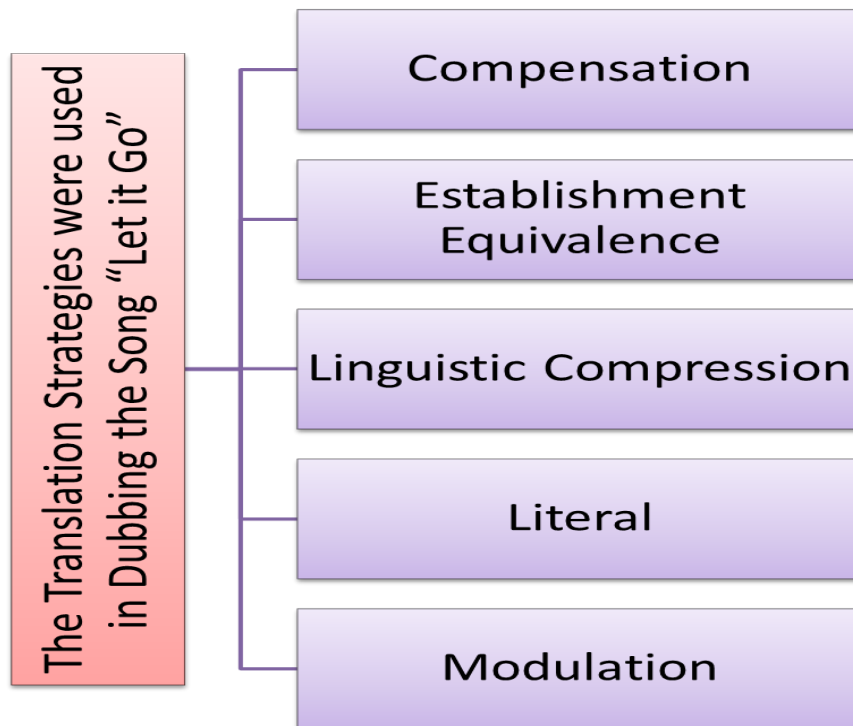


Figure 8. The Translation Strategies Were Used in Dubbing Song “Let It Go”

Example 1:

“**The snow glows white on the mountain tonight**”. At subtitle version was used the literal translation, so the same words and meaning in the SL were literally translated into the TL, but in the dubbing version the reduction strategy was used, where a part of the SL was deleted, and only two words were mentioned “Sparkling Snow” in TL.

Example 2:

“**Not a footprint to be seen**”. At subtitle version was used exact translation, the same meaning has been translated from the SL into TL, also the same words were used from the SL into TL. At dubbing version used the semantic translation strategy, it was not a literal translation.

Example 3:

“A kingdom of isolation,” A literal translation was used in subtitling but with some changes to the sentence order in the SL to TL, in subtitling version used Transposition strategy, means replacing the words to become phrase. At the dubbing version used the description strategy, as the adjective for the kingdom in the SL is mentioned differently in the TL. The word “isolation” in SL means “the state of being separated”, the word “Izole” in TL means “separated”, both “isolation” and “Izole” have the same idea in explaining separation.

Example 4:

“And it looks like I’m the Queen” In the subtitling used free translation, word “queen” in ST is the same meaning of “princes” in the TT, meantime in dubbing, the free translation was used where a word is translated in the TL with the same meaning but a different form in the SL.

Example 5:

“The wind is howling like this swirling storm inside”, subtitling version was used literal translation; it concentrates on both form and meaning without any deletion or addition, according to Oxford Dictionary word “inside” mean “on or to the inner part of something” this word is used to refer to the inner of both something and somebody. Dubbing version was used modulation strategy modulation translation is a technique replaces concentrate viewpoints the existing perception sides in the SL either vocabulary or structural. as this is the dubbed data employs modulation technique to improve meaning and relate to the tone.

Example 6:

“Couldn’t keep it in, heaven knows I tried.” Subtitling version was used two strategies for this part of data Couldn’t keep it in ,this part Couldn’t keep it in mean ıçimde tutamadım, the first one is the linguistic amplification strategy, the second one is compensation strategy, first one is added the linguistic elements to the TT, which

aren't exist in the ST, but the compensation strategy is a technique of replacing words found in the ST with other words that we add to the TT, because keeping that word or phrase in the TT will not serve the purpose, as for dubbing of this part Couldn't keep it in the strategy used was modulation strategy, this technique is located as there is a change of the viewpoint in the word keep it in as SL to become ıçimde tutamadım in the TL , so as to concentrate or cognitive category linked to the SL. *“modulation technique is a technique in relation process in order to change the point of view in order to focus or cognitive category in relation to the SL it can be lexical or structural”* Molina and Albir (509-511). various technique was used in this data due the subtitle version used linguistic amplification and compensation. Using linguistic amplification aimed to make the TL message clear, in contrast using compensation to make subtitling readable and understandable to the intended reader, though the dubbed version used modulation strategy, it has the alternative expression and same meaning, to understand the intended song's meaning clearly.

