

## THE ROLE OF AUDIOVISUAL TRANSLATION IN THE DIGITAL AGE

**Kuzenko H. M.**

### INTRODUCTION

Audiovisual translation (AVT) has become increasingly important in the digital age, as technology has made it easier to create and distribute audiovisual content across borders and languages. AVT refers to the translation of audiovisual content, including subtitles, dubbing, voice-over, and audio description. Its role in the digital age is significant and varied, and can be broken down into several key areas.

Firstly, AVT plays a crucial role in facilitating communication and cultural exchange. With the rise of globalisation and the increasing interconnectedness of the world, audiovisual content has become a powerful tool for bridging linguistic and cultural barriers. By translating audiovisual content, AVT allows people from different cultures and language backgrounds to share and appreciate each other's stories, perspectives, and experiences.

Secondly, AVT is essential for the global distribution of audiovisual content. With the advent of streaming services like Netflix, Amazon Prime, and Disney+, audiovisual content can be distributed worldwide at the click of a button. However, in order to reach audiences in different regions, audiovisual content must be translated into the languages spoken in those regions. AVT makes this possible, allowing audiovisual content to reach a wider audience than ever before.

Thirdly, AVT is crucial for accessibility. Audiovisual content is an important part of modern life, but not everyone can access it in the same way. People with visual or hearing impairments, for example, may require audio description or subtitles in order to fully appreciate audiovisual content. AVT makes it possible to provide these accessibility features, allowing everyone to enjoy audiovisual content on an equal footing<sup>1</sup>.

Finally, AVT is an important industry in its own right, with a growing demand for skilled translators and interpreters who can work in this field. As the digital age continues to unfold, it is likely that the demand for AVT will only increase, making it a valuable and exciting career path for those with an interest in language, culture, and technology.

---

<sup>1</sup> Chiaro, D. «Issues in Audiovisual Translation.» *The Routledge Companion to Translation Studies*, edited by J. Munday, Routledge, 2009, pp. 141–165.

Delabastita, D. «Translation and the Mass Media.» *Translation, History and Culture*, edited by S. Bassnett & A. Lefevere, Pinter, 1990, pp. 97–109.

Audiovisual translation is the process of translating audiovisual content such as films, TV series, and video games into another language. It is a complex process that involves not only translating the dialogue but also adapting the visual and audio elements of the content to ensure that it is accessible to viewers in the target language.

There are several different types of AVT, including subtitling, dubbing, voice-over, and audio description. Subtitling involves adding written translations of the dialogue to the bottom of the screen. Dubbing involves replacing the original dialogue with a new recording in the target language. Voice-over involves adding a new narration in the target language over the original soundtrack. Audio description involves adding a description of the visual elements of the content for viewers with visual impairments.

Each type of AVT has its own advantages and disadvantages. Subtitling is often preferred by viewers who want to experience the content in its original language, but it can be difficult to read quickly and can sometimes obscure important visual elements. Dubbing can make the content more accessible to viewers who prefer to watch content in their native language, but it can also be difficult to match the lip movements of the actors and can sometimes result in a loss of the original performance. Voice-over can be an effective way to translate documentaries and news broadcasts, but it can also be distracting and can sometimes interfere with the original audio. Audio description can make the content accessible to viewers with visual impairments, but it can also be difficult to integrate seamlessly with the original soundtrack.

AVT is an important field that plays a crucial role in making audiovisual content accessible to viewers around the world. It requires a deep understanding of not only language but also visual and audio elements, as well as an ability to adapt to the specific needs of different audiences. AVT professionals must also be able to work quickly and accurately to ensure that content is delivered on time and on budget.

As the demand for audiovisual content continues to grow, the importance of AVT will only increase. It is a dynamic and challenging field that requires a unique set of skills, but for those who are passionate about language, culture, and technology, it can be a rewarding and fulfilling career.

