

Diploma in Translations Studies

DTS-09

Media and translation

Rewriting English
अनुवदति भाषा
Translation
भाषा
अनुसर्जन Refraction
अनुवाद हिन्दी
गुजराती अनुसर्जन Langunge भाषांतर
Adaptation **Transcreation**

Message for the Students

Dr. Babasaheb Ambedkar Open University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Bhimrao Ambedkar. We stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides more than 70 courses including various Certificates, Diplomas, UG, PG, as well as Doctoral degree, to strengthen Higher Education across the state.



On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and erected a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the Univer-sity and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri. Swami Vivekananda:

"We want the education by which, the character is formed, strength of mind is increased, the intellect is expand and by which one can stand on one's own feet".

In order to provide students with qualitative, skill and life-oriented education at their threshold, Dr. Babasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university, following the core motto "स्वाध्यायः परमं तपः" does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subjects. With this, the university has widened scope for those students who are not able to continue with their education in regular/conventional mode. In every subject a dedicated team for Self-Learning Material, comprising of Programme advisory committee members, content writers and content and language reviewers, has been formed to cater the needs of the students.

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With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.

Prof. (Dr.) Ami Upadhyay

Vice Chancellor

Dr. Babasaheb Ambedkar Open University

Ahmedabad

Paper: 09 Media and Translation

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Prof. (Dr.) Ami Upadhyay
Vice Chancellor
Dr. Babasaheb Ambedkar Open University, Ahmedabad

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Content Writers

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Dr. Jay Jivan, Assistant Professor, Department of English, JSPM University, Pune
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Dr. Babasaheb Ambedkar Open University
(Established by Government of Gujarat)

Diploma in Translation Studies

Paper-09

Media and Translation

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1.0 OBJECTIVES

In this unit, we shall,

discuss the concept of mass media

examine the role of mass media and its components

On completing the unit, you should be able to

appreciate the role of mass media in the society

understand the advantages and disadvantages of mass media

1.1 INTRODUCTION

The development of communication is integrally connected to the expansion of our nation and cannot be separated from it in any way. The exchange of information is necessary for the development and transformation of society. By participating in these conversations, individuals are able to better understand the worldviews, ideologies, backgrounds, interests, and habits of one another. By exchanging knowledge and thoughts with one another, they are better able to adjust to the always shifting environment. As a direct consequence of this, people are more willing to implement creative strategies that boost productivity, efficiency, and happiness.

It is an effective instrument for bringing together a nation with as many distinct cultural traditions as India. Alteration and progress can be the end result. Communication must be carefully prepared or reworked to accommodate the requirements of each development projects in order for it to be effective. Reading it would be very beneficial to a wide variety of people, including planners, practitioners, industrialists, businesspeople, scientists, farmers, and the general public. The dissemination of information has a multiplicative effect on the rate of development in all aspects of society, including the economy, education, and technology. This indicates that the success of the communication system throughout the country, on whatever level it may be, is essential to the development of the country.

The goal of today's mass media is to appeal to a large and varied audience. It's not permanent, it's open, and it's fast. Mass communication can be characterised by communication between a single communicator or a small group of communicators and a large, diversified, and frequently nameless audience. This type of communication is a defining characteristic of mass communication. It is the method of contact that is the least direct and the most impersonal. The sending of messages always requires the utilisation of some kind of mechanical apparatus.

1.2 WHAT IS MASS MEDIA?

The term "mass media" refers to any mechanical method that simultaneously communicates information to a large number of people. The term "mass media" refers to both the technology and the practises that make it possible to disseminate information and entertainment to a large audience. These aides, rather than serving as actual messengers, act as middlemen between the sender and the recipient of the message.

The media have a variety of uses, including the following:

- addressing issues that are essential to both society and the corporate world. this category includes things like promotional efforts and marketing as well as propaganda, public relations, and official government speech.
- entertainment, traditionally provided through live musical and dramatic acts and now provided primarily through various forms of audio and visual media
- the spreading of information and facts

The effect that the media has of bringing people together can be very beneficial to a country as diverse as India's. Alteration and progress

can be the end result. The purpose of every given development project ought to serve as the guiding principle for how communication is designed and carried out.

Effective mass communication can be of tremendous use to many different types of people, including those working in planning and practise, industrialists and businesspeople, scientists and businesspeople, farmers, and the general public. Because of the strength of mass media, awareness regarding economic issues, social issues, educational issues, and technical issues can be conveyed in shorter lengths of time. This indicates that a communication infrastructure that is both robust and efficient is essential to the development of a nation at every level. Since the country's economic reforms, India's mass communication has become more development-friendly, adaptive, and need-based, which has benefitted a variety of fields, including health, nutrition, family welfare, agricultural and dairy development, and other areas.

❖ **CHECK YOUR PROGRESS 1**

What is your definition of mass media? What are the constituents?

1.3 TYPES OF MASS MEDIA

Movies, television shows, newspapers, magazines, radio, cell phones, the internet, and cable television are examples of forms of media. The influence of various forms of media has been a significant contributor to the expansion of our nation. Communication on a mass scale is critical to the improvement and development of society. The transmission of one person's beliefs, emotions, and actions to another through social interaction is an example of the phenomenon known as influence.

The audience learns about the nature and objectives of the programmers through the dissemination of information via a variety of kinds of mass media. This makes it easier for the general population to obtain the up-to-date information they require in order to adjust to the dynamic environment that surrounds them. It enables individuals to improve their manner of doing things and their standard of living by making better use of newly invented tools and

techniques. We will look into major types of mass media in the given section.

1.3.1 Broadcasting Media

When you use the phrase "broadcasting media," the majority of people immediately think of radio and television. However, in recent years, radio and television transmissions have begun to be provided by cable (also known as cable television). It is possible for the transmission to be received by anybody who possesses the requisite technology and equipment, such as a radio or television set. This might mean that the transmission is received by the entire population or a relatively small subset of the population. Broadcasting includes both officially sponsored and privately funded services like commercial radio and television as well as publicly funded and privately funded services like public radio and television.

At its most fundamental level, radio consists of nothing more than the communication across radio waves. Radio that is produced on an individual or communal level as well as radio that is broadcast falls under this category. Both of these customs are still followed in today's society. Even though the word "radio" is most commonly associated with broadcasting stations that are open to the public, the technology that underpins radio waves is utilised in a wide variety of other technologies, including television and mobile phones. The transmission of signals via radio is made possible through the modulation of electromagnetic waves at frequencies lower than those of visible light. In the field of electronics, modulation refers to the process of altering one or more features of a periodic waveform at a high frequency (the carrier signal) in response to another signal. Modulation can also be thought of as a sort of frequency division. This can be achieved in the same manner that a musician might adjust the volume, timing, and pitch of the tone produced by an instrument. Changing the amplitude (also known as "volume"), phase (also known as "timing"), and frequency (also known as "pitch") of a periodic waveform in accordance with a low frequency signal is how modulation is accomplished.

Radio stands out as an especially appealing type of mass communication because to the distinct advantages it possesses in comparison to other methods of dissemination of information. In spite of the proliferation of more attention-grabbing forms of media, it has not lost any of its significance or power since its early days. It is general knowledge that radio was the dominant form of communication on the airways throughout the first thirty years of the

history of the medium, beginning in the 1920s. However, over the course of time, there has been a substantial transformation in the landscape of the media. The audio-visual aspect of television is a significant contributor to the medium's meteoric rise to the top of the entertainment food chain. Satellite television, the Internet, and other forms of technological convergence have all brought about new developments in the ways in which individuals take in information. Even though there are many distinct forms of media available, each one has a certain audience as well as its own potential. Instead of being replaced by another medium, each form of media evolves to accommodate the ever-changing conditions that characterise the communication world. Radio is adjusting to the changing conditions in the media landscape by developing new formats for its programming.

We are welcome to spend the entire day in your living room and watch television. You won't need to go to the theatre, saving both time and money in the process. Now everyone in the family may unwind in front of the television together. Because of this, the majority of people believe that television is a medium for the home. It has become into an important part of our lives, providing us with entertainment and information without requiring us to ever leave the cosiness of our own homes. It is able to learn to anticipate how we will go about our regular day and act accordingly. The times when our family and many other families eat together and watch our favourite television shows are both predetermined. The programming on television is influenced, to some extent, by the fact that it focuses primarily on domestic issues. We find that newspaper reporting takes on a more dispassionate tone, in contrast to the direct address of the news anchor that we hear on the television. Because most people watch it in their own living rooms, television is a very personal medium. This provides the audience with a more personal and engaging television experience.

At this time, the most common form of consumption of mass media is television. It is the form of media that receives the most viewers overall. The fact that people of all different ages, educational levels, and social and economic backgrounds watch television is a significant contributor to the medium's phenomenally high degree of appeal. Historically speaking, television in India has been utilised more for instructional purposes than for entertainment purposes. In contrast to the majority of televisions found in Western countries, it served more than one purpose. Despite the proliferation of advertisements in recent years, television in India still serves the same core purpose as it

did decades ago. It is still effective in terms of promoting growth as well as contributing to national cohesion.

❖ **CHECK YOUR PROGRESS 2**

1. Use the word/words below to fill in the blanks. You may use one word in multiple places.

audio-visual frequencies television electromagnetic waves radio

- a) _____ and _____ are examples of broadcast media.
- b) Radio involves communication via radio_____.
- c) Radio signal transmission is made possible by the modulation of _____ with lower frequencies than those of visible light.
- d) The _____ component of television contributes significantly to its popularity
- e) _____ receives the most viewers worldwide.
- f) Altering the frequency enables us to access numerous _____channels.

2. What are the distinct features of broadcasting media?

1.3.2 Print Media

Publications such as newspapers, magazines, books, and brochures are all examples of print media; the business of the print media industry is the dissemination of these types of publications. There are many other kinds of print media, such as magazines, newsletters, posters, and novels. Novels are also a sort of print media.

The newspaper is the printed publication that is read the most by the general audience. It is a printed periodical that includes articles on current events, features, and advertisements for various products and services. There is coverage of a wide variety of topics, including politics, criminal activity, business, the arts and entertainment, culture, society, and sports. Both a watchdog for the people who read it and a reflection of society, a newspaper performs both functions for its audience. They keep track of the events as they take place, turning them into a living repository of information.

Magazines are periodic publications that include articles, photographs, and stories on a wide variety of topics. These magazines can be found in a variety of formats. Magazines devoted to topics such as sports, science, movies, current events, lifestyle, kid's stuff, and teen stuff each have their own unique stories and articles to tell. Publications that are considered to be of general interest cover a broad range of topics. Numerous advertisements, many of which are directed towards readers fitting particular demographic profiles, populate magazines. They might happen once a week, twice a month, once a month, or at some other regular time frame besides those.

Journals are types of publications that are released on a regular basis and are committed to addressing a particular subject. Publications could be devoted to fields of study such as linguistics, particle physics, French literature, climate change, astrophysics, migration studies, communication, media studies, and religion studies, amongst others. They are not intended for a widespread international audience but rather a specialised one.

