

Audio Visual Translation

Dr. W.BENYAHIA

Université Ali LOUNICI - Blida 2

Faculté des Lettres et des Langues

Département D'Anglais

E-mail: w.benyahia@univ-blida2.dz

Table des matières



Objectifs	3
I - Chapter Three: Translation Strategies in AVT	4
1. Standardization vs Adaptation	4
2. Domestication vs Foreignization	4
3. Exercice : I distinguish between different types of translation strategies in AVT	5
4. Exercice	5
Références	6
Webographie	7

Objectifs

General objectives:

By the end of this course, the student will be:

- Capable of knowing what Audio visual is;
- Capable of understanding the different characteristics of AVT;
- Able to differentiate between the translational strategies used in AVT;
- Able to learn about the different types of AVT;
- Capable of Using the different software of AVT.

Pre-requisites:

In order to accomplish this course, students need to have:

- ● Good ESP English;
- ● Basic ICT skills;
- ● Access to internet;
- ● Basic editing skills.

Chapter Three: Translation Strategies in AVT



1. Standardization vs Adaptation

It is commonplace in translation practice to use the term method or approach to denote the process of adopting or opting for certain translation procedures to find solutions to translation challenges and narrow down the possibility of invalidity in the translation. Yet, in audio visual translation, the term refers to a set of steps or rules that translators follow to reach the aim determined by the translation. Interestingly, such broader meaning of "strategy" in audio visual translation allows translators to use different techniques under one global strategy. Following those principles enables to adapt the text to the target culture and language.

In this context F. Federici distinguishes two global or macro-strategies* :

standardization: stands for reducing the relevance and significance of language features, and adaptation as a creative impetus to solve the impasse in entirely different way (Federici, 2011). Standardization is one of the strategies or procedures of translation distinguished by G. Toury. Standardization is defined as a translation strategy when a translator uses the standard variant of the language not reproducing or conveying peculiarities of the original text (Brett, 2009).

Another translation strategy which is commonly used while translating is **adaptation**: It is defined as a set of certain translation procedures to convey the original text preserving the pragmatic effect of the original with linguistic, social and cultural peculiarities of the original text and target audience.

2. Domestication vs Foreignization

Bassnet and Lafevre distinguish two micro strategies of adaptation: domestication and foreignization*:

Domestication: is based on analogy as the simplest form of interaction between cultures (Bassnet and Lafevre, 1990). It is a translation strategy that consists in smooth, idiomatic and transparent conveying that eliminates all foreign characteristics of the original and adapts it to the needs and values of a target culture. As a result, all foreign elements are assimilated by the dominant target culture and in this way the emphasis is put on the target culture and makes text closer to the target audience.

foreignization: It is interpreted as a translation strategy which is characterized by underlining and highlighting foreign identity of the text which removes the target culture to the background (Venuti, 1995).

It should be pointed out that in terms of translating dialogues in an audiovisual product foreignization also includes the use of cliché foreign phrases or language to reveal the national or regional origins of the characters. Such cliché phrases, language means or even language deviations usually may correspond to the stereotypes or expectations of the audience.

3. Exercice : I destinguish between different types of translation strategies in AVT

It is a translation strategy that consists in smooth, idiomatic and transparent conveying that eliminates all foreign characteristics of the original and adapts it to the needs and values of a target culture.

- Domestication
- Foreignization
- Adaptation
- Standardisation

4. Exercice

is defined as a translation strategy when a translator uses the standard variant of the language not reproducing or conveying peculiarities of the original text

- Adaptation
- Standardisation
- Domestication
- Foreignisation

Références



*Audiovisual Translation:
Conception, Types,
Characters' Speech and
Translation Strategies
Applied*

Matkivska, N. (2014). Audiovisual Translation: Conception, Types, Characters' Speech and Translation Strategies Applied. *Studies About Languages*, 38-44.

Webographie



<https://circletranslations.com/blog/audiovisual-translation-everything-you-should-know>

