

The audiovisual translation of social media texts: New trends and analysis

Akmaral Satybaldiyeva – Almagul Kurmanbayeva – Almazbek
Beishenaliev – Zaure Sovetova – Raigul Rakhmetova

DOI: 10.18355/XL.2022.15.02.13

Abstract

In the context of the rapid development of technologies and various methods of communication, as well as the growing role of information in the life of society, information genres in different types of media are of particular importance. Currently, they are experiencing a stage of serious competition with new technological possibilities of forms for obtaining and creating information. The basis of progress in human society is recognized as a well-founded entity such as verbal communication. Human society today is most interested in the information that the media presents to it. The modern world is characterized by the active use of various information technologies, as they save time. Television messages are responsible for obtaining the necessary information in a short time. In other words, a person tends to emphasize information mainly from the Internet, television messages, from newspaper information. Television news releases often contain news blocks in English that need to be translated. Today, it is an urgent need, and it is valid and necessary in a variety of ways. This and many other factors explain the urgency of this problem. One of the main goals of knowing the world is the need for information. It is due to the subconscious desire of people to understand what is happening around – the desire in which the instinct of self-preservation and the orienting reflex that guides human development manifest themselves. At the moment, the media have such a significant impact on the life of society, on the consciousness and ideas of people. Modern mass media have a substantial effect on the life of society, on the consciousness and ideas of people. Society constantly needs to receive new information about what is happening globally.

Key words: audiovisual translation, media texts, news, functional approach

Introduction

The use of audiovisual translation analysis methods for the theoretical study of the audiovisual translation made it possible to define this phenomenon in linguistic terms and give audiovisual translation its proper place in general linguistic problems. The audiovisual translation is a gigantic natural linguistic experiment during which languages and their elements are compared, equated, and replaced each other in the process of communication.

The research aims to develop a complex model for the audiovisual translation of television information and news texts. To achieve the goal, the following tasks are set and solved:

– systematize achievements in the field of media linguistics and establish, based on the analysis of works in the field of audiovisual translation studies, the content of the concept of “media audiovisual translation”;

- to determine the universal and special features of the mass media language; - to identify the main features of the media text as the central unit of the media language;

- to determine the main characteristics of television information and news texts and conduct a comparative analysis of television news releases aimed at studying television information and news texts, the principles of their construction, and determining the language of information messages on modern television.

It is difficult to imagine the successful development of modern audiovisual translation studies without a comprehensive study of this experiment and its results, without revealing the linguistic mechanism of interlingual communication and taking into account the audiovisual translation facts of our research.

Today, audiovisual translation is an actively developing branch of translation studies; audiovisual translators work with various audiovisual products and various cinematic genres. However, it had come a long way before audiovisual products took on the look familiar to the modern viewer - color, sound, and sometimes - three-dimensional and tangible. Let us consider how audiovisual production acquired the status of a global cultural phenomenon and how the formation and study of audiovisual translation in domestic and foreign linguistics took place. A significant part of audiovisual production is cinematographic. Cinematography is a branch of human activity, a complex of devices and methods that ensure the shooting and demonstration of films. Since its inception in the 19th century, cinema has come a long way. In an effort to capture and reflect the surrounding reality, people, depending on the era and the level of technological progress in society, did this using the means available to them – the written and oral descriptions, painting, sculpture, etc. After all, the presence of a way to fix knowledge and transfer it both within society and subsequent generations is of great importance for implementing one of the most critical functions of society - broadcasting. The broadcasting function helps to transfer social experience to new members of society and promote their socialization to its values, norms, and roles. And as it developed, the cinema coped with this function better and better. So, when in 1826 Frenchman Joseph Nicéphore Niepce took the first photograph, humanity got the opportunity to copy reality and receive its real images. And although their quality was not ideal at first, half a century later, static images projected onto a vertical screen using a “magic lantern,” a camera obscura, were able to come to life and move when Emile Renault and his optical theatre created stop-motion cinema. However, due to the lack of technology, “movies” in such cinema were no longer than a few seconds, and specially hired actors were involved in their voice acting.

In our research work, we adhere to the term audiovisual translation since, in our opinion, it most fully reflects the essence of this phenomenon. Since the domestic linguistic theory has become interested in audiovisual translation issues relatively recently, most of the studies devoted to this problem are represented by the works of foreign authors.