## **2. Some facts about audiovisual translation**

Audiovisual translation has a long and complex history that has evolved over the years. The term refers to the process of translating and adapting audiovisual content, such as films, TV programs, and videos, for audiences in different linguistic and cultural contexts. Audiovisual translation refers to the translation of audiovisual content such as films, television shows, and video games. The history of AVT can be traced back to the early days of cinema in the late 19th and early 20th centuries. In those days, films were shown with live musical accompaniment, and sometimes an intertitle card would appear

on screen to translate dialogue or provide additional information<sup>2</sup>. Here's a brief history of audiovisual translation:

1. The silent era (1895-1927): In the early days of cinema, there was no need for AVT, as films were silent and used intertitles to convey dialogue and other important information. However, as films became more complex, filmmakers began to use subtitles and dubbing to reach broader audiences.

2. The advent of sound (1927-1950): With the introduction of sound, films became more accessible to international audiences. Subtitling and dubbing became more common, although the technology was limited, and it was difficult to produce high-quality translations.

3. The post-war period (1950-1980): During this period, the demand for AVT grew rapidly as international markets for film and television expanded. Dubbing became the dominant mode of translation in most countries, although subtitling remained popular in some regions.

4. The digital era (1980-present): With the rise of digital technology, AVT has become more widespread and sophisticated. Advances in subtitling software and dubbing technology have made it easier to produce high-quality translations, and new forms of AVT, such as voiceover and audio description, have emerged to meet the needs of different audiences.

Today, AVT is a vital part of the global entertainment industry, and the demand for high-quality translations of audiovisual content continues to grow.

### 3. Types of audiovisual translation

Audiovisual translation is the process of translating audiovisual content from one language to another. It involves translating the spoken language, as well as any written text or visual images that appear on screen, such as subtitles or captions. Audiovisual translation is a crucial part of the entertainment industry, and it plays an important role in making movies, TV shows, and other forms of multimedia accessible to audiences around the world.

There are several types of audiovisual translation, including:

1. Dubbing: Dubbing is the process of replacing the original audio with a translated version in the target language. Dubbing is commonly used for movies, TV shows, and other forms of multimedia<sup>3</sup>.

2. Subtitling: Subtitling involves adding written text in the target language that appears on screen while the original audio remains in the source language. Subtitling is commonly used for movies, TV shows, and other forms of multimedia.

---

<sup>2</sup> Díaz Cintas, J. «Audiovisual Translation in the Third Millenium.» *Translation Today: Trends and Perspectives*, edited by G. Anderman, M. Rogers, Multilingual Matters, 2003, pp. 192 – 204.

<sup>3</sup> Ababilova, N., I. Usachenko. «Audiovisual Translation as a Challenge for Contemporary Translators.» *Scientific Bulletin of Kherson State University. Series Germanic Studies and Intercultural Communication*, no. 2, 2020, pp. 79–85.

3. **Voice-over:** Voice-over involves adding a translated voiceover narration to the original audio. Voice-over is commonly used for documentaries and educational videos.

4. **Closed Captioning:** Closed captioning involves adding written text in the target language that appears on screen for viewers who are deaf or hard of hearing. Closed captioning is commonly used for TV shows and movies.

**Challenges of Audiovisual Translation:**

Audiovisual translation can be challenging for several reasons. First, it requires a deep understanding of the target language and culture. Translators must be able to accurately convey the intended meaning and tone of the original content while adapting it for a new audience.

Second, audiovisual translation requires a strong sense of timing and rhythm. The translated text must fit within the same amount of time as the original content and be synchronized with the on-screen action.

Finally, audiovisual translation can be challenging because of the technical requirements involved. For example, subtitling requires specialized software and knowledge of timing and formatting requirements.

**Benefits of Audiovisual Translation:**

Despite the challenges involved, audiovisual translation is essential for making content accessible to audiences around the world. It allows people to enjoy movies, TV shows, and other forms of multimedia in their native language, which can help to promote cultural exchange and understanding.

In addition, audiovisual translation can help to expand the reach of a particular piece of content. By translating a movie or TV show into multiple languages, it can reach a much larger audience and potentially generate more revenue for the producers.

#### **4. A diverse range of genres in AVT and peculiarities of their translating**

Modern television content is characterized by a diverse range of genres that cater to a wide range of audience interests. Some of the most popular genres of modern television content include:

1. **Drama:** This genre includes television shows that feature compelling storylines, complex characters, and emotional intensity. Examples include «Game of Thrones,» «Breaking Bad,» and «The Crown.»