Print media are at a crossroads as a result of the emergence of the concept of breaking news, which comes at a time when society is becoming increasingly fast-paced. Even though people are constantly on the move and have much less time to read in this day and age, they prefer electronic media to a significant level. This is despite the fact that print media still has a huge amount of significance and importance.

The number of people who regularly read newspapers continues to go down, which is leading to a gradual reduction in the reading of newspapers. As a direct consequence of this, newspapers and other types of print media are in a precarious position. Traditional news channels face an increasing amount of competition from new media platforms such as television, the internet, mobile technology, iPads, blogs, and other forms of online and offline content creation and dissemination. People now have access to a wide variety of news and points of view that is not only free but also quick and interactive thanks to these media. There has been a significant adjustment made to the manner in which news is provided, and the use of printed newspapers is swiftly approaching obsolescence. E-books, mobile reading apps, and online reading platforms are some examples of the digital alternatives that pose a threat to the print media industry. In addition to these problems, the extensive use of the internet has resulted in a transformation in the structure, function, and very essence of the mainstream media. This shift has been brought about by the broad adoption of the internet.

❖ CHECK YOUR PROGRESS 3

1. What are the characteristics of Print media? List some of them.

2. Write at least **four** differences between journal and magazines?

1.3.3 Advertisement Media

The most fundamental components of advertising are as follows: sponsored communication broadcast through mass media with the primary aims of informing, convincing, and reminding consumers of a product or service. Advertising has always relied heavily on providing key information such as price, availability, an in-depth product description, and a list of features and benefits.

Therefore, the primary goal of creating and advertising is to communicate the message to the target audience in order to compel the audience to perform the action required by the marketer, which is the performance of the desired action of making a purchase. Therefore, advertising provides customers with information about a product, with the goal of either persuading them to try the product for the first time or persuading them to keep using the product even when they are already familiar with and enjoy using it.

One of the most dynamic and cutting-edge sectors in recent years has been advertising because of the dual role it plays in both influencing consumers' decisions and educating them. In recent years, the advertising industry has been through a revolution, which has been pushed along in no small part by the rise of digital media.

As a consequence of this, the advertising message provides illustrations of how the products being offered might be utilised in day-to-day activities. As soon as the lesson has been conveyed, the

reader is sucked into the narrative and carried along. The individual is then brought back to his or her personal circumstance in a manner that demonstrates how the parable is both the issue and the solution.

The primary objectives of advertisements are to provide information, to influence consumers, and to be memorable. People are able to learn more about firms, products, and services if they are exposed to advertising that is educational. It is able to inform individuals about the benefits and characteristics of both new and existing items. "Persuasive advertising" is advertising that aims to change people's opinions about a product or service and improve its image by making them feel as though they should buy it. This type of advertising is also known as "advertising with a purpose." The objective is to convince them to take some action, such as trying out a new product or continuing to make use of the one they already own. The purpose of advertising that serves as a reminder is to bring to the attention of consumers either the usefulness of a product or the advantages that will accrue to them if they purchase the product right away.

There are a variety of channels via which businesses can market the products they produce. Any kind of advertising endeavour should have as its primary purpose the familiarisation of the target audience with the advertised good or service by bringing it to their attention. Websites such as Facebook, Instagram, LinkedIn, and Twitter are examples of social media platforms that are utilised by businesses to communicate with clients and market their wares. Since its inception, digital marketing has made rapid progress towards its current position at the pinnacle of the advertising food chain.

In order to reach a wide number of people and inform them about a company's products, broadcast advertising is frequently performed on media such as television and radio. Because users are unable to bypass these advertisements in the same way that they are able to do so on social media, a marketing strategy that is well planned can leverage these channels to reach a huge number of potential customers and pique their interest.

The term "out-of-home advertising" refers to any form of marketing that aims to contact people when they are not at home in their own environments. Publicity on billboards, including traditional and digital, as well as in stadiums and other venues devoted to sports, etc. It has been demonstrated that, despite the fact that it is an expensive method of marketing, the use of this medium in inventive ways to create advertisements that connect with the public and lead to sales is a successful way to promote. When developing a strategy for

marketing, the positioning and location of out-of-home advertisements each bring their own unique set of obstacles.

1.4 MASS MEDIA'S REMIT AND ITS MANY ROLES

The term “mass media” refers to a wide range of communication methods and platforms that are utilised to disseminate information to a sizable population. The scope of this term is extensive. The term “mass media” refers to an umbrella term that encompasses a wide variety of print, broadcast, and digital types of media. Examples of mass media include newspapers, magazines, television, radio, movies, websites, and social media. The dissemination of information, news, entertainment, and other sorts of content to the general audience is its major goal.

The following are some of the functions that mass media serves:

1. **Informing: the Public** Providing information to the general public is one of the fundamental roles of the various forms of mass media. Its function as a source of news, current affairs, and general knowledge enables it to keep its audience abreast of events occurring on a regional, national, and even international scale. The mass media, particularly in the form of news reporting and investigative journalism, plays a significant part in forming the view of the general public and fostering openness.
2. **Educating:** Through the provision of educational programmes, documentaries, and information that is informative, the mass media functions as an instrument for educational purposes. Through the dissemination of knowledge on a variety of topics, the promotion of awareness regarding social issues, and the encouragement of critical thinking and intellectual development, it makes a contribution to both formal and informal education.
3. **Entertainment:** The mass media provides access to a diverse array of entertainment possibilities, such as television shows, films, music, and broadcasts of sporting events, amongst other things. It allows for the free expression of creative ideas, promotes various types of artistic and cultural expression, and gives the public access to content that can be enjoyed for leisure purposes.
4. **Socialisation:** The influence of mass media on the socialisation of individuals as well as the formation of societal standards and values is significant. The cultural, social, and political features of a society are reflected in it, and it has an effect on those aspects. The mass media, including television shows, films, and advertisements, all contribute

to the formation of shared experiences and the strengthening of social relationships.

5. **Advocacy and the Formation of Opinions:** The mass media serve as a forum for the expression of opinions, the discussion of topics, and the promotion of social and political causes. It serves as a catalyst for societal change while also promoting public dialogue and encouraging healthy debate. People and organisations have the opportunity to communicate their viewpoints and influence public opinion through the use of platforms such as opinion pieces, editorials, and talk shows.

6. **Advertising and Marketing:** The mass media is a strong weapon that may be used to advertise and sell a variety of things, including products, services, and ideas. It makes it possible for companies and organisations to market their products and services to a significant number of people through a variety of channels, such as sponsored content, television commercials, print adverts, and internet banners and advertisements.

7. **Surveillance:** The media serves as a watchdog, keeping tabs on the activities of various organisations, including governments, enterprises, and other organisations. Investigating and reporting on matters of public interest allows journalists to keep people in power accountable and ensures that governance is carried out in an open and honest manner. In a democratic society, the system of checks and balances is strengthened by the presence of this role.

8. **Public Service:** The mass media performs a public service by disseminating important information such as safety warnings, public service announcements, educational efforts, and health-related campaigns. The dissemination of information that can protect and improve the well-being of individuals and communities is a service to the public interest provided by this organisation.

All of these roles of the mass media, such as providing access to information, encouraging public dialogue, and developing social, cultural, and political awareness, contribute collectively to the operation of a democratic society.

❖ CHECK YOUR PROGRESS 4

1. Match the features of mass media to their description.

	Column A		Column B
1	Public Service	a	Marketing of brands and services
2	Advocacy and Opinion-Forming	b	A watchdog that keeps an eye on what governments, businesses, and other organisations are doing.
3	Advertising and Marketing	c	encouragement of open discussion and participation in public life
4	Surveillance	d	public service announcements, health awareness campaigns, classroom instruction, and public service announcements
5	Entertainment	e	a news, current affairs, and general knowledge source keeps its audience informed of regional, national, and international developments.
6	Information	f.	sharing information about important subjects like health, economics, history, and social issues
7	Education	g	Allows people to freely express their creative thoughts and encourages different kinds of artistic and cultural expression

1.5 ADVANTAGES AND DISADVANTAGES OF MASS MEDIA

Some of the advantages of Mass media are as follow.

1. **Wide Reach:** Mass media has the ability to reach a large audience, potentially spanning across regions, countries, or even globally. This wide reach allows for the dissemination of information, ideas, and entertainment on a massive scale, making it an effective tool for communication.

2. **Information and Awareness:** Mass media plays a crucial role in informing the public about news, current events, and important issues. It serves as a platform for sharing knowledge, raising awareness, and promoting public education. It helps people stay updated and connected to the world around them.

3. **Entertainment and Cultural Exchange:** Mass media offers a variety of entertainment options, including movies, television shows, music, and online content. It provides a platform for cultural expression, showcasing diverse art forms, and facilitating cultural exchange between different communities and societies.

4. **Influence and Opinion Formation:** Mass media has the power to shape public opinion, influence social attitudes, and affect public

perception. It provides a platform for various voices, perspectives, and ideologies to be heard. Through news reporting, editorials, and opinion pieces, mass media plays a significant role in shaping public discourse and influencing decision-making processes.

5. Advertising and Economic Impact: Mass media serves as a powerful tool for advertising and marketing. It allows businesses to reach a large audience, promote their products or services, and generate economic activity. Advertising revenue helps sustain the media industry and supports the production of content.

Some of the disadvantages of Mass media are:

1. Misinformation and Fake News: Mass media can be a source of misinformation, rumors, and fake news. In the era of digital media and social networking platforms, false information can spread rapidly, leading to confusion, polarization, and manipulation of public opinion.

2. Bias and Manipulation: Mass media can be influenced by political, economic, and corporate interests, leading to biased reporting or manipulation of information. Media organizations may have their own agendas or be subject to external pressures, compromising their objectivity and credibility.

3. Overwhelming and Sensational Content: The constant flow of information and the 24/7 news cycle can be overwhelming for individuals. Mass media often focuses on sensational and attention-grabbing stories, leading to the neglect of important but less “headline-worthy” issues. This can distort the public’s perception of reality.

4. Privacy and Security Concerns: The digital age has raised concerns about privacy and data security. Mass media platforms collect vast amounts of personal information, which can be misused or compromised, posing risks to individuals’ privacy and security.

5. Desensitization and Cultural Homogenization: Mass media, particularly through violent or explicit content, can desensitize individuals to real-life issues and contribute to the erosion of cultural diversity. The dominance of certain cultural products or media from specific regions can lead to cultural homogenization and the marginalization of local or minority voices.

6. Addiction and Social Isolation: Excessive consumption of mass media, particularly through digital devices and social media

platforms, can contribute to addiction and social isolation. Individuals may become overly reliant on media for social interaction, leading to reduced face-to-face communication and negative impacts on mental health.

It is important to note that these advantages and disadvantages of mass media can vary depending on the specific context, media platform, and individual experiences. Critical media literacy and responsible media consumption are essential to navigate the complexities of the media landscape.