The question of the status of audiovisual translation is repeatedly raised in the works of P. Oreiro (Oreiro, 2004: 101). The researcher developed a theoretical substantiation of various types of audiovisual translation and described the technologies for creating subtitles and dubbing. In the works of H. Diaz Sintas and G. Anderman, a detailed examination of certain types of audiovisual translation is presented, and theoretical provisions and methods for teaching audiovisual translation are developed (Anderman, 2009: 64). In his works, M. Cronin studied audiovisual translation (Cronin, 2009: 14). The researcher examined the perception of translated audiovisual text and conducted a diachronic study of audiovisual translations of films from different eras (from the birth of sound cinema (1935-2005)). Thus, audiovisual translation is distinguished by various types, while most audiovisual production today is cinematic and represented by multiple genres. Accessibility, mobility, and the ever-increasing quality of these products cause their distribution and popularity. Audiovisual translation is becoming a rapidly developing industry in translation studies and economics. Since cinematographic works in modern society are complex multicultural and multilingual phenomena that have a significant potential for massive impact on the minds of viewers, their value system, behavior, and worldview, the translator not only faces the problem of adequately translating the complex

audiovisual unity of the verbal and non-verbal content of the work but also solves the tasks of adapting and preserving its cultural identity, searching for means in the target language that can have a pragmatic effect similar to the original, which requires a deep understanding of both the cultural characteristics of the native speakers of the target language and the target language, as well as an understanding of the author's intention, a vision of cinematic work in prospection and flashbacks, understanding the specifics and features of the cinematic language. However, even though the practice of translating cinematographic works has existed since their appearance, this area was the focus of interests of linguistics and translation studies only in the 20th century. The separation of audiovisual translation studies into a separate field of study occurred several decades ago, in connection with which we observe its active formation, characterized by an ever-increasing number of studies, a variety of terminology, and the absence of a transparent categorical system that is in the process of formation.

A text as an object of audiovisual translation is a self-sufficient speech work expressed in written or oral form, which implies the presence of a sender and addressee, has a certain structural organization, content (theme), a situationally determined communicative setting, and is correlated with one of the styles and genres of artistic or non-artistic literature.

This definition reflects the four most crucial aspects of a text as an object of audiovisual translation: syntax, semantics, pragmatics, and style. The first three correspond to the trinity already known to us: structure, content, and communicative function. Audiovisual translation analysis involves the interpretation of the text in all these areas.

As V. L. Naer emphasizes, "The text encodes certain content-semantic information, encodes it for a specific purpose and with the help of certain language structures. By comprehending and analyzing the linguistic structure and form, we can achieve the semantic content's deepest and most comprehensive disclosure" (Naer, 2017).

Every time a translator creates a speech work into a translated language (TL), he not only performs an act of speech in this language but also identifies the created segment of speech with the corresponding part of the original. At the same time, the translator practically analyzes the units of the two languages, comparing them and determining the degree of their equivalence. Equating the speech units of FL and TL is carried out in the linguistic consciousness of the translator, and its results are found in the ratio of the original texts and the audiovisual translation.

K. Rice offers a four-term typology of texts (and, accordingly, audiovisual translations) of the main functions of the language: 1) content-oriented, 2) form-oriented, 3) appeal-oriented or appeal-oriented, 4) audio-media texts, that is, texts intended for oral reproduction (and perception) from the stage, with musical accompaniment or through the media.

There are numerous methods for studying media texts (Rice, 2009):

Linguistic analysis methods allow identifying the basic properties and characteristics of the text at various language levels: lexical-semantic, syntagmatic, stylistic, etc.

- a method of content analysis, or content analysis, based on a statistical calculation of specially selected text units.

The method of critical linguistics (or rhetorical criticism) makes it possible to reveal the hidden political and ideological components of the media text. A linguistic and cultural analysis method based on identifying culturally significant components of the text.

The theoretical and methodological basis was based on such works as V.N. Komissarov, T.G. Dobrosklonskaya, V.L. Zvik, I.S. Alekseeva, K.D. Kiria, A. Greimas, A. Islam, R.Z. Zagidullin, Furman S., Ibraeva A.A., Kusainova G.S., Nurgozhina Sh.I., Barlybaeva S. and others (Barlybayeva, 2019).

Media linguistics has brought together a wide range of studies related to such a dynamically developing area as the language of the mass media. This is evidenced by many scientific works on various aspects of media linguistics: D.N. Shmelev, V.G. Kostomarov, Yu.V. Rozhdestvensky, G.Ya. Galeeva, V.Ya. Zadornova, A.Chernykh and others (Kosherbayeva, 2019).