2. **Comedy:** This genre includes television shows that aim to make the audience laugh through humorous situations, witty dialogue, and comedic performances. Examples include «The Office,» «Friends,» and «Brooklyn Nine-Nine.»

3. **Science fiction and fantasy:** This genre includes television shows that explore imaginary worlds, futuristic technologies, and supernatural

elements. Examples include «Stranger Things,» «Westworld,» and «The Mandalorian.»

4. **Crime and mystery:** This genre includes television shows that revolve around criminal investigations, detective work, and suspenseful storytelling. Examples include «Mindhunter,» «True Detective,» and «Sherlock.»

5. **Reality TV:** This genre includes television shows that feature real people in unscripted situations, often with a competitive or game-show element. Examples include «Survivor,» «The Bachelor,» and «The Amazing Race.»

6. **Documentary:** This genre includes television shows that focus on factual storytelling, often exploring topics related to science, history, politics, or culture. Examples include «Planet Earth,» «Making a Murderer,» and «The Social Dilemma.»

7. **Animation:** This genre includes television shows that use animated characters and settings to tell stories aimed at children and adults alike. Examples include «The Simpsons,» «Rick and Morty,» and «Avatar: The Last Airbender.»

These genres often overlap and intersect, and new sub-genres continue to emerge as television content evolves to meet changing audience preferences and consumption habits<sup>4</sup>.

Rendering **drama** in audiovisual translation requires a nuanced understanding of the emotional and psychological aspects of the genre. The following are some peculiarities that should be considered when translating drama content:

1. **Emotional impact:** Drama is a genre that focuses on emotions and relationships, and translators need to ensure that the translated content maintains the same emotional impact as the original content.

2. **Cultural adaptation:** Drama stories are often set in specific cultural contexts, and translators need to adapt the content to make it relevant and understandable for the target audience. This may include changes in character names, locations, and cultural references.

Rendering drama in audiovisual translation requires careful attention to detail and an understanding of the genre conventions and audience expectations. The following are some peculiarities that should be considered when translating drama content:

**Characterization:** In drama, characters often have complex emotions and motivations that are essential to the story. Translators need to ensure that the

---

<sup>4</sup> Кузенко, Г. «Кінопереклад як особливий вид художнього перекладу.» *Одеський лінгвістичний вісник*, №9, том 3, 2017, сс. 70–74.

translated content accurately reflects the characters' personalities and motivations.

**Cultural adaptation:** Drama stories are often set in specific cultural contexts, and translators need to adapt the content to make it relevant and understandable for the target audience. This may include changes in character names, locations, and cultural references.

**Tone and atmosphere:** Drama often relies on a particular tone and atmosphere to convey the emotions and mood of the story. Translators need to ensure that the translated content maintains the same mood and feeling as the original content.

**Dialogue:** Dialogue is a key element of drama, and translators need to ensure that the translated content accurately conveys the same emotions and subtext as the original dialogue.

**Idiomatic expressions and slang:** Drama often uses idiomatic expressions and slang to convey the characters' emotions and personalities. Translators need to ensure that these elements are translated accurately and in a way that maintains their impact on the viewer.

**Sound effects and music:** Sound effects and music can play an important role in setting the mood and atmosphere of a drama story. Translators need to ensure that the translated content maintains the same impact and emotional resonance as the original content.

Overall, rendering drama in audiovisual translation requires a deep understanding of the genre conventions, cultural contexts, and audience expectations. Translators need to pay close attention to all the details and ensure that the translated content maintains the same emotional impact, characterization, and atmosphere as the original content.

**Comedy** is a unique and challenging genre to perform and create. It requires a specific set of skills and a deep understanding of timing, delivery, and audience expectations. Here are some difficulties and peculiarities of rendering comedy:

**Subjectivity:** Comedy is subjective, and what one person finds funny, another may not. A joke that lands well with one audience may not resonate with another. This can make it challenging for comedians to gauge what material will work with their audience.

**Timing:** Timing is crucial in comedy. A well-timed punchline can turn an average joke into a hilarious one. Comedians need to be able to read the room and adjust their pacing accordingly.