❖ CHECK YOUR PROGRESS 5

1. Label the following statements with given choices. One has been done for you.

Advantages

Disadvantages

a. Addiction and loneliness can result from excessive use of mass media, especially online and on mobile devices.

Disadvantage

b. When one region's cultural items or media outlets dominate, it can stifle diversity and silence local or minority perspectives.

c. The scope of mass media's audience can extend across geographic borders and even the globe.

d. It's a venue for presenting various artistic practises and promoting cross-cultural understanding and appreciation.

e. Information overload is a real problem in today's world of instantaneous communication and round-the-clock news coverage.

f. Media outlets' neutrality and credibility could be jeopardised due to biases or outside influences.

g. There are hazards to users' privacy and security due to the fact that mass media platforms collect massive volumes of personally identifiable information that can be misused or compromised.

1.6 LET US SUM UP

In this unit you have learnt

- The mass media should be regarded a reliable source of information.

- Print media, broadcast radio and television, as well as other audio-visual means of marketing and promotion are included in this category.
- Mass media hold a tremendous amount of importance both from an archival and historical standpoint.
- They use cutting-edge forms of multimedia technology in order to transmit their presentations and events to their respective audiences.

1.7 KEYWORDS

Electromagnetic waves	Waves produced by the resonant motion of an electric field and a magnetic field are known as electromagnetic waves (EM waves).
Modulation	the process by which one signal is used to modify the amplitude or frequency of another signal's oscillation.
Periodical	Newspapers and magazines that come out on a regular schedule.
Billboard	a huge outdoor sign used to advertise products or services.
Documentary	an objective account of an issue presented through film, television, or radio.

Answers

Check your progress 1

Mass media refers to various forms of communication channels or platforms that are designed to reach and influence a large audience. It encompasses a wide range of mediums, including print media, broadcast media (television and radio), digital media (websites, social media, and online platforms), and other forms of communication that distribute information, news, entertainment, and advertising on a large scale.

The constituents or components of mass media include:

1. **Print Media:** This includes newspapers, magazines, journals, newsletters, and other publications that are printed and distributed in physical form. Print media typically provides in-depth coverage of news, analysis, feature articles, and other written content.
2. **Broadcast Media:** Broadcast media refers to television and radio broadcasting. Television broadcasts include visual and audio content, while radio broadcasts primarily focus on audio content. Broadcast media disseminates information, news, entertainment, and advertising to a wide audience through scheduled programming.

3. Advertising: Advertising is an integral part of mass media. It involves the promotion of products, services, or ideas through various mediums, including print, broadcast, and digital platforms. Advertisements generate revenue for media organizations and help fund the production and distribution of content.

These constituents of mass media work together to disseminate information, influence public opinion, provide entertainment, and facilitate communication on a large scale. They shape our understanding of the world, impact social, cultural, and political dynamics, and play a significant role in the functioning of societies.

Check your progress 2

1. a. Television, radio

b. frequencies

c. electromagnetic waves

d. audio-visual

e. Television

f. radio

2. The features of broadcast media include:

1. Wide reach: Broadcast media has the ability to reach a large audience, often spanning across cities, regions, or even countries. It can disseminate information to a wide range of viewers or listeners simultaneously.

2. Real-time delivery: Broadcast media provides real-time or near-real-time delivery of news, information, and entertainment. Television and radio broadcasts are transmitted instantaneously, allowing viewers and listeners to access content as it happens.

3. Audiovisual format: Unlike print media, broadcast media combines audio and visual elements to present information. Television broadcasts include moving images, graphics, and sound, while radio broadcasts rely solely on audio. This combination enhances the engagement and impact of the content.

4. Mass appeal: Broadcast media typically targets a broad and diverse audience. It aims to capture the attention of a wide range of individuals with varying interests, demographics, and preferences.

Check your progress 3

1. Print media refers to physical publications that are tangible and can be held, such as newspapers, magazines, brochures, books, and newsletters. They offer a physical presence that can be stored, collected, and referenced at a later time. It is often perceived as more credible and trustworthy compared to other forms of media. The established reputation and editorial process of newspapers and magazines contribute to the perception of reliability and accuracy. Newspapers and magazines have the space to provide comprehensive

information, delve into complex topics, and present detailed narratives. Print media is portable, allowing readers to carry newspapers, magazines, or books with them and access the content anytime and anywhere without the need for electronic devices or internet connectivity.

2. Journals and magazines are both types of periodical publications, but they have some key differences in terms of their characteristics, content, and intended audience. Here are the main differences between journals and magazines:

1. Purpose and Focus:

- Journals: Journals are typically academic or scholarly publications that focus on specific fields of study. They are designed to disseminate original research, scholarly articles, and academic discussions. Journals often undergo a rigorous peer-review process to ensure the quality and integrity of the content.

- Magazines: Magazines, on the other hand, are generally aimed at a broader audience and cover a wide range of topics. They provide a mix of articles, features, and stories that are entertaining, informative, and often more accessible to the general public. Magazines can cover various subjects such as lifestyle, fashion, current events, hobbies, or general interest topics.

2. Content:

- Journals: Journals primarily publish academic research articles, review papers, case studies, and scholarly analyses. The content is typically more technical, specialized, and focused on advancing knowledge within a specific field. Journals often include extensive citations, references, and methodology sections.

- Magazines: Magazines offer a blend of feature articles, interviews, profiles, news, opinion pieces, and other content types that cater to a wider audience. The content is often presented in a more engaging and accessible manner, incorporating visual elements, photographs, and illustrations.

3. Frequency of Publication:

- Journals: Journals are usually published on a regular basis but with longer intervals between issues. They may have a monthly, quarterly, or even annual publication schedule, as they require more time for rigorous research, peer review, and editing processes.

- Magazines: Magazines are typically published on a more frequent basis, such as weekly, bi-weekly, monthly, or even quarterly. They aim to provide readers with fresh and up-to-date content on a regular basis.

4. Audience:

- Journals: Journals target a specialised audience of researchers, academics, professionals, and students who are actively engaged in a

specific field of study. The content is tailored to meet the needs and expectations of experts and those seeking in-depth knowledge.

- Magazines: Magazines have a broader target audience and aim to appeal to a general readership. They cater to individuals who are interested in a wide range of topics, seeking a mix of information, entertainment, and lifestyle content.

Check your progress 4

1	D
2	C
3	A
4	B
5	G
6	F
7	E

Check your progress 5

- b. Disadvantage
- c. Advantage
- d. Advantage
- e. Disadvantage
- f. Advantage
- g. Disadvantage

:: STRUCTURES ::

- 2.0 Objectives**
- 2.1 What is translation?**
- 2.2 Interplay between mass media and translation**
- 2.3 Various strategies of translation in mass media**
 - 2.3.1 Literal Translation**
 - 2.3.2 Transcreation**
 - 2.3.3 Localization**
 - 2.3.4 Dubbing**
 - 2.3.5 Subtitling**
 - 2.3.6 Voice-over**
- 2.4 Let us sum up**
- 2.5 Key words**

Answers

2.0 OBJECTIVES

In this unit we shall

Discuss the need and importance of translation in mass media
Strategies of translation in mass media

On completing the unit, you should be able to

Discuss various types of translation

2.1 WHAT IS TRANSLATION?

Translation is the process of converting written or spoken content from one language into another while preserving its meaning. It involves transferring the meaning and intent of a text or speech from the source language (the original language in which the content is written or spoken) to the target language (the language into which the content is being translated).

Translation requires a deep understanding of both the source and target languages, as well as a grasp of the cultural nuances, idioms, and expressions that exist in each language. A translator's goal is to faithfully convey the original message while ensuring that the translated text reads naturally and accurately in the target language.

Translation can be applied to various types of content, including literature, legal documents, technical manuals, websites, marketing materials, and more. Translators may work in various fields and specialize in specific subject areas or industries to ensure accuracy and expertise in their translations.

With advancements in technology, translation can be done manually by human translators or with the assistance of translation tools and software. Machine translation, powered by artificial intelligence, has also become increasingly sophisticated, although human translation is still widely regarded as superior, particularly for complex and nuanced content.

2.2 INTERPLAY BETWEEN TRANSLATION AND MASS MEDIA

Translation and mass media are deeply intertwined, with translation playing a critical role in the production, distribution, and consumption of media content on a global scale. In this essay, we will explore the relationship between translation and mass media, examining how translation enables the localization of content, facilitates international communication, and influences cultural perceptions and representations. One of the primary ways translation is related to mass media is through the localization of content. Localization refers to the process of adapting media content to suit the linguistic, cultural, and social context of a specific target audience. When media content is translated, it undergoes a transformation that goes beyond mere language conversion. Localization ensures that the content resonates with the target audience by adapting cultural references, idiomatic expressions, and even visual elements.

Localization is particularly important in the film and television industry. Movies and TV shows often target international markets, and translating subtitles or dubbing dialogue allows viewers to understand and enjoy the content in their native language. This not only enhances the accessibility of media but also enables the widespread distribution and consumption of content across linguistic barriers. Moreover, translation is crucial in the dissemination of news and information through mass media. In an increasingly interconnected world, news outlets strive to provide accurate and timely information to a global audience. Translation allows news articles, reports, and broadcasts to be accessible in multiple

languages, ensuring that people around the world can stay informed about events and developments from different regions. This contributes to a more inclusive and interconnected global media landscape, fostering cross-cultural dialogue and understanding. Translation also influences cultural perceptions and representations in mass media. Media content often reflects and shapes cultural values, norms, and identities. When content is translated, cultural nuances, idioms, and references are conveyed or adapted to suit the target language and culture. This process of translation inevitably impacts how cultures are represented and understood by audiences. Translators play a critical role in navigating the cultural intricacies and potential biases inherent in media content, striving to ensure accurate and respectful representations across languages.

The relationship between translation and mass media extends to advertising and marketing as well. Global brands seeking to expand their reach and engage with diverse markets must adapt their marketing strategies to different languages and cultures. Translating marketing campaigns, slogans, and product descriptions enables brands to communicate effectively with potential customers in various regions. Localization goes beyond translation by considering cultural nuances and preferences, allowing brands to tailor their messages and products to specific target audiences. This ensures that marketing efforts resonate with consumers, building brand awareness and loyalty on a global scale.

While advancements in machine translation technology have made it easier to translate mass media content, human translation remains crucial for ensuring quality and accuracy. Machine translation tools can provide quick and automated translations, but they often struggle with complex linguistic structures, idiomatic expressions, and cultural nuances. Human translators possess the linguistic expertise and cultural understanding necessary to accurately convey the intended message and tone of the content. They can adapt the translation to the target audience, capture cultural nuances, and navigate the potential challenges of media-specific terminology and slang. Human translators also play a vital role in maintaining the integrity and artistic intent of literary works, ensuring that the translated version remains faithful to the original.