Such names represent the Western tradition of studying the language of the media as T. van Dijk, M. Montgomery, A. Bell, N. Feuerklaf, D. Fishman, and others. The attention of scientists is attracted by the broadest range of issues: the definition of the functional and stylistic status of the language of the media, ways to describe various types of media texts, the impact of socio-cultural factors on media speech, and linguo-media technologies of influence.

Thus, a complex model of AV translation is a certain kind of ideal object, a detailed image of the phenomenon under study, which has a universal character, absorbing all the main features of its actual prototype. In our case, the model of translation of television information and news texts includes the following factors, with the help of which the translation is carried out. A complex model of the translation process, TINT is a form of representation of knowledge about reality. The study analyzed news fragments of information and news texts from various television channels. Based on the analysis, it is possible to show the modeling of the translation process of television information and news texts as follows (Figure 5):

In this scheme of modeling the AV translation of television information and news texts, there is a close relationship between all the constituent components, each of which has its components.

The cognitive aspect includes the broadcasting policy of TV and radio channels, background knowledge of translators, and strategies for constructing television information and news texts. In modeling, one of the main components is the cognitive aspect. As we mentioned earlier, all information programs follow the same structure (Der Spiegel - Main events of the country - Main international events - Sports news - Weather forecast). Still, an essential feature is a fundamental difference in the approaches to presenting information on different television channels. The path to the presentation of news material implies the cognitive function of the channel; each channel has its own principle of presenting information and produces its own impact on the viewer.

Each television channel has its own broadcasting policy, adhering to the state's information policy. According to V.V. Egorov, a well-known historian and theorist: State information policy is a set of measures aimed at the optimal functioning of the media to prevent their alienation from society, from a person, from his interests (Egorov, 2009). Thus, ideally, this is the authorities' activity aimed at optimal media use in the public interest.

Every TV channel has its own strategies. The principle of news ranking also affects the viewer. This is the essential tool for making up an information release, used to determine the degree of socio-political importance and news's universal significance. News material is distributed according to the nature of events.

The cognitive model that exists in the translator's mind must be oriented to the background knowledge of the addressee. Using the category of certainty-uncertainty of this expression, the translator must know whether the described reality is familiar to the addressee or whether he needs to know the subject "by description." Since the translator is an intermediary in intercultural communication, he performs a dual role: first, he acts as a conditional recipient of a message, then as a conditional author of the message when creating a communicatively equivalent text. Accordingly, according to V.N. Komissarov (1999), the translator "should understand the translated text even deeper than the reader for whom the text was intended." That is, the translator must himself have sufficient background knowledge to be able to compare

the background knowledge of the author and the intended translation receptor and consciously approach the process of translating their verbal representations.

The journalistic aspect covers the requirements for news texts, considers the structure of a news message, considers the video sequence synchronization technique, and determines the metalanguage.

When modeling AV translation, it is necessary to master the concept of the structure of a news block. The analyzed material gives us the right to believe that the structure of the news block is as follows: Spiegel - Main events of the country - Main international events - Sports news - Weather forecast.

Thus, before creating a news text, the translator must operate with the basic rules for creating.

Research methods

The goal and objectives set in the work determined the choice of research methods. The use of the method of linguistic analysis made it possible to identify the basic properties and characteristics of the text, the method of comparative analysis of the source language (FL) and the target language (TL) to determine the equivalence and assess the quality of audiovisual translation, the method of linguocultural analysis to determine the cultural component of media texts; content analysis method based on counting specially selected units; the method of critical linguistics to reveal a hidden political and ideological orientation; the survey method made it possible to determine public opinion in the field of television, the statistical method for calculating the results of practical material, the method of information perception, which made it possible to determine the degree of speech perception by the viewer.

The study's theoretical significance is determined by the fact that, for the first time, an integrative approach to solving the problems of modeling the audiovisual translation of television information and news texts is proposed.

The practical value of the work is due to the possibility of using the results obtained when reading lecture courses and special courses on the theory and practice of audiovisual translation, intercultural communication, media linguistics, media audiovisual translation, political linguistics, linguoculturology when translating texts of the information genre in the practice of audiovisual translation and practical journalism.

Factual material of the study: information and news releases were analyzed: "KTK" (50). For audiovisual translation analysis, television information and news texts of the television channels "BBC" (75 texts), "Euronews" (75 texts). The total volume of the studied texts is 150 information and news texts and 150 information and news releases. The experiment of our study allowed us to include the following practical material based on the results of a free experiment on the perception of speech of a news fragment on a television channel. The experiment involved 25 respondents, students of the specialty "Audiovisual translation." The experiment was carried out based on KAZNU al Farabi.

