

Gromova, E. – Hodakova, S. – Perez, E. – Zahorak, A.: Audiovisual Translation and the Deaf and Hard of Hearing Audience: Subtitling for the Deaf and Hard of Hearing

Monograph *Audiovisual Translation and the Deaf and Hard of Hearing Audience: Subtitling for the Deaf and Hard of Hearing* can be considered a remarkably significant publication within the field of audiovisual translation and its relation to media accessibility. This specific field is presented from the point of view of translation studies. The topic is approached from a wider perspective, moving away from strictly linguistic to social and cultural aspects of audiovisual translation. However, the main focus stays on the key part of every translation process – the final recipient. In this case, the target audience is very specific – the deaf or hard of hearing persons, which opens the topic of this specific field of audiovisual translation that still seems unexplored in our country. Therefore, the significance of presented publication is unquestionable. Furthermore, thanks to its comprehensive, yet exceptionally understandable approach, it can enrich a great audience – university students, researchers, practitioners of various types of audiovisual translation, or simply anyone interested in this particular area.

The first chapter, *Audiovisual translation and the deaf and hard of hearing audience: basis and starting point*, serves as an introduction to the presented research, emphasizing the importance of anticipation in the translation process and its crucial meaning for audiovisual translation for the specific target audience. This section provides the classification of the considerably heterogeneous target audience based on particular types of hearing impairments and their specifications. The authors also deal with the selected competencies of viewers, such as a reading competence, and their reflection in subtitling audiovisual works.

The first part of the second chapter, titled *Subtitling for the deaf and hard of hearing as a linguistic and intercultural transfer*, offers an overview of the current situation in research of this type of audiovisual translation in Slovakia. This section presents subtitles for the deaf and hard of hearing as a unique kind of translation and artistic communication, used to transfer the meaning from audible to visual form. Adding a practical dimension to theoretical background, attention is paid to the selected elements of audiovisual works that need to be transferred in this process.

The third chapter titled *Standards and recommendations in EU* aims to map the situation related to documents regulating media accessibility standards, including those of subtitling for the deaf and hard of hearing audience and presents recommended standards of subtitling in the selected EU countries. According to the authors, the recommendations are designed to provide the absolute and equal access to information and communication for every human being. Therefore, this part offers a realistic insight into the situation in these countries, focusing on quality of the subtitles as well as their quantity – the percentage of broadcasted programs with subtitles for DHH recipients. As Slovak standards were to a large extent based on the Czech subtitle production, special attention is paid to the Czech recommendations for subtitling.

The fourth chapter, *Slovak standards, and recommendations* opens the topic of standards in Slovakia. It analyzes legal obligations of Slovak broadcasters about subtitling for the deaf and hard of hearing, provides information on the percentage of broadcasted programs with the multimodal approach in accordance with these obligations as well as penalties in case these requirements are not met, and discusses

the technical parameters of subtitles. After general analysis of the percentage of broadcasted programs with subtitles for DHH viewers in Slovakia in 2011 – 2015, the real practice in the selected audiovisual works of three Slovak broadcasters is presented. Based on this part, the specifics are analyzed, and the recommendations for improvement of subtitling for DHH are identified, which emphasizes a major contribution of the monograph.

The presented publication offers a survey of the current state and standards of subtitling for the deaf and hard of hearing the audience in the selected EU countries as well as in our country, Slovakia. Its significance lies in a new way of viewing this type of audiovisual translation – the cooperation between the authors and the deaf or hard of hearing individuals, as mentioned by the authors, opens the door to a new dimension of understanding the specific features of subtitling and emphasizes the urge to inform the public about specific quality and quantity requirements (not) being met. Therefore, this monograph is valuable not only for its educational or informative character but for its cultural point of view applied to this finally expanding field of research.

Reviewed by Zuzana Jánošíková