The relationship between translation and mass media is a dynamic and evolving one. As technology continues to advance, machine translation and other language processing tools are becoming more sophisticated. Neural machine translation and natural language processing algorithms are revolutionizing the translation process,

making it faster and more accessible. However, human translators remain essential in providing nuanced and culturally sensitive translations, particularly for creative works and content that require a deep understanding of context and intent. Translation plays a crucial role in the realm of mass media, enabling information and content to cross language barriers and reach diverse audiences around the world. In this essay, we will explore the importance of translation for mass media, considering its impact on accessibility, cultural exchange, global understanding, and the dissemination of news and entertainment.

One of the primary reasons translation is essential for mass media is accessibility. In our interconnected world, people from various linguistic backgrounds consume media on a daily basis. By translating news articles, television shows, movies, websites, and other forms of media into different languages, we ensure that individuals who do not understand the original language can access and understand the content. This inclusivity promotes equal access to information and allows individuals to participate fully in the global media landscape. Translation also facilitates cultural exchange. Every language carries its unique cultural nuances, idioms, and references. By translating media content, we enable the transmission of cultural ideas and values between different communities. This exchange of perspectives fosters intercultural understanding and promotes tolerance and empathy. Through translated literature, films, music, and other media forms, individuals gain insight into diverse cultures, broadening their horizons and breaking down stereotypes and prejudices. Moreover, translation in mass media contributes to global understanding. In a world characterized by cultural, political, and economic interdependencies, accurate and nuanced translation helps bridge the gaps between different societies. When international news is translated, people gain access to information from various parts of the world, allowing them to understand global events, challenges, and perspectives. By making media accessible across languages, translation promotes a more informed and interconnected global community.

Translation is especially critical in the dissemination of news. In an era of instant communication and rapid information flow, accurate translation of news articles, broadcasts, and online content ensures that developments from one region can reach a global audience promptly. Reliable translation helps break down language barriers, enabling journalists to report on global issues and facilitate cross-cultural dialogue. This exchange of news and information contributes to a more comprehensive understanding of the world and encourages

informed decision-making at an individual and societal level. Furthermore, translation plays a vital role in the entertainment industry. Movies, television shows, and music are often produced in a particular language, but they can gain popularity and success in international markets when translated effectively. Translating subtitles or dubbing dialogue in films and TV series allows viewers from different linguistic backgrounds to enjoy and engage with the content. This not only enhances the reach and revenue potential for the entertainment industry but also encourages cultural exchange and mutual appreciation of artistic expressions.

In the realm of advertising and marketing, translation is crucial for global brands aiming to expand their presence in foreign markets. Adapting marketing campaigns, slogans, and product descriptions to the local language and cultural context is vital for effective communication and consumer engagement. Translating advertisements enables brands to connect with potential customers, understand their needs and preferences, and build trust in different regions. Localization, which goes beyond translation to consider cultural nuances, helps tailor marketing messages, ensuring they resonate with the target audience and drive sales.

While machine translation has seen significant advancements, human translation remains indispensable in mass media. Machine translation tools can provide quick and rough translations, but they often struggle with complex linguistic structures, idiomatic expressions, and cultural references. Human translators possess the necessary linguistic and cultural expertise to ensure accurate and nuanced translations that preserve the original intent and tone of the content. They can capture the cultural context, adapt the language for the target audience, and convey the intended message effectively, resulting in higher-quality translations.

In conclusion, translation is intricately linked to mass media, enabling the localization of content, facilitating international communication, and shaping cultural perceptions and representations. Through translation, media content can reach a global audience, breaking down language barriers and fostering intercultural understanding. As the world becomes increasingly interconnected, translation will continue to play a crucial role in the production, distribution, and consumption of mass media content, ensuring that diverse audiences can engage with and appreciate media in their own language and cultural context.

❖ **CHECK YOUR PROGRESS 1**

1. What are some of the main reasons why translation is so important for the media industry?

2.3 VARIOUS STRATEGIES OF TRANSLATION IN MASS MEDIA

In the realm of mass media, several strategies are employed to translate content effectively and adapt it to different languages and cultures. These strategies aim to ensure accurate communication, cultural relevance, and an engaging user experience. Here are some common strategies used in translation for mass media:

2.3.1 Literal Translation

This strategy involves translating the source text word-for-word, without taking into account cultural or linguistic differences. It focuses on maintaining the original structure and meaning as closely as possible. Literal translation is often used in news articles or technical documents where accuracy is crucial. Literal translation in mass media aims to maintain the original meaning and structure of the source text as closely as possible. While it may not always be the most suitable strategy, there are certain components involved in literal translation.

Here are some key elements of literal translation in mass media:

- a. **Word-for-word translation:** Literal translation focuses on translating each word of the source text directly into the target language. The goal is to maintain lexical accuracy and preserve the original sentence structure. This approach aims to convey the same message as the source text without significant alterations.
- b. **Syntax and grammar:** Literal translation strives to preserve the syntactic and grammatical structure of the source language. Sentence order, verb tense, noun phrases, and other grammatical features are maintained as closely as possible. This approach can sometimes result in sentences that sound unnatural or awkward in the target language, as word order and sentence structure may differ.

c. Cultural references: Literal translation may retain cultural references from the source text without adapting or explaining them for the target audience. This approach assumes that the target audience is familiar with the cultural context of the source text. However, it can lead to confusion or misinterpretation if the cultural reference is unfamiliar to the target audience.

d. Idioms and expressions: Literal translation may keep idiomatic expressions and colloquialisms from the source language, even if they do not exist or have different meanings in the target language. This approach aims to maintain the original flavor and style of the source text. However, idioms and expressions may need to be adapted or replaced with equivalent expressions in the target language to ensure comprehension.

e. Wordplay and puns: Literal translation attempts to preserve wordplay and puns present in the source text. However, since wordplay often relies on the specific linguistic features of the source language, maintaining the exact wordplay in the target language may not always be feasible. Literal translation may result in a loss of the humorous or playful effect in these cases.

It is important to note that while literal translation can be suitable for certain types of content, such as technical or legal documents where accuracy is paramount, it may not always be the best approach for creative works, marketing materials, or content that requires cultural adaptation. Translators must consider the specific context, purpose, and target audience of the mass media content to determine the most appropriate translation strategy.

Check your progress 2

1. What are the differences between word-for-word translation and wordplay?

2.3.2 Transcreation

Transcreation, also known as creative translation or adaptation, involves recreating the content in a way that captures the essence and intended effect in the target language and culture. This strategy is commonly used in advertising and marketing, where cultural nuances and emotional appeal play a significant role. Transcreation is a

strategy used in mass media translation to adapt content creatively and effectively to the target language and culture. It goes beyond literal translation to capture the essence, emotional impact, and cultural relevance of the source text.

Here are the key components of transcreation in mass media:

- a. Creative adaptation: Transcreation involves creatively adapting the content to resonate with the target audience. This may include modifying or rewriting portions of the source text to suit the cultural, linguistic, and social context of the target language. Transcreators aim to evoke the same emotions and response as the original content, taking into account cultural preferences and sensitivities.
- b. Cultural understanding: Transcreation requires a deep understanding of the target culture. Transcreators consider the cultural nuances, values, traditions, and references that may impact the interpretation and reception of the content. They adapt cultural references, idiomatic expressions, and humor to ensure they resonate with the target audience, maintaining cultural relevance while preserving the intended message.
- c. Tone and style adaptation: Transcreation involves adapting the tone and style of the source text to suit the target language and culture. This includes adjusting the formality or informality of the language, maintaining the intended writing voice, and ensuring the content aligns with the stylistic preferences of the target audience. Transcreators employ creative writing techniques to convey the same impact and style as the original content.
- d. Message and intent preservation: While transcreation allows for creative adaptation, it is crucial to preserve the core message and intent of the source text. Transcreators strive to maintain the purpose, key concepts, and central themes of the content, ensuring that the translated version conveys the same underlying meaning and objective as the original.

Transcreation requires a high level of linguistic and cultural expertise, as well as creative writing skills. It aims to capture the essence and impact of the source content while adapting it effectively for the target audience. By leveraging cultural nuances, creative adaptation, and emotional resonance, transcreation helps to ensure that mass media content is engaging, culturally relevant, and resonates with audiences in different linguistic and cultural contexts.

Check your progress 3

1. What do you mean by transcreation? Why is creative adaptation vital for a successful transcreation?

2.3.3 Localization

Localization involves adapting the content to a specific target market by considering cultural, linguistic, and regional differences. It goes beyond translation to include modifications in graphics, images, colors, formats, and other elements to suit the target audience. Localization is essential in video games, software interfaces, and websites to ensure a seamless user experience.

Localization plays a crucial role in mass media for several reasons. Here are the key reasons why localization is important in the context of mass media:

- a. Audience Engagement: Localization enhances audience engagement by making content more accessible and relatable to the target audience. When media content is localized, it speaks directly to the cultural, linguistic, and social preferences of the audience, creating a stronger connection and resonance. This increases the likelihood of audience engagement, participation, and long-term loyalty.
- b. Cultural Relevance: Localization ensures that media content aligns with the cultural norms, values, and sensitivities of the target audience. It adapts cultural references, idiomatic expressions, humor, and visual elements to make them relevant and relatable. By acknowledging and incorporating the cultural context, localization helps avoid misunderstandings, offensive content, or alienation of the audience.
- c. Increased Reach and Market Penetration: Localization allows media content to reach a wider global audience, expanding the potential market reach for producers and distributors. When content is available in the local language, it breaks down language barriers and enables people from different regions to access and understand the content. This can lead to increased viewership, readership, or consumer base, contributing to commercial success.
- d. Adaptation to Local Laws and Regulations: Localization ensures compliance with local laws and regulations. Media content often needs to adhere to specific legal requirements, such as age restrictions, content ratings, or compliance with censorship guidelines. By localizing the content, producers can adapt it to meet

these requirements, allowing for legal distribution and consumption in different regions.

e. **User Experience and Accessibility:** Localization improves the user experience by ensuring that media content is easily understood and navigated by the target audience. It includes adapting user interfaces, menus, and controls to suit the local language and conventions. Localization also takes into account regional preferences, such as date formats, currency symbols, or measurement units, to enhance user convenience and accessibility.

In summary, localization is important in mass media as it enhances audience engagement, ensures cultural relevance, expands market reach, complies with local regulations, shapes brand perception, improves user experience, fosters cross-cultural understanding, and contributes to revenue generation. By adapting content to suit the target audience, localization enables media producers and distributors to create a more inclusive, engaging, and commercially successful global media ecosystem.