**Audience engagement:** Comedy is an interactive art form, and audience engagement is essential. Comedians need to be able to connect with their audience and respond to their reactions in real-time.

**Originality:** There is a lot of competition in the comedy world, and it can be challenging to come up with original material that hasn't been done before. Comedians need to be creative and think outside the box to stand out.

**Political correctness:** Comedy can be controversial, and comedians need to be mindful of their material to avoid offending their audience. Political correctness has become an increasingly important issue in recent years, and comedians need to be aware of the boundaries and sensitivities of their audience.

**Delivery:** The delivery of a joke is just as important as the punchline. Comedians need to master their delivery and use their tone, facial expressions, and body language to enhance the joke's humor<sup>5</sup>.

**Embracing failure:** Failure is an inevitable part of comedy. Not every joke will land, and not every audience will respond positively. Comedians need to be resilient and learn from their failures to grow and improve their craft.

**Rendering science fiction and fantasy** refers to the process of creating digital images, animations, and visual effects that depict imaginary worlds, creatures, and technology. This process typically involves using specialized software and tools to create highly-detailed and realistic images that bring these fantastical elements to life.

In order to render science fiction and fantasy content, digital artists and designers must have a strong understanding of the principles of design, composition, and lighting. They must also be highly skilled in using 3D modeling software and other tools to create complex, highly-detailed scenes and characters.

The process of rendering science fiction and fantasy content can be highly complex and time-consuming, requiring extensive planning, collaboration, and experimentation. In addition, it often involves a high level of creativity and imagination in order to bring the director or writer's vision to life in a visually stunning and convincing way.

Overall, rendering science fiction and fantasy content requires a combination of technical skills, artistic talent, and creativity. It is a challenging and rewarding field that allows digital artists and designers to explore new worlds and push the boundaries of what is possible in visual storytelling.

**Rendering crime and mystery** in audiovisual translation requires careful attention to detail and an understanding of the genre conventions and audience expectations. The following are some peculiarities that should be considered when translating crime and mystery content:

**Accuracy and consistency:** Crime and mystery stories often involve complex plots, clues, and character relationships. Translators need to

---

<sup>5</sup> Gonzalez, L. P. «Audiovisual Translation.» *Routledge Encyclopedia of Translation Studies*, Routledge, 2011, pp. 13–20.

accurately convey all the details to ensure the viewer can follow the story. Consistency is also important to avoid confusion and maintain coherence.

**Cultural adaptation:** Crime and mystery stories are often set in specific cultural contexts, and translators need to adapt the content to make it relevant and understandable for the target audience. This may include changes in character names, locations, and cultural references<sup>6</sup>.

**Tone and atmosphere:** Crime and mystery stories often rely on a particular tone and atmosphere to create tension and suspense. Translators need to ensure that the translated content maintains the same mood and feeling as the original content.

**Characterization:** Characters in crime and mystery stories are often complex and have hidden motives or secrets. Translators need to ensure that the translated content accurately reflects the characters' personalities and motivations.

**Clues and red herrings:** Crime and mystery stories often include clues and red herrings that are essential to the plot. Translators need to ensure that these elements are translated accurately and that the viewer has the same opportunity to solve the mystery as the original audience.

**Dialogue and wordplay:** Crime and mystery stories often involve dialogue and wordplay that are important to the plot or characterization. Translators need to ensure that these elements are translated accurately and in a way that maintains their impact on the viewer.

Overall, rendering crime and mystery in audiovisual translation requires a deep understanding of the genre conventions, cultural contexts, and audience expectations. Translators need to pay close attention to all the details and ensure that the translated content maintains the same tone, atmosphere, and plot elements as the original content.

Rendering **Reality TV** refers to the process of creating the visual effects, animations, and graphics that are used in reality television shows. This can include adding text and graphics to the screen, creating animated transitions, and enhancing footage to make it more visually appealing or impactful.

The process of rendering Reality TV content typically involves using specialized software and tools to create and manipulate visual elements. This can include video editing software, motion graphics software, and 3D modeling software, among others. In some cases, visual effects artists may also create custom tools or scripts to automate repetitive tasks or streamline the rendering process.