The second part of the sentences is heaven knows I tried, used a literal strategy for subtitling version, as for dubbing version the strategy was used is deletion translation strategy, because some words that were found in the ST were deleted.

Example 7:

Don't let them in, don't let them see, in the subtitling version was used literal translation strategy, and in the dabbling version was used linguistic compression strategy, based on Molina & Albir (509-511) *“linguistic compression technique is the technique of synthesizing linguistic elements in the TL”*. Due to the subtitled version's word-for-word translation of the term, two methods of translation were being used, the direct conversion of the SL into a colloquially and grammatically convenient the TL, by employing literal translation, the translation in the TL becomes intelligible and comprehensible, this method of translation is employed to harmonize the lyrics with the musical style without altering the meaning of the original lyrics.

Example 8:

Be the good girl you always have to be, at the subtitling version the strategy was used a compensation translation which is add a stylistic effect in translation the SL into TL, where the good girl translated to iyi bir kiz, the have to be translated to olman gerek, word always translated to her zamanki gibi, both ST and TT have similar idea in explaining, but different in form. Other side, the dubbed version was used two strategies, one is reduction translation, the other is modulation translation. The reduction translation has been modified and reduced some words, this happens to make the TT more understandable and not confounding.

Example 9:

Conceal, don't feel, in this sentences the strategy was used in translation is literal translation, because the sentence of TT is **Gizle, hissetme**, in contrast the strategy used in dabbling version is deletion translation.

Example 10:

Don't let them know, the translation strategy used here is replacement. Because the sentence in SL is Don't let them know translated into TL Öğrenmelerine izin verme, but for dubbing the strategy was used is adaptation translation, the meanings are the same, but the form of the words is different in the TL.

Example 11:

Let it go Let it go, this sentence is the title of the song, the strategy for this topic not literally because if it is literal translation the sentence will be in TL Gitmesine izin ver, but the sentence mentioned in TL is Boş ver, bırak kendini, so the strategy used in this data is Established Equivalence, intended this technique used idiom or expression which is meet as an equivalent in the TL. It is used to explain instances in when language uses a different stylistic or structural approach to convey the same conditions.

4.5. How to Overcome Some of Obstacles Faced While Translating Films

Actually, there are some solutions that I will mention to avoid these difficulties and overcome them, including extensive knowledge about the other, learn about the cultures of other peoples, continuous reading in all fields, getting to know more about dialects, and trying to understand slang words in a deep way, in order to convey them correctly to the target language.

The translation date is old. In the beginning, people were translating, but after development, machine translation appeared and spread. Beginner translators can use the machine translation intended by Google Translate, so sometimes machine translation does the trick. Also, translators can use terms from dictionaries specialized in the field to be translated from, such as legal translation, they can also use translation tools, such as computers, (Imre, A., 2015).

One of the ways to assist the translator is training, so that the translator must obtain training courses in highly efficient translation constantly, the more training the translator did, become more professional and performance. The use of translation tools also assist the translator in his challenges during translation, such as dictionaries and continuous research on the Internet, where now all information in all fields is available on the Internet, and also recently a lot of automatic translation programs have appeared, (Pym, A., 2009).

Knowledge of common terms in translation, and the development of reading skill through continuous search on sites for previously translated topics. There is something professional translators do that they do not omit relevant parts of the original text such as prepositions and adverbs of time and place, because they help clarify the meaning, the translator must use all sources available to him, (Tongpoon-Patanasorn, A., & Griffith, K., 2020).

CONCLUSION AND SUGGESTION

Audiovisual translation is different from translating written texts. For audiovisual translation, the speed of reading and synchronization of speech must be taken into account. We have subtitling and dubbing, in both the basic rule in translation is synchronization, accuracy and speed. In subtitling films, the translator must adhere to the clarity of the translation and the simultaneous appearance of speech on the screen at the time the scene appears. In dubbing, the lips movement of the actors that appear on the screen must be adhered to, dubbing must be natural and correct. It was concluded in this study that the genre of the film has a key role in choosing the translation strategy that will be used.

The movie Frozen was studied and got it that 11 translation strategies were used in the movie, the dubbing used 9 translation strategies. The most predominant style of translation technique is literal translation in the subtitled version, on the other hand the most predominant style of translation technique is modulation translation in Dubbing version.

I hope this research will be useful to people interested in this field. After doing the research for this study, we provide some recommendations that might be helpful, especially for English department students. Translators encouraged being more intentional about the message and paying more attention to translation methods that are appropriate with dubbing and subtitles. Other researchers recommend learning more about translation methodology and analyzing subtitle and dubbed translation in greater detail to determine the level of meaning equivalence.

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