❖ **CHECK YOUR PROGRESS 4**

1. What role does cultural adaptation play in the localization of content?

2.3.4 Dubbing

Dubbing is the process of replacing the original dialogue with translated dialogue recorded in the target language. This strategy is widely used in films, TV shows, and animations to provide synchronized audio in the target language while preserving lip-syncing. Dubbing requires skilled voice actors to match the original performance and convey the intended emotions. Dubbing plays a significant role in mass media for various reasons. Here are some key points highlighting the importance of dubbing:

a. **Language Accessibility:** Dubbing enables language accessibility by providing synchronized audio in the target language. It allows viewers who are not proficient in the original language of the content to understand and enjoy movies, TV shows, and other media. By replacing the original dialogue with translated dialogue, dubbing eliminates language barriers and makes content accessible to a broader audience.

b. **Cultural Familiarity:** Dubbing helps create a sense of cultural familiarity for the audience. When content is dubbed into the target language, it feels more relatable and relevant to the local culture. Viewers can engage with the story and characters more effectively, as they hear voices that reflect their own linguistic and cultural background. Dubbing preserves the emotional and cultural nuances of the original content while adapting it to the target audience's cultural context.

c. **Educational Benefits:** Dubbing can have educational benefits, particularly for language learners. It allows learners to listen to and understand natural conversations in the target language. Dubbed content provides exposure to the pronunciation, intonation, and rhythm of the language, helping learners improve their listening and comprehension skills. It also exposes them to cultural aspects and idiomatic expressions used in the target language.

In summary, dubbing is important in mass media as it provides language accessibility, cultural familiarity, realism, and immersion. It preserves the original performance, facilitates market expansion, offers educational benefits, preserves the original content, and promotes cultural exchange. Dubbing enhances the audience's viewing experience and enables content creators to reach a wider global audience, contributing to the commercial success and cultural impact of mass media.

Check your progress 5

1. Why is dubbing important in a multilingual context?

2.3.5 Subtitling

Subtitling involves translating spoken dialogue or text into written captions that appear at the bottom of the screen. It is a common strategy used in films, TV shows, documentaries, and online videos. Subtitling requires concise and accurate translations due to limited screen space and the need to match the spoken dialogue timing. Subtitling plays a significant role in mass media as it facilitates language accessibility and enhances the viewing experience for a global audience. Here are the key aspects that highlight the relationship between subtitling and mass media:

a. **Language Accessibility:** Subtitling makes mass media content accessible to viewers who are not proficient in the original language.

By providing translated text on the screen, viewers can read the dialogue in their preferred language while still experiencing the original audio and visuals. Subtitling breaks down language barriers and allows a broader audience to engage with movies, TV shows, documentaries, and other forms of media.

b. **Global Distribution:** Subtitling enables mass media content to be distributed and enjoyed globally. When content is subtitled, it can be easily shared and distributed to different regions without the need for extensive dubbing or voiceover work. This allows producers to reach a larger international audience and expand their market potential.

c. **Cultural Sensitivity and Authenticity:** Subtitling preserves the authenticity of the original language and cultural context. It maintains the original audio, including the actors' voices, intonation, and emotional delivery. This authenticity is especially important for preserving the artistic integrity of the content, ensuring that viewers experience the story and characters as intended by the creators.

d. **Multilingual Capabilities:** Subtitling offers the flexibility to provide content in multiple languages simultaneously. It allows viewers to choose subtitles in their preferred language, catering to their linguistic needs. In multilingual regions or diverse communities, subtitling provides an inclusive viewing experience by accommodating different language preferences within the same content.

e. **Language Learning and Cultural Exposure:** Subtitling offers educational benefits, particularly for language learners. It allows viewers to listen to the original language while reading the translated text, aiding in language acquisition and comprehension. Subtitling exposes learners to the cultural aspects, idiomatic expressions, and nuances of the target language, providing a valuable tool for language learning and cultural exposure.

In summary, subtitling is closely intertwined with mass media as it facilitates language accessibility, enables global distribution, preserves authenticity, offers multilingual capabilities, preserves original dialogue, aids visual accessibility, supports language learning, and allows for the preservation of audiovisual elements. Subtitling enhances the reach, impact, and inclusivity of mass media content, ensuring that it can be enjoyed by diverse audiences around the world.

CHECK YOUR PROGRESS 6

What is subtitling in translation, and how does it differ from other translation methods?

2.3.6 Voice-over

Voice-over is the practice of having a narrator or voice actor provide a translated voice track while the original audio is still audible in the background. This strategy is commonly used in documentaries, interviews, and news reports. Voice-over allows the audience to hear the original audio while understanding the translated content. Here are the key aspects that highlight the relationship between voice-over and mass media:

- a. **Language Accessibility:** Voice-over enables language accessibility by providing synchronized audio narration or dialogue in the target language. It allows viewers who are not proficient in the original language of the content to understand and engage with movies, TV shows, documentaries, and other forms of media. Voice-over eliminates language barriers and makes content accessible to a broader audience.
- b. **Cultural Familiarity:** Voice-over helps create a sense of cultural familiarity for the audience. When content is voiced-over in the target language, it feels more relatable and relevant to the local culture. Viewers can connect with the story and characters more effectively, as they hear voices that reflect their own linguistic and cultural background. Voice-over preserves the emotional and cultural nuances of the original content while adapting it to the target audience's cultural context.
- c. **Preserving Original Performance:** With voice-over, the original performance of the actors is preserved. Voice-over artists work to match the tone, emotions, and nuances of the original performances as closely as possible. This ensures that the intended acting, expressions, and delivery of the characters are maintained, allowing viewers to experience the media as intended by the creators.
- d. **Educational Benefits:** Voice-over can have educational benefits, particularly for language learners. It allows learners to listen to and understand natural conversations, intonation, and pronunciation in the target language. Voice-over provides exposure to the auditory aspects of the language, helping learners improve their listening and

comprehension skills. It also exposes them to cultural aspects and accents used in the target language.

In summary, voice-over is closely intertwined with mass media as it enhances language accessibility, provides cultural familiarity, preserves the original performance, enhances realism and immersion, facilitates market expansion, offers multilingual capabilities, provides educational benefits, and preserves the original content. Voice-over contributes to an inclusive and engaging viewing experience, enabling content creators to reach a wider global audience, and enhancing the commercial success and cultural impact of mass media. These strategies are not mutually exclusive, and often a combination of approaches is used to achieve the desired translation outcome in mass media. The selection of a particular strategy depends on factors such as the type of media, the target audience, cultural sensitivities, and the intended purpose of the translation. Translators and localization experts employ their expertise and judgment to determine the most appropriate strategy for each project.

❖ CHECK YOUR PROGRESS 7

What are the differences between dubbing and voice-over?

2.4 LET US SUM UP

In this unit you have learnt

- translation in media plays an important role in information dissemination
- various strategies employed in translation in mass media

2.5 KEYWORDS

Syntax	The arranging of words and phrases in a language to generate well-formed sentences.
Localization	the process of giving something a regional flavour
Lip-syncing	Silent movement of the lips in time with a prerecorded soundtrack.
Intonation	how the voice goes up and down when someone speaks.

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ANSWERS

Check your progress 1

Translation plays a crucial role in the media industry for several reasons. Translation enables media content to reach a global audience. By translating content into different languages, media producers and distributors can expand their market reach and engage with viewers from diverse linguistic and cultural backgrounds. This opens up opportunities for increased viewership, commercial success, and brand recognition on a global scale. Translation ensures language accessibility for non-native speakers. It allows individuals who are not proficient in the original language of the content to understand and enjoy movies, TV shows, news articles, websites, and other forms of media. Translation breaks down language barriers and makes content accessible to a broader audience, fostering inclusivity and diversity. Translation helps maintain cultural relevance in media content. It adapts cultural references, idiomatic expressions, humor, and visual elements to suit the target audience's cultural context. By localizing the content, translation ensures that it resonates with the cultural norms, values, and sensitivities of the target audience, avoiding misunderstandings and promoting cultural understanding.

Check your progress 2

Word-for-word translation and wordplay are two different approaches to translating language, each serving distinct purposes. Word-for-word translation is a literal translation method that focuses on translating each word in the source language directly into the target language, without considering the nuances, idiomatic expressions, or cultural context. Wordplay on the other hand, is a linguistic technique that involves playing with words, such as using puns, double entendres, rhymes, or word associations to create humor, emphasize meaning, or evoke a specific response. Word-for-word translation emphasizes maintaining the structural integrity of the original text, often at the expense of naturalness or clarity in the target language. The primary goal is to convey the literal meaning of individual words. Wordplay emphasizes on the creative and playful use of language to evoke specific effects, such as humor, wit, irony, or poetic resonance. The focus is on the inventive and artistic aspects of language, often relying on linguistic and cultural nuances.

Check your progress 3

Transcreation, also called creative translation or adaptation, is a type of translation that goes beyond literal translation to recreate content in the target language and culture in a way that captures the original message's style, meaning, and effect. It means changing the material

while keeping the same core meaning, tone, and purpose so that it will connect with the audience. Transcreation is often used to translate creative and marketing materials, such as advertising phrases, taglines, brand names, marketing campaigns, and promotional content.

Creative adaptation is an important part of transcreation because it makes it possible to convey the original content's message, tone, and impact in the target language and society. Creative adaptation makes sure that the translated material fits the culture of the audience and makes sense to them. It takes into account national norms, values, references, and sensitivity to make content that feels real and relatable.

Check your progress 4

When material is localised, cultural adaptation is a key part of the process. It means changing and adapting the content to fit the cultural norms, values, preferences, and sensitivities of the target group. It makes sure that the material that has been changed to fit the target culture. It takes into account cultural references, idioms, symbols, and traditions that might be different from the source society. By changing the material to fit the cultural background of the audience, there is a better chance of connecting with and engaging the audience. It also talks about differences in language and culture that might affect how the material is understood and received.

Check your progress 5

Dubbing plays a crucial role in a multilingual context as it enhances language accessibility by providing synchronized audio in the target language. It allows viewers who are not proficient in the original language to understand and engage with movies, TV shows, and other media content. Dubbing breaks down language barriers, ensuring that a broader audience can enjoy and comprehend the content. In summary, dubbing is important in a multilingual context as it enhances language accessibility, provides an authentic viewing experience, preserves original performances, adapts content to the target culture, ensures lip-syncing and visual integration, facilitates market expansion, and offers viewing comfort and convenience.

Check your progress 6

Subtitling in translation is the process of providing translated text in the form of subtitles that appear at the bottom of a screen, synchronized with the audio or video content. It aims to convey the meaning of the original dialogue or narration in a concise and readable format, allowing viewers who do not understand the source language to follow along and understand the content. Subtitling

involves translating the content into concise written text that appears on the screen, usually in two lines, with character limitations per line. This format requires condensing the translation while retaining the essence of the original meaning. In contrast, other translation methods, such as dubbing or voice-over, focus on translating the spoken content into the target language in a synchronized audio format. Subtitling also requires viewers to simultaneously read the subtitles and listen to the original audio. In other translation methods, such as dubbing, viewers solely rely on listening to the translated audio without the need for reading subtitles.