Rendering Reality TV content requires a keen eye for design and aesthetics, as well as a solid understanding of the technical aspects of video production. Visual effects artists and designers must be able to work quickly and efficiently while maintaining a high level of quality and attention to detail.

---

<sup>6</sup> Leppihalme, R. «Culture and translation.» *Translation and Meaning*, edited by M. Thelen, B. Lewandowska-Tomaszczyk, Zuyd University, 2007, pp. 381–390.



Overall, rendering Reality TV content is an important aspect of the production process, helping to enhance the visual appeal of the show and create a more engaging and immersive experience for viewers. It requires skilled professionals with expertise in both design and technology, as well as a willingness to collaborate closely with producers, editors, and other members of the production team.

**Documentary translation** refers to the process of translating documentary content from one language to another. This can involve translating spoken dialogue, on-screen text, captions, subtitles, and other relevant content in a documentary film.

Translating a documentary requires a deep understanding of the subject matter and cultural references presented in the content. Translators need to be able to capture the intended meaning of the original content while making sure that the translated version is clear and accurate.

In addition to language translation, documentary translation can also involve adapting cultural references, jokes, and other nuances to make them more relatable and understandable to the target audience. This may involve making adjustments to the translated content to ensure that it is culturally appropriate and accurate for the target audience.

Overall, documentary translation is an important process in making documentary content accessible to audiences around the world. It requires skilled professionals with expertise in both language and the subject matter presented in the documentary. Translators must also have a keen eye for detail to ensure that the final translated product is accurate, clear, and engaging for viewers.

**Animation translation** is a specialized field that requires a deep understanding of both the source and target languages, as well as an appreciation for the nuances of animation and the cultures represented in the content. Translators must also have a keen sense of timing and pacing to ensure that the translated content fits seamlessly with the visuals and audio of the original.

In addition to translation, animation localization may also involve dubbing or voice-over work, where voice actors provide new dialogue in the target language to replace the original audio. This process can be complex and time-consuming, as it requires careful lip-syncing and matching of the actors' voices to the original performances.

Overall, animation translation is an important aspect of making animated content accessible to audiences around the world, and it requires skilled professionals with expertise in both language and animation.

Rendering **advertisements** refers to the process of creating digital images, animations, and videos that are used in advertising campaigns. This process involves using specialized software and tools to create compelling and visually appealing content that promotes products, services, or brands.

In order to render advertisements, digital artists and designers must have a strong understanding of the principles of marketing, branding, and visual communication. They must also be highly skilled in using graphic design software, animation software, and video editing tools to create polished and professional-looking content.

The process of rendering advertisements can involve a wide range of techniques, including 3D modeling, motion graphics, and special effects. It also involves working closely with marketing and advertising professionals to understand the goals and target audience of the campaign, and to ensure that the content is aligned with the overall messaging and branding strategy.

Overall, rendering advertisements is a challenging and exciting field that requires a combination of technical skills, creative talent, and a deep understanding of marketing and advertising. It is a crucial aspect of the advertising industry, and plays a vital role in helping companies promote their products and services to consumers.

## **5. Evaluating the quality of translated audiovisual productions and avoiding errors**

Evaluating the quality of translated audiovisual productions is a complex process that requires a comprehensive approach that takes into account several factors. Here are some of the key aspects to consider when evaluating the quality of translated audiovisual productions:

**Accuracy:** The accuracy of the translation is essential for ensuring that the meaning and intent of the source content are accurately conveyed in the target language. Evaluators should check for errors, mistranslations, omissions, and additions in the translated content.

**Linguistic quality:** The linguistic quality of the translation refers to the clarity, fluency, and naturalness of the language used. The translated content should be easy to understand, grammatically correct, and idiomatic in the target language.

**Technical quality:** The technical quality of the audiovisual production refers to the quality of the audio and video components. Evaluators should check for issues such as poor sound quality, poor video resolution, or synchronization problems.

**Cultural appropriateness:** Audiovisual productions often contain cultural references and humor that may not be universally understood or appreciated. Evaluators should assess whether the translated content is culturally appropriate for the target audience.

**Voice acting and dubbing:** In cases where the original content is dubbed, evaluators should assess the quality of the voice acting and the lip-synchronization with the video.

