

Перспектива дослідження вербальної сугестії в сучасному англомовному літературному дискурсі є широкою та багатогранною. Це явище можна розглядати з різних точок зору: психологічної, лінгвістичної, риторичної, психоаналітичної та навіть культурної. Це стосується також вивчення нового медіа та трансмедійних форм, де вербальна сугестія може бути представлена в діалогах, інтерактивних текстах або аудіовізуальних адаптаціях. Загалом, перспектива дослідження вербальної сугестії в англомовному літературному дискурсі є багатою, особливо якщо врахувати міждисциплінарні підходи, які поєднують психологію, лінгвістику, літературну критику та нові медіа.

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AUDIOVISUAL TRANSLATION: METHODOLOGICAL FEATURES

Audiovisual translation (AVT) has become an essential component of the global media landscape, facilitating the exchange of cultural and linguistic content across borders. It refers to the process of translating spoken and written material in audiovisual media, such as films, television shows, documentaries and online content, to make it accessible to audiences speaking different languages. With the rise of digital platforms and global streaming services, the demand for high-quality audiovisual translation has significantly increased, making it a critical field in modern translation studies.

This paper explores the methodological features of audiovisual translation, focusing on key approaches, the impact of cultural and linguistic factors and the practical challenges involved in subtitling, dubbing and other AVT techniques. By examining these elements, we gain insights into how AVT contributes to cross-cultural communication and the global exchange of media content.

AVT encompasses a range of techniques designed to make multimedia content accessible to diverse audiences. Each method serves a distinct purpose, addressing different viewer preferences, technological requirements and linguistic challenges. The most widely used forms of AVT include *subtitling*, *dubbing*, *voiceover* and *audio description*, each with unique characteristics and applications ([Gambier](#), 2018).

Subtitling involves translating spoken dialogue into written text displayed on the screen. It is widely used in films, television shows and online content to facilitate access for international audiences. Subtitles must be concise, synchronized with the visuals and easy to read, often requiring elimination or reformulation of a dialogue. There are several types of subtitling:

- **Interlingual subtitling** (translation from one language to another), e.g. *Parasite* (2019) – the Korean film was released with English and Ukrainian subtitles. *Game of Thrones* (2011–2019) – available with English-Ukrainian subtitles for international viewers.

- **Intralingual subtitling** (same-language captions for the hearing impaired), e.g. *Stranger Things* (2016–present) – Netflix provides English subtitles for hearing-impaired viewers. *Скажене весілля* (2018) – a Ukrainian film with Ukrainian subtitles for accessibility.

- **Live subtitling** (real-time transcription of spoken content), e.g. *BBC News* – live English subtitles for news broadcasts. *Суспільне Новини* – live Ukrainian subtitles for TV programs and official speeches.

Dubbing replaces the original spoken dialogue with a translated version recorded by voice actors. This method is commonly used in film and television industries where a seamless viewing experience is preferred. Dubbing requires synchronization with lip movements (lip-sync), matching speech intonation and cultural adaptation, e.g. *Frozen* (2013) – Disney animated films are dubbed into Ukrainian for theatrical release. *The Lord of the Rings* trilogy (2001–2003) – officially dubbed into Ukrainian.

Voiceover is a translation technique in which the original dialogue remains audible in the background while a translated version is spoken over it. This approach is widely used in documentaries, interviews and news reports, where retaining the authenticity of the original speaker is important. Voiceover does not require precise lip synchronization and typically follows a monotone style, e.g. *National Geographic* documentaries – voiceover translations for different languages, including English.

Audio description (AD) is a specialized form of audiovisual translation designed for visually impaired audiences. It provides spoken narration of important visual elements, such as character actions, facial expressions, scene changes and setting details, which are otherwise inaccessible through audio alone. AD is carefully timed

to fit within pauses in dialogue, enhancing the overall storytelling experience for blind and visually impaired viewers, e.g. *The Witcher* (2019–present) – Netflix offers an English audio description track. Ukrainian TV broadcasts of major events, such as *Євробачення* (Eurovision), offer audio descriptions.