Check your progress 7

Voice-over is a service that is in high demand in a variety of industries. It entails incorporating audio into visual material. Dubbing service, on the other hand, entails replacing the sounds in an audio-visual media item in the source language with new sounds in the target language. This is a service that is frequently required in the film and television industries. The most critical aspect of a dubbing service is ensuring that the moving lips on the screen match the sound heard by the audience. There is no requirement to match lip movements in voice-over work. It will be a dubbing job if lip motions must be matched.

:: STRUCTURES ::

- 3.0 Objectives**
- 3.1 Introduction**
- 3.2 What is print medium?**
- 3.3 Translation and its various types**
- 3.4 The fundamentals of translation in print medium**
- 3.5 Translation difficulties in print media**
- 3.6 Let us sum up**
- 3.7 Keywords**
- ❖ **Answers**

3.0 OBJECTIVES

In this unit we shall

- Discuss the need and importance of translation in print media
- Types of translation in print media

On completing the unit, you should be able to

- comprehend the need and importance of translation in print media

3.1 INTRODUCTION

Societies whose people speak more than one language tend to have a wide range of cultural practises. The role of translation in maintaining and advancing these cultural identities is crucial. As a result, more people can enjoy and learn from works of literature, folklore, historical documents, and other cultural artefacts through translation and dissemination. People's inability to communicate effectively due to linguistic differences is a common problem in multilingual societies. Translation eliminates these barriers by facilitating mutual comprehension and interaction between speakers of different languages. It ensures that all members of society have access to accurate and complete information, ideas, and messages, which in turn promotes understanding and fosters productive dialogue.

There are several compelling reasons why translation is of the utmost significance for print media. To begin with, the printed word can expand its readership by translating its content into other languages. By translating content into other languages, publishers can increase readership and circulation by making their publications available to people who do not speak the original language. Second, translation makes cultural adaptation possible, which keeps the information fresh and engaging for the original audience while also reaching the new one. It facilitates the sharing of idiomatic terms, cultural references, and information that is unique to a given environment, all of which serve to increase the interest and comprehension of the reader. Furthermore, translation allows publishers to expand into new markets and reach a wider variety of audiences. It's a chance to reach new customers, raise brand awareness, and develop other revenue channels. By making literature, journalism, and other content from diverse cultures available to a worldwide readership, translation also plays a significant role in facilitating cultural interchange, developing cross-cultural understanding, and safeguarding literary and intellectual history. Overall, translation improves print media by fostering clearer communication, increasing exposure to new cultures, and broadening the audience for published works.

3.2 WHAT IS PRINT MEDIUM?

Print medium in mass media refers to the traditional form of media that relies on printed materials such as newspapers, magazines, books, brochures, flyers, and other physical publications. It involves the dissemination of information, news, and entertainment through the printed word.

Print media has been a significant part of mass media for centuries, playing a crucial role in informing and influencing public opinion. It provides a tangible and portable format for conveying information to a wide audience. Print media offers a range of content, including news articles, feature stories, editorials, advertisements, photographs, and illustrations. The advent of digital technology and the rise of the internet have significantly impacted the print medium. Many newspapers and magazines have developed online platforms to reach a wider audience and adapt to the changing media landscape. However, print media continues to have its own unique advantages, such as the tactile experience, portability, and the ability to provide in-depth analysis and long-form content.

Despite the digital revolution, print media still holds relevance and serves specific niches and demographics. It remains an important medium for investigative journalism, in-depth reporting, specialized magazines, academic publications, and the dissemination of physical books. The print medium continues to coexist with digital media, offering readers a variety of choices for consuming information and entertainment. One of the defining characteristics of print media is its physicality. Unlike digital media, which exists in a virtual space, print media provides a tangible and tactile experience. Holding a newspaper or a book in one's hands creates a sense of connection and engagement with the content. This physicality can enhance the reading experience and make it more memorable for the audience.

Print media encompasses a wide range of publications. Newspapers are a primary example of print media, providing daily or weekly coverage of local, national, and international news. They play a vital role in keeping the public informed about current events, politics, business, sports, and other topics. Newspapers often include sections dedicated to opinion pieces, features, lifestyle, entertainment, and classified advertisements. Magazines are another important form of print media. They cover a wide array of topics, catering to different interests and demographics. Magazine publications range from general-interest publications that cover a broad range of topics to specialized magazines that focus on specific areas such as fashion, travel, technology, health, and more. Magazines often feature in-depth articles, interviews, and high-quality photographs, providing readers with a deeper exploration of various subjects. Books are a fundamental form of print media, serving as a medium for long-form content, storytelling, and knowledge dissemination. Books can be fiction or non-fiction, covering a vast range of genres and topics. They allow authors to express their ideas, narratives, and research in a comprehensive and immersive manner. Books have been an essential medium for education, entertainment, and personal development for centuries.

In addition to newspapers, magazines, and books, print media also includes other types of publications. Brochures, flyers, and pamphlets are commonly used for advertising and promoting products, services, events, or causes. These materials are often distributed in public places, mailed directly to households, or handed out at events. They provide concise information and eye-catching visuals to attract and engage the audience.

Brochures, flyers, and pamphlets are types of printed materials used for various purposes, such as advertising, marketing, information

dissemination, or awareness campaigns. While they share similarities, there are some differences in their structure and intended use. Brochures are informational booklets or pamphlets that provide concise details about a particular topic, product, service, or event. They are typically printed on both sides of a sheet of paper and folded into two or more panels or pages. Brochures often include eye-catching visuals, bullet points, product descriptions, contact information, and call-to-action elements. They are commonly used by businesses, organizations, tourism boards, and educational institutions to promote their offerings or provide comprehensive information to potential customers or clients. Flyers, on the other hand also known as handbills or leaflets, are single-sheet printed materials used for advertising, promotion, or information dissemination. They are generally designed to be easily distributed by hand or placed in strategic locations. Flyers are often printed on one side or both sides and contain attention-grabbing headlines, brief messages, visuals, and contact details. They are commonly used for announcing events, promotions, sales, community initiatives, or raising awareness about a cause or issue. Pamphlets are small, lightweight booklets or brochures that provide information or educational content on a specific subject. They are typically printed on a single sheet of paper and folded into multiple panels or pages. Pamphlets are used to convey detailed information, raise awareness about social or health issues, promote educational initiatives, or provide instructions or guidelines. They often include text, images, statistics, diagrams, and resources for further reading. While the terms "brochures," "flyers," and "pamphlets" are sometimes used interchangeably, they generally refer to different types of printed materials based on their format, content, and purpose.

Print media has its own unique advantages that contribute to its enduring relevance. One of these advantages is the sense of credibility and authority it carries. Printed publications are often perceived as more trustworthy and reliable compared to online sources, as they undergo editorial processes and fact-checking before publication. The physical nature of print media also allows for a better sense of permanence and archival value. Printed materials can be collected, stored, and referenced over time, creating a sense of history and cultural significance. Print media offers a focused and immersive reading experience. Unlike digital media, which can be accompanied by distractions such as advertisements, notifications, or hyperlinks, print media allows readers to fully immerse themselves in the content without external interruptions. This can lead to a deeper understanding and absorption of the material. Print media is also accessible to a wide range of audiences, including those who may not

have access to digital devices or internet connectivity. In areas with limited technological infrastructure or where digital literacy is low, print media can be the primary source of information and entertainment. Additionally, some individuals simply prefer the tangible nature of print media and enjoy the act of physically flipping through pages. Despite the rise of digital technology and the internet, print media continues to be a significant player in the media landscape. Numerous newspapers and periodicals have developed online platforms in order to reach a larger audience and adapt to the shifting media landscape. The tactile experience, portability, and the ability to provide in-depth analysis and long-form content continue to be distinct advantages of print media.

In spite of the digital revolution, print media continues to serve specific niches and demographic groups. It remains an essential medium for investigative journalism, in-depth reporting, specialised magazines, academic publications, and book distribution. Print and digital media continue to coexist, giving consumers a variety of options for consuming information and entertainment.

CHECK YOUR PROGRESS 1

1. Fill in the blanks with the suitable word/words provided below.

books, cultural, flyers, newspapers, physicality, historical, online, coexist, transportable, digital, brochures
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- a. Print media offers a tangible and _____ format for communicating with a large audience.
- b. Numerous newspapers and periodicals have developed _____ platforms in order to reach a larger audience and adapt to the shifting media landscape.
- c. In spite of the _____ revolution, print media continues to serve specific niches and demographic groups.
- d. _____ is one of the defining characteristics of print media.
- e. Typically, _____ contain sections devoted to editorials, features, lifestyle, amusement, and classified ads.
- f. _____ can be either fictional or nonfictional and cover a vast array of genres and subjects.
- g. Businesses, organisations, tourism authorities, and educational institutions frequently use _____.
- h. _____ are commonly used for publicising events, promotions, sales, community initiatives, and bringing attention to a cause or issue.
- i. The ability to acquire, store, and reference printed materials over time creates a sense of _____ and _____ significance.

j. Print and digital media continue to _____, giving consumers a multitude of information and entertainment consumption options.

2. What are the advantages of print media?

3.3 TRANSLATION, ITS TYPES AND THE PROCESS

Translation is an essential process that facilitates effective communication across cultures and languages by bridging linguistic barriers. It involves converting written or spoken content from one language to another while maintaining the original text's meaning, tone, and intent. Translation enables individuals, enterprises, organisations, and governments to communicate with diverse audiences, broaden their reach, and promote global understanding. Whether translating literature, legal documents, marketing materials, or online content, translation plays an essential role in facilitating cross-cultural exchange, promoting inclusivity, and overcoming linguistic barriers.

Translation calls for a nuanced combination of abilities and thoughtful considerations that go much beyond simple linguistic fluency. In order to effectively transmit the intended meaning, translators need to have a strong command of both the source language and the target language, as well as the cultural subtleties and subject matter expertise. They need to be able to handle linguistic differences, idiomatic idioms, and cultural sensitivity in order to produce a translation that will resonate with the intended audience. In addition, translators frequently have to adjust the content so that it is appropriate for the cultural context, the tastes of the local population, and the requirements of the target market, all while preserving the spirit and the integrity of the original text. The purpose of translation is not just to transmit meaning through words, but also to express the nuances, feelings, and cultural references that are present in the original text.

The act of translation has far-reaching effects that can be seen in a variety of fields. In the world of commerce, translation enables businesses to enter new markets, communicate with clients located in other countries, and build a name for themselves all around the world.

It makes it possible to localise marketing materials, websites, and product documentation for the purpose of efficiently engaging and communicating with a variety of target groups. In the realm of literature, translation enables readers to gain access to works of literature that originate from other cultures, so expanding their exposure to a variety of views and narratives. The dissemination of knowledge, academic research, legal papers, and government policies are all made accessible across linguistic barriers thanks to translations, which play an important role in diplomacy, international relations, and the diffusion of knowledge. In general, translation acts as a bridge that encourages mutual comprehension, advances intercultural communication, and makes it easier for people to work together in a world that is becoming increasingly interconnected and multilingual.