**Subtitling:** In cases where the original content is subtitled, evaluators should assess the quality of the subtitling, including factors such as timing, readability, and accuracy.

Overall impact: Finally, evaluators should assess the overall impact of the translated audiovisual production, including factors such as its entertainment value, its emotional impact, and its ability to engage and resonate with the target audience.

Errors in the quality of audiovisual translation can have a significant impact on the viewer's experience and perception of the content. The following are some common errors that can occur in audiovisual translation<sup>7</sup>:

1. Linguistic errors: These include mistakes in grammar, syntax, vocabulary, and spelling. Linguistic errors can result in confusion, misinterpretation, and a loss of credibility.

2. Cultural errors: These include inaccuracies or misrepresentations of cultural references, idiomatic expressions, and humor. Cultural errors can result in alienation or offense to the target audience.

3. Technical errors: These include synchronization issues, poor sound quality, and visual glitches. Technical errors can disrupt the viewer's immersion in the content and detract from the overall experience.

4. Omissions or additions: These include missing or added dialogue, subtitles, or captions that alter the meaning or tone of the original content. Omissions or additions can result in confusion or a loss of authenticity.

5. Inconsistencies: These include inconsistencies in style, tone, and terminology that can disrupt the viewer's understanding and immersion in the content.

6. Localization errors: These include inaccuracies or inappropriate adaptations of cultural references or terminology. Localization errors can result in a loss of authenticity or relevance to the target audience.

To minimize errors in audiovisual translation, it is important to work with experienced translators who have a deep understanding of the source and target languages, cultures, and technical requirements of audiovisual production. It is also important to establish clear quality standards, provide adequate resources and training, and conduct thorough quality assurance checks throughout the translation process.

## CONCLUSIONS

Audiovisual translation is a crucial means of intercultural communication, as it enables people from different linguistic and cultural backgrounds to access and appreciate content from around the world. By making movies, TV shows, and other forms of multimedia accessible in different languages, ATV helps to promote cross-cultural understanding and appreciation.

One of the primary benefits of ATV is that it allows people to experience different cultures through their art and entertainment. For example, someone who does not speak Spanish can still appreciate the storytelling and cinematography of a Mexican movie with the help of subtitles or dubbing.

---

<sup>7</sup> Tomaszewicz, T. *Przekład Audiowizualny*. Wydawnictwo Naukowe PWN, 2006.

This can help to break down barriers and promote empathy and understanding across different cultures.

ATV can also help to preserve cultural heritage and promote diversity. By making content available in multiple languages, it can help to ensure that important cultural works are not lost or forgotten over time. Additionally, by showcasing a range of voices and perspectives from around the world, ATV can help to promote diversity and inclusion.

Moreover, ATV can be used as a tool for language learning and education. By watching content in a foreign language with subtitles, viewers can improve their language skills and gain exposure to different cultural perspectives. This can be particularly useful for students learning a new language, as it can help to make the language more engaging and accessible.

However, it is important to note that ATV is not without its challenges. As mentioned in the previous article, ATV requires a deep understanding of the target language and culture, as well as a strong sense of timing and technical proficiency. Additionally, the quality of the ATV can vary widely, which can impact the viewer's experience and understanding of the content.

ATV as an important means of intercultural communication enables people to experience and appreciate content from around the world in their own language. It is a powerful means of intercultural communication that helps to bridge the gap between people who speak different languages and come from different cultural backgrounds. By translating movies, TV shows, and other forms of multimedia into multiple languages, ATV allows people from all over the world to enjoy and understand the same content.

One of the main benefits of ATV as a means of intercultural communication is that it helps to promote cultural exchange and understanding. When people are exposed to different cultures through ATV, they can learn about new customs, traditions, and ways of life that they might not have otherwise encountered. This can help to break down cultural barriers and foster greater understanding and tolerance between people from different backgrounds.

ATV also has the potential to promote cultural diversity and preserve cultural heritage. By translating movies and other forms of media into minority languages, ATV can help to preserve endangered languages and cultures. It can also help to promote cultural diversity by showcasing the unique perspectives and traditions of different cultures.