Each type of AVT enhances accessibility by bridging linguistic and sensory gaps while preserving content integrity. A key challenge is balancing cultural and linguistic adaptation to ensure clarity and relevance for diverse audiences.

Cultural context is crucial in AVT, as language often carries specific cultural references, idioms, humor and social norms that may not be directly translatable. Cultural adaptation becomes essential to ensure the translated content resonates with the target audience (Orero, 2004).

- **Humor and idiomatic expressions.** Certain jokes, wordplays or idiomatic expressions may not make sense in the target language due to cultural differences. Translators must decide whether to adapt the content to make it culturally relevant or leave the original meaning intact, sometimes using strategies like *domestication* (adjusting to local culture) or *foreignization* (preserving the foreign essence of the original). For example, in *Friends* (1994–2004), many jokes in the original English version needed to be reworked for different audiences because of cultural differences.

- **Cultural references.** Films and shows often reference customs, traditions, food and other cultural aspects that might be unfamiliar to foreign viewers. For instance, in *The Simpsons Movie* (2007), references to American politics and pop culture were adapted in international versions to ensure the jokes were relatable.

- **Name and concept adaptation.** The translation of characters' names, places or brands can also be culturally significant. For instance, in some European countries, character names in *Harry Potter* (2001–2011) were adjusted to resonate better with the local audience (e.g., renaming “Zacharias Smith” to “Zacharias Silberstein” in the German version).

Linguistic features in AVT present both technical and creative challenges. Differences in syntax, grammar and word order between source and target languages must be carefully navigated to ensure fluency and coherence without altering the meaning ([Shermukhamedova](#), 2022, p.184).

- **Syntax and word length.** The structure of sentences in some languages may be longer or shorter than in the source language. For example, while German sentences tend to be longer due to compound words, English often uses more concise phrasing. When subtitling or dubbing, the translator must condense the original dialogue while retaining key information. This is particularly challenging in subtitling, where text on screen must fit within a limited time frame.

- **Lip sync and dubbing.** In dubbing, the challenge is not only linguistic but also visual. Dialogue must match the lip movements of the characters and translators need to choose words and phrases that maintain natural flow while adhering to the timing and movement of the original scene. In some cases, translators are required to manipulate the original dialogue to fit the constraints of lip synchronization, which can result in slight deviations from the literal meaning.

- **Tense and aspect differences.** Different languages convey tense and aspect in unique ways. For example, while English often uses continuous tenses to express ongoing actions, Ukrainian language might employ simple tenses to convey similar meanings. This requires careful consideration in translation to ensure the correct temporal nuance is preserved.

The nature of audiovisual media means that translation is not confined to language alone. The combination of audio, visual and textual elements complicates the translation process. Visuals, body language, gestures and non-verbal cues often convey as much meaning as the spoken dialogue. This *multimodal nature* of audiovisual content adds another layer of complexity, as translators must consider how visual and linguistic elements interact. For example, in dubbing, a translator might need to adjust the script to maintain not only linguistic accuracy but also visual alignment with the character's expressions and movements.

Audiovisual translation ensures global accessibility of multimedia content through methods like subtitling, dubbing, voiceover, and audio description. It requires linguistic accuracy and cultural sensitivity to overcome challenges such as synchronization and adaptation. As media consumption expands, high-quality AVT remains crucial for cross-cultural communication and inclusivity in the film industry.

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РОЛЬ АБРЕВІАТУР У ЮРИДИЧНОМУ ДИСКУРСІ: МОВНІ ТА ФУНКЦІОНАЛЬНІ АСПЕКТИ

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Юридичний дискурс як форма професійного спілкування базується на суворій нормативності та формалізованості, що робить його відмінним від