The main components of translation are:

1. Source Text: The source text is the original document that must be translated into the target language. Content can be written or spoken, including documents, articles, novels, websites, and speeches.

2. Target Text: The target text is the source text's translated version in the desired language. It attempts to convey the same meaning and intent as the source text while adhering to the linguistic and cultural norms of the target language.

3. Translator: The translator is the individual tasked with translating the source text into the target language. They must possess a solid command of both the source and target languages, as well as a thorough knowledge of the subject matter and cultural nuances.

4. Translation tools: Translation tools refer to a variety of applications and technologies that aid translators during the translation process. Among these tools are computer-assisted translation (CAT) tools, translation memory systems, terminology management systems, and machine translation (MT) systems.

5. Linguistic and cultural knowledge: Translators must have an in-depth understanding of the source and target languages, including grammar, vocabulary, morphology, and idiomatic expressions. Additionally, cultural knowledge is necessary to accurately comprehend and communicate cultural references, customs, and context.

6. Research Abilities: Translators are frequently required to conduct research to ensure accuracy and locate the most suitable terminology and references. To gather the essential information, they may need to consult dictionaries, glossaries, specialised literature, or subject matter experts.

7. Editing and Proofreading: Following the initial translation, the text is edited and proofread to ensure its quality and accuracy. This phase entails evaluating the translation's grammar, style, consistency, and overall linguistic and cultural suitability.

These components work together to facilitate the translation process and ensure that the final translation is accurate, culturally appropriate, and effectively conveys the intended meaning of the source text in the target language.

The translation process consists of a series of stages that are typically followed by a translator in order to transform a source text into a target text. Despite the fact that the specific stages may differ depending on the translator's methodology and the nature of the project, the general translation process can be described as follows:

1. Comprehending the Source Text: The translator begins by perusing and fully understanding the source text. They analyse the text's content, identify key concepts, and develop a comprehensive understanding of its message, tone, and style.

2. Research and Preparation: If required, the translator conducts research to become familiar with any unfamiliar terminology, subject matter, or cultural references contained in the source text. To gather the essential information, they may consult dictionaries, glossaries, specialised literature, or subject matter experts.

3. Terminology Management: To ensure consistency in their translations, translators frequently construct or use terminology databases or glossaries. They establish preferred translations for particular terms and keep a record of them for future reference.

4. Translating the text: The actual process of translation commences when the translator converts the source text to the target language. They take into account the linguistic and cultural nuances of both languages to convey the intended meaning and message accurately. The translator's goal is to produce a target text that reads naturally and fluently in the target language while retaining the original text's essence.

5. Editing and revision: After the initial translation is complete, the translator examines and revises their work. They focus on grammar, style, terminology, and overall cohesion. This phase ensures that the translation is accurate, consistent, and conforms to the specified requirements.

It is essential to remember that translation is an iterative and collaborative process, and that throughout the various stages, translator and client must communicate effectively to ensure a successful outcome.

Check your progress 2

1. Write if the sentences are true (T) or false (F).

a. The actual translation procedure begins when the target text is converted into the source language.

b. To ensure consistency in their translations, translators frequently create or utilise glossaries or terminology databases.

c. Translation has limited effects that can be observed in numerous domains.

d. Translators are frequently required to adapt the content to the cultural context, the preferences of the local population, and the needs of the target market.

e. The translation process consists of a single step that a translator typically follows to convert a source text into a target text.

f. Authors concentrate on grammar, style, terminology, and cohesion as a whole.

g. The target text is the translated version of the source text in the desired language.

h. The translator begins by thoroughly perusing and comprehending the target text.

i. In the realm of literature, translation gives readers access to literary works from other civilizations, thereby broadening their exposure to diverse perspectives and narratives.

j. The purpose of translation is only conveys meaning through words.

k. A multitude of applications and technologies that aid translators during the translation process are referred to as translation process.

2. Is it important to pay attention to the translation of culturally laden terms? Why?

3.4 THE FUNDAMENTALS OF TRANSLATION IN PRINT MEDIUM

There are various guidelines that translators often follow while working with print media to ensure the quality and efficacy of the translated language, whether it be for a newspaper, magazine, brochure, or advertisement. Accuracy is of the utmost importance when translating for printed materials. The translator's job is to make sure the target text accurately reflects the original's meaning and data. It is crucial to accurately translate data, statistics, dates, and names.

Second, the translator needs to take into account the original text's style and tone if they want to achieve an accurate translation. The translated content should reflect the proper style and tone to resonate with the target audience, whether the source text is official, informal, professional, or persuasive. Also, translators should be sensitive to cultural differences and revise texts accordingly. Knowing the target language and culture is essential for accurately conveying cultural references, colloquial expressions, humour, and sensitivity. Text in printed media that has been translated into another language should read smoothly and naturally. The translator must pay close attention to sentence structure and coherence to ensure that the text flows naturally. Grammar, syntax, and punctuation should all be carefully considered. Cultural norms, local laws, units of measurement, currency, and other factors unique to the readership should all be taken into account by translators. This aids in making the translated text more accessible and interesting to the local audience. Moreover, translators should make an effort to convey the primary ideas and main points of the original text. Finding the right expressions or tactics in the target language to provoke the same response from readers requires comprehension of the original content's central message, purpose, and emotions.

In print media, especially for advertisements and headlines, space is generally at a premium. Translators need to be aware of the space they have and work to provide a translation that is brief enough to fit inside the allotted space without sacrificing the message's content or effect. By following these principles, translators can effectively convey the intended message, maintain the quality and integrity of the content, and engage the target readership in print media translations. Circulation is crucial to the translation of print media because it directly influences the distribution and reach of translated content.

When print media is translated into multiple languages, circulation figures assist publishers and translators in estimating the prospective size of the target audience for the translated versions. Publishers can determine the demand for translated content in specific regions or language markets by analysing circulation figures. This information is essential for determining the allocation of resources, the budget for translation services, and the scope of distribution. In addition, circulation data helps evaluate the efficacy of translation efforts by assessing the number of readers and reception of translated publications. By monitoring circulation statistics, publishers can assess the popularity and impact of translated content, enabling them to tailor their translation strategies and refine their approach to reaching multilingual audiences. In the end, circulation figures are a valuable metric for understanding the reach and influence of translated print media, allowing publishers to make informed decisions and maximise the impact of their translation efforts.

❖ CHECK YOUR PROGRESS 3

1. Why does circulation appear to be a vital factor for the translation of print media?

2. Is cultural understanding an important point for a translator to keep in mind while translating a text? Why?

3.5 TRANSLATION DIFFICULTIES IN PRINT MEDIA

Communication is the *raison d'être* of language. In the event that this truth is proven to be false, language will lose its power. To be an effective translator, one needs to be familiar with the history, culture, and religious practises of the people who speak both languages. There is a possibility that the translator will not be successful if they are unable to speak both languages fluently. Translation in print media presents several challenges that translators often encounter.

Here are some common challenges:

1. Cultural Nuances: It can be difficult to translate cultural nuances, idioms, proverbs, or humour. These features are highly ingrained in a particular culture and may lack direct parallels in the target language. Translators must think creatively about how to express the desired message while keeping the target audience's cultural environment in mind.

2. Idiomatic Expressions: Idiomatic expressions are metaphorical or non-literal phrases. Idioms can be difficult to translate because they differ across languages and cultures. To guarantee that the intended meaning is accurately delivered, translators must discover equivalent terms or rewrite the content.

3. Technical language: Technical or specialised language, such as scientific or legal phrases, is frequently used in print media. To effectively portray the precise meaning while adhering to industry norms, translating this terminology necessitates skill and understanding in the specific subject.

4. Wordplay and Literary Devices: It can be difficult to translate wordplay, puns, or literary devices. These linguistic strategies frequently rely on word choices, phonetic patterns, or cultural references that do not have direct parallels in the target language. Translators must be innovative in order to convey the intended effect while retaining the substance of the original content.

5. Length and Formatting limits: In print media, translations may be required to conform within specified length and formatting limits, such as headlines, captions, or advertisement spaces. Translators must ensure that the translated information adheres to these constraints while remaining clear, accurate, and conveying the intended message.

6. Tight Deadlines: Because print media frequently operates on short deadlines, translators must work efficiently and effectively under time constraints. Meeting deadlines while preserving translation quality can be difficult, especially for large-scale translation projects.

7. Brand Consistency: Maintaining consistency with the brand's tone, voice, and style across several languages is essential when translating print material for brands. Translators must ensure that the translation is consistent with the brand's identity, values, and guidelines, while also tailoring the text to the target audience's cultural and linguistic nuances.

To meet these problems, translators must have a thorough command of both the source and target languages, as well as cultural sensitivity, subject matter competence, and strong linguistic and creative abilities.

❖ CHECK YOUR PROGRESS 4

1. Is Google Translate capable of translating culturally loaded print media terms? If not, please explain why.

3.6 LET US SUM UP

In this unit you have learnt

- The wide reach of print media is made possible by the art of translation
- translators must have a thorough command of both the source and target languages
- Cultural adaptation is one of the key factors in the translation of print media.
-

3.6 KEYWORDS

Source text	A source text is the original document that must be translated.
Source language	The original language from which a text was translated.
Target language	The language a text is translated into.
Target text	The completed translation of a text.
Glossary	with definitions, an alphabetical inventory of words pertaining to a specific subject, text, or dialect.
Portability	the capacity to be transported or moved with ease.

Answers

Check your progress 1

- a. transportable
- b. online
- c. digital
- d. Physicality
- e. Newspapers
- f. Books
- g. Brochures
- h. Flyers

- i. historical, cultural
- j. coexist

The continued importance of print media can be attributed to its distinct benefits. The added air of credibility and authority is just one of these benefits. Since printed publications typically go through editorial processes and fact-checking before publishing, they tend to be seen as more trustworthy and reputable than internet ones. Print media, due to their physicality, also have greater longevity and archive value. Having access to printed works across time fosters a deeper appreciation for history and culture. Print media allows the reader to concentrate and become fully immersed in the text.

Check your progress 2

- a. False
- b. True
- c. False
- d. True
- e. False
- f. False
- g. True
- h. False
- i. True
- j. False
- k. False

Indeed, paying careful attention to the translation of culturally loaded phrases is of the utmost importance. Typically, these terms refer to cultural values, practises, beliefs, or notions that are unique to a particular society or setting.

It is essential, while translating culturally loaded terminology, to maintain the nuances and relevance of the terms' original cultural context. If this is not done, the intended audience may end up losing the sense of what was said, misinterpreting it, or otherwise not understanding it. When translating, it is essential to have cultural sensitivity since this understands and respects the distinctive cultural perspectives and contexts that are associated with particular terminology. Translators are required to take into account the cultural background of their target audience and adjust the translation accordingly. This helps to ensure that the intended meaning as well as any cultural connotations are delivered effectively. In addition, the precise translation of terminology that carry significant cultural connotations fosters increased intercultural understanding and inclusivity.