Another important benefit of ATV as a means of intercultural communication is that it can help to promote language learning. When people watch movies or TV shows with subtitles or dubbing in a foreign language, they can improve their language skills and develop a deeper understanding of the language and culture. This can be especially helpful for people who are learning a new language and want to improve their listening and comprehension skills.

Despite its many benefits, ATV as a means of intercultural communication also faces several challenges. One of the biggest challenges is ensuring that translations are accurate and culturally appropriate. Translators must have a deep understanding of both the source and target languages and cultures to ensure that the translation conveys the intended meaning and tone.

Another challenge is ensuring that translations are accessible to people with disabilities. This includes providing closed captioning and audio descriptions for people who are deaf or hard of hearing, as well as providing translations in sign language for people who are deaf.

In conclusion, ATV is a powerful means of intercultural communication that helps to promote cultural exchange and understanding. By translating movies, TV shows, and other forms of multimedia into multiple languages, ATV allows people from all over the world to enjoy and understand the same content, regardless of their language or cultural background. Despite the challenges involved, ATV has the potential to promote cultural diversity, preserve cultural heritage, and promote language learning, making it an essential part of intercultural communication. The role of audiovisual translation in the digital age is multifaceted and important. It facilitates communication and cultural exchange, enables the global distribution of audiovisual content, provides accessibility for people with disabilities, and creates a growing industry for skilled professionals.

## **SUMMARY**

Audiovisual translation has become increasingly important in the digital age, as technology has made it easier to create and distribute audiovisual content across borders and languages. Audiovisual translation is the process of translating audiovisual content such as films, TV series, and video games into another language. It is a complex process that involves not only translating the dialogue but also adapting the visual and audio elements of the content to ensure that it is accessible to viewers in the target language.

Audiovisual translation can be challenging for several reasons. First, it requires a deep understanding of the target language and culture. Translators must be able to accurately convey the intended meaning and tone of the original content while adapting it for a new audience. Despite the challenges involved, audiovisual translation is essential for making content accessible to audiences around the world. It allows people to enjoy movies, TV shows, and other forms of multimedia in their native language, which can help to promote cultural exchange and understanding.

ATV is a powerful means of intercultural communication that helps to promote cultural exchange and understanding. By translating movies, TV shows, and other forms of multimedia into multiple languages, ATV allows people from all over the world to enjoy and understand the same content, regardless of their language or cultural background.

## References

1. Chiaro, D. «Issues in Audiovisual Translation.» *The Routledge Companion to Translation Studies*, edited by J. Munday, Routledge, 2009, pp. 141–165.
2. Delabastita, D. «Translation and the Mass Media.» *Translation, History and Culture*, edited by S. Bassnett & A. Lefevere, Pinter, 1990, pp. 97–109.
3. Díaz Cintas, J. «Audiovisual Translation in the Third Millenium.» *Translation Today: Trends and Perspectives*, edited by G. Anderman, M. Rogers, Multilingual Matters, 2003, pp. 192 – 204.
4. Ababilova, N., I. Usachenko. «Audiovisual Translation as a Challenge for Contemporary Translators.» *Scientific Bulletin of Kherson State University. Series Germanic Studies and Intercultural Communication*, no. 2, 2020, pp. 79–85.
5. Кузенко, Г. «Кінопереклад як особливий вид художнього перекладу» *Одеський лінгвістичний вісник*, №9, том 3, 2017, сс. 70–74.
6. Gonzalez, L. P. «Audiovisual Translation.» *Routledge Encyclopedia of Translation Studies*, Routledge, 2011, pp. 13–20.
7. Leppihalme, R. «Culture and translation.» *Translation and Meaning*, edited by M. Thelen, B. Lewandowska-Tomaszczyk, Zuyd University, 2007, pp. 381–390.
8. Tomaszewicz, T. *Przekład Audiowizualny*. Wydawnictwo Naukowe PWN, 2006.

### **Information about the author:**

**Kuzenko Halyna Mykolaivna,**

Candidate of Philological Sciences,  
Associate Professor at the Department of Philology  
Petro Mohyla Black Sea National University  
10, 68 Desantnykiv str., Mykolaiv, 54003, Ukraine