Discussion

The scientific novelty of the study lies in the fact that for the first time in domestic audiovisual translation studies, the general concept of media audiovisual translation is presented, for the first time, the language versions of the BBC and Euronews television channels are subjected to audiovisual translation analysis, and a model for the audiovisual translation of television information and news texts is developed.

Media audiovisual translation is an independent area of modern audiovisual translation studies. The subject of this new discipline is the audiovisual translation of the language of the mass media.

The language of the media (hereinafter referred to as the media) constitutes the entire corpus of texts produced and distributed by the media. Media language is a stable intralinguistic system characterized by a particular set of linguo-stylistic properties

and features. Media language is considered a special mixed-type sign system with a certain ratio of verbal and audiovisual components, specific to print, radio, television, and the Internet.

Media text as the main unit of the media language is a complex, multi-level system based on such fundamental categories as media content, mass character, integrative nature, and openness. The media text is complemented by a stable system of parameters, such as text production (author's - collegiate), a form of creation (oral - written), distribution channel (print, radio, television, Internet), functional-genre type of text (news, comments, journalism, advertising), belonging to a media topic. Media text is a verbal speech produced by the media and has volume and layering.

Television information and news releases are structured according to the following universal levels: Spiegel (brief announcement of news), main events of the country; major international events; sports news; weather forecast. Features of English-language domestic television information and news releases: important official news of the country is brought to the fore; international news is presented in a very concise manner; analysts are not involved in discussing topical issues live; timing is 30 min.

Television information and news texts are types of text addressed to a mass audience, characterized by a combination of non-verbal, verbal, and media units. One of the features of television information and news texts is that it unfolds simultaneously at three levels: text, sound, and video. News texts are neutral and depersonalized. The primary purpose of the news text is to inform the audience about socially significant incidents, events, and facts occurring in the country and abroad, to report on the phenomena of reality and their properties. In the audiovisual translation of language versions of news fragments of the television channels BBC, Euronews, such audiovisual translation techniques as grammatical transformations and speech compression, which are the most productive, prevail. The original and translated texts of the BBC television channel coincide in meaning and structure, unlike the Euronews television channel. The language services of the Euronews TV channel create their language versions of the texts. In the analyzed television information and news texts, there are a certain number of culturally marked words, geographical realities, proper names, and links to various sources of information, where various audiovisual translation techniques are required.

Simulation of the audiovisual translation process relates to applied tasks and plays a vital role in achieving an adequate audiovisual translation. The process of modeling the audiovisual translation of television information and news texts consists of interrelated aspects: linguistic, cognitive, audiovisual translation, and journalistic. According to the developed complex model for the audiovisual translation of television information and news texts (from now on referred to as TINT), the description of the audiovisual translation comes into contact not only with the system of equivalent relations between the two languages but also with the features of the implementation of this system in the audiovisual translation process. The cognitive aspect includes the policy of broadcasting.

TV and radio channels, background knowledge, strategies for building TINT. The linguistic aspect contains genre and stylistic features and methods of studying TINT. The audiovisual translation aspect includes audiovisual translation models, audiovisual translation strategies, and techniques. The journalistic aspect assumes knowledge of the TINT structure, terminology, and video sequence synchronization techniques.

The purpose and objectives determined the choice of methods. The method of linguistic analysis is critical, where we can consider the method of continuous textual analysis, which allows us to identify patterns in the construction of mass media texts at the syntagmatic and stylistic levels. Analysis at the level of syntagmatic shows a stable paradigm of compatibility, characteristic of one or another type of text. For

example, the syntagmatic pattern of news (message-oriented texts) relies mainly on verb phrases, while attributive compounds are more common in journalism, information analytics, and advertising. Syntagmatic analysis of media texts also makes it possible to single out entire groups of stable thematic collocations that are regularly reproduced when covering one or another media topic. For example, coverage of the topic “international political life” involves using such phrases as a summit meeting, paying a visit, paying a return visit, negotiating, signing an agreement, reaching an agreement, eliminating differences, expressing concern, etc. Of great importance is the method of stylistic analysis, the purpose of which is to identify various stylistic devices and determine their role in implementing the overall communicative perspective of the media text. As you know, the style of media speech is vibrant and diverse. News texts are replete with tropes, similes, metaphors, and other stylistic devices that are used to influence the audience. At the same time, special attention is paid to the functioning of metaphors; the ability to capaciously reflect reality with the help of vivid, memorable images is actively used in world practice. Examples of worn-out metaphors such as “hotbed of war, hot spot, political arena, economic leverage, information explosion,” etc., can be easily found on the pages of the world press in different languages.

An essential role in the study of mass media texts is played by the method of content analysis or analysis. Based on the statistical calculation of specially selected text units (and not only verbal ones), the content analysis method provides the researcher of mass communication with the broadest range of opportunities.

The general content analysis procedure usually includes the following steps:

- 1) determination of specific goals and objectives of the study of the text (for example, the identification of manipulative mechanisms of propaganda in the media);
- 2) highlighting significant components of the text, taken as a unit of calculation by the goals and objectives of the study;
- 3) collection of a sufficiently representative volume of textual material intended for processing;
- 4) statistical calculation of the selected signs-symbols (in percentage or absolute numbers);
- 5) scientific evaluation of the data obtained in connection with the study’s objectives.

Conclusion

The news text, as already noted, has a well-defined structure, and linguistic features, representing a precise sequence of elements. This can be seen by analyzing the news blocks of the international channel Euronews.

The Euronews TV news network entered the international information market as a European response to the information challenge of our time. Unlike BBC World News and CNN, Euronews has an entirely different format, receiving video material through the Eurovision system, from the television services of the Reuters and Associated Press agencies, and from Euronews shareholder television companies, which contributes to complete, relevant and authoritative coverage of events and in many ways predetermines the success that Euronews enjoys with its audience. Euronews is a multilingual channel broadcast in European countries, the Mediterranean, North and South America, the Middle East, Australia, Africa, and Kazakhstan. On the

Today, Euronews is a major international, regional television network that aims to broadcast its programs globally. Round-the-clock broadcasting of Euronews implies continuous updating of the content of information releases in the process of functioning of the corresponding headings. However, the main milestones in the organization of the working day, which provide an opportunity to assess the content of the air at a particular moment and identify the necessary editorial tasks for the next part of the day, are issues that come out at 6:00, 13:00 and 19:00 CET. It is customary among journalists to view these issues with particular care, interrupting work and

gathering in language groups around televisions. These three milestones, reflecting the pre-prime times, determine the work schedules of the channel's employees. Journalists-translators voice the story; the only requirement is that the edited video's meaning and duration must match.

Bibliographic references

- "Aspectos tecnicos y literarios de la traduccion" Boletin de Estudios Germanicos. Mendoza, 1964.
- Bell, A. (1996). Approaches to Media Discourse. London.
- Bell, A. (1991). The Language of News Media. Oxford: Blackwell, 6-24.
- Bernstein, S.I. (1977). Radio language. Moscow: Nauka.
- Dominick, J.R. (1993). The Dynamics of Mass Communication. New York: McGraw-Hill.
- Egorov, V.V. (1999). Television between the past and the future. Moscow.
- Fairclough, N. (1995). Media Discourse. London: Arnold.
- Komissarov, V.N. (1999). Modern Translation Studies. Moscow: ETS.
- Montgomery, M., Edgington, B. (1996). The media. London: The British Council.
- Naer, V.L. (1985). Levels of language variability and the place of style functions. Scientific literature. Language, style, genres. Moscow.
- Rice, K. (1978). Classification of texts and methods of translation. Questions of the theory of translation in foreign linguistics. Moscow.
- Shmelev, D.N. (2008). Problems of semantic vocabulary analysis (from the linguistic heritage). Publishing House LKI.
- Van Dijk Teun, A. (1998). News as Discourse. New York: Hillsdale.
- Varis, T., Jakelin, R. (1976). Television news in Europe. Tampere.

Words: 4 465

Characters: 30 081 (16,70 standard pages)

Akmaral Satybaldiyeva
Nur-Mubarak Egyptian University of Islamic Culture
ave. Al-Farabi, 73, 050050 Almaty
Kazakhstan

exec. Assoc. prof. Almagul Kurmanbayeva
Turan university
st. Satpaeva, 16A, 050050 Almaty
Kazakhstan
nurzhan@mail.ru

prof. Almazbek Beishenaliyev
Kyrgyz State university named after I. Arabayev
Rozzaki, 47, Bishkek
Kyrgyzstan
lunaranurbek@mail.ru

assoc. prof. Zaure Sovetova
of Almaty University of Power
Engineering and Telecommunication named after Gumarbek Daukeyev
Baytursynuli 126/1,
Almaty 050010
Kazakhstan
<https://orcid.org/0000-0002-4085-7960>

Raigul Rakhmetova
Abai Kazakh National Pedagogical University
13 Dostyk Avenue, 050010 Almaty
Kazakhstan