Check your progress 3

1. Circulation is an important part of translating print media because it has a direct effect on how translated material is spread and how many people see it. The circulation number of a print magazine shows how many copies are given out to readers. By knowing how many copies were sold, authors and translators can estimate how many people might read translated versions. This helps figure out how much demand there is for translated material in certain regions or language markets and makes sure that the translation efforts are aimed at the right people. Translation takes time, work, and money, among other things. Publishers and translators can figure out the effect and return on investment of translating a print publication by looking at how many copies are sold. Circulation data is also helpful for figuring out how much of a market translated print media could have. It shows how popular certain publications and languages are and how many people read them. By looking at circulation numbers, publishers can find language markets with a lot of readers, which could mean there is a need for translated material. Circulation is important for publishers and translators to be able to make good choices, get the most out of their translation work, and reach a wide range of audiences.

2. Yes, a translator needs to know about different cultures in order to translate a text correctly, avoid misunderstandings, and make sure the words fit the culture. Translators can better understand the meaning of the source text and communicate it in the target language when they know about other cultures. Idioms, metaphors, references, and symbols are all strongly rooted in a particular culture and may not have a direct translation in other languages. Translators who understand culture can adapt and communicate these parts in the right way, making sure that the translation gets the original meaning and any cultural nuances. Different cultures have different beliefs, ideals, and points of view. Translators need to be aware of these differences so that the target audience doesn't get the wrong idea or is offended. It's important to be culturally sensitive if you want to get your point across correctly, respect cultural norms, and avoid making any cultural or linguistic mistakes. When translators know about culture, they can adapt the translation to the target society. This means changing the material to fit the target audience's cultural preferences, idiomatic expressions, and local customs.

Check your progress 4

1. Although Google Translate can provide translations for culturally loaded phrases, it may not always fully represent the rich cultural meanings. While Google Translate has developed over time and can

now provide basic translations for a wide range of words and phrases, it may struggle with culturally unique terms, idioms, or expressions that necessitate a thorough understanding of the cultural context. Culturally laden phrases frequently have distinctive connotations, historical connections, or social ramifications that are specific to a culture or community. These terms may not have direct analogues in other languages, making machine translation methods like Google Translate difficult to translate. It is best to rely on human translators with competence in the relevant culture and language to ensure correct translations of culturally loaded phrases. Professional translators have the cultural understanding, linguistic skill, and contextual knowledge needed to portray the nuances and connotations of such terminology effectively.

:: STRUCTURES ::

- 4.0 Objectives**
- 4.1 Introduction**
- 4.2 Audio Translation: Definition and Types**
- 4.3 The Art of the Ear: Key Techniques for Audio Translation**
- 4.4 Challenges of Translating for the Radio**
- 4.5 Weaving Words into Sound: Translating Manto's "Toba Tek Singh" for Radio**
- 4.6 Check Your Progress**
- 4.7 Let's Sum Up**
- 4.8 Key Words**
- 4.9 Suggested Reading**
- ❖ Answers**

4.0 OBJECTIVES

In this Unit, we shall

- Explore the significance and influence of radio within India's diverse linguistic environment.
- Comprehend the definition and various forms of audio translation.
- Analyse a case study involving the adaptation of a narrative for radio broadcasting.
- Examine the challenges encountered in translating content for radio broadcasts.
- Practice translating excerpts from radio addresses between Hindi and English.

On completion of this Unit, you should be able to

- Explain the significance and influence of radio within India's diverse linguistic environment.
- Write the definition and various forms of audio translation.
- Present similar examples involving the adaptation of a narrative for radio broadcasting

- Understand the challenges encountered in translating content for radio broadcasts and use effective strategies to overcome them.
- Demonstrate translated excerpts from radio addresses in a proficient way.

4.1 INTRODUCTION

Radio plays a pivotal role as a medium of entertainment and public instruction in India's multilingual landscape. With its wide reach and accessibility, radio broadcasts cater to diverse linguistic and cultural communities across the country. From music and drama to news and educational programs, radio serves as a source of information, entertainment, and cultural enrichment for millions of listeners in their preferred languages. If we go back in history, we can see that radio was instrumental in India's independence movement. National leaders such as Mahatma Gandhi and Jawaharlal Nehru utilized radio broadcasts to address the masses, inspiring unity and resistance against colonial rule. Subhasha Chandra Bose established the Azad Hind Radio as part of Germany's radio service, commencing its broadcast in 1942. This initiative, supported by Germany, aimed to connect with Indians abroad and within the subcontinent, featuring news bulletins in multiple languages including English, Gujarati, Marathi, Bengali, Pashto, Tamil, Persian, and Telugu. Through this platform, Bose sought to foster unity and solidarity among Indians worldwide while disseminating information about the independence movement.

Post-independence, until the arrival of television in 1980s, radio remained a popular medium for public instruction and entertainment. Its programming encompassed a rich mix of news updates, calming music, dramatic productions, thrilling cricket commentaries, and insightful discussions on current affairs. In India's radio era, voices like Tabassum's playful charm and Ameen Sayani's baritone resonated as household names. Tabassum, with her infectious laughter and playful demeanour, became the beloved voice of *Phool Khile Hain Gulshan Gulshan*. This children's program wasn't just entertainment; it was a cherished companion, nurturing imaginations with enchanting stories and her signature "Namaste Dosto!" greeting. Ameen Sayani, on the other hand, exuded an air of sophisticated charm and gravitas. His baritone resonated on programs like "Binaca Geet Mala," providing the soundtrack to countless evenings. His eloquent narrations, witty remarks, and impeccable diction painted vivid pictures in the minds of listeners, transporting them to worlds of drama, music, and current affairs.

It was All India Radio/AIR aka *Akashvani*, established in 1936, which continued to be a beacon of information and culture, reflecting the diversity and unity of the nation. In the earlier years, the radio broadcasting sector in India was under the exclusive control of the government. However, in the 1990s, the sector was opened up to private players. As of December 2018, there are more than 369 operational private radio stations spread across more than 101 cities and towns throughout India. Additionally, the Government of India-owned All India Radio operates about 450 FM stations, covering approximately 39% of the area and reaching 52% of the population of India. This significant expansion in both private and government-owned radio stations has led to a more diverse and extensive radio broadcasting landscape, providing a variety of programming to listeners across the country.

However, despite its significance, audio translation remains relatively underexplored compared to textual translation in academic discourse. This may be attributed to a lack of scholarly attention or emphasis on written forms of translation. In this unit, we shall delve into the nuances of audio translation and its challenges, aiming to bridge this gap in academic interest. We will study various aspects of audio translation, including linguistic adaptation, cultural sensitivity, and technical constraints. Furthermore, we shall undertake a case study involving the rendering of a story into the radio platform, followed by practical exercises to hone our translation skills across languages. Through this exploration, we aim to deepen our understanding of audio translation and its role in facilitating cross-cultural communication and accessibility in the realm of broadcasting.

4.2 AUDIO TRANSLATION: DEFINITION AND TYPES

Imagine trying to tell a hilarious joke in another language on the radio – got to make it funny for everyone, right? That's what radio audio translation is all about! It's not just changing words, it's like adapting a whole story for a new crowd, jokes and all. It's the craft of transforming written/spoken scripts into captivating sound experiences, demanding not just linguistic fluency but also cultural sensitivity and artistic flair. Imagine translating a poignant Gujarati drama for Hindi radio. You adapt the emotions, cultural nuances, even the actors' voices, ensuring the story resonates across languages, all within fleeting moments of sound. This intricate dance of language, culture, and sonic storytelling defines audio translation for radio.

Audio translation encompasses a wide spectrum of text types, each requiring specialized skills, linguistic proficiency, and cultural

awareness from translators to effectively convey meaning and engage listeners across languages and cultures. It covers a wide range of text types, including but not limited to:

1. **Films and TV Shows:** Audio translation techniques such as dubbing, voice-over, and subtitling are commonly used to translate dialogue and narration in movies, television series, and documentaries.
2. **Radio Programs:** Translation of radio content involves translating spoken content such as news broadcasts, talk shows, interviews, and storytelling programs into different languages or for different audiences.
3. **Podcasts:** Translation of podcasts involves making audio content accessible to diverse audiences by providing translated versions of episodes in different languages.
4. **Audiobooks:** Audio translation of literary works involves narrating and recording translated versions of books, novels, and other literary texts for listeners.
5. **Voice-overs for Presentations:** Translation of presentations and lectures involves providing voice-over recordings in different languages to accompany visual content such as slideshows and videos.
6. **Audio Guides and Tours:** Translation of audio guides and tours involves providing multilingual commentary for visitors at museums, historical sites, and tourist attractions.
7. **Songs and Music:** Translation of song lyrics involves adapting lyrics from one language to another while preserving the rhythm, rhyme, and meaning of the original song.
8. **Theatre and Live Performances:** Translation of live performances involves providing real-time interpretation or subtitles to convey dialogue and lyrics to audience members who speak different languages.
9. **Video Games:** Translation of video game dialogue and instructions involves adapting text and audio elements to suit different language-speaking players.
10. **Public Service Announcements (PSAs) and Advertisements:** Translation of PSAs and advertisements involves adapting audio messages to reach multicultural and multilingual audiences effectively.

Now, let's understand some key techniques utilized in audio translation, with particular emphasis on radio translation, in the following section.

4.3 THE ART OF THE EAR: KEY TECHNIQUES FOR AUDIO TRANSLATION

Audio translation techniques are essential in Indian radio shows to cater to the diverse linguistic landscape of the country. Here are some examples of how these techniques are utilized:

1. **Real-time Interpretation:** This technique of interpretation requires the interpreter to listen to a speaker in a source language and orally translate that speech into another language in real-time, that is, simultaneously, through headsets and microphones. During live broadcasts of national events, such as Independence Day celebrations or Republic Day parades, simultaneous interpretation ensures that speeches and announcements are translated into multiple languages in real-time. For example, during Prime Minister's speeches on Independence Day, simultaneous interpreters provide translations in regional languages like Hindi, Tamil, Telugu, Bengali, etc., to reach a wider audience across India. India's passion for cricket is undeniable, and live real-time cricket commentary in both Hindi and English has become an integral part of the game. In the commentary box, commentators employ a combination of technical expertise, linguistic proficiency, and engaging storytelling to provide viewers with a captivating and immersive experience. They utilize advanced technological peripherals such as monitors, microphones, and audio mixing equipment to deliver live commentary that captures the excitement and dynamics of the game. The choice of words and language used by commentators plays a crucial role in connecting with the audience and enhancing their understanding and enjoyment of the match. Through insightful analysis, colourful anecdotes, and enthusiastic commentary, broadcasters strive to keep viewers entertained and informed throughout the game. Inside the commentary box, we witness the seamless integration of technology, language, and storytelling, creating a unique and unforgettable experience for cricket fans across the nation. Here's a YouTube video offering an insightful glimpse into the intricacies of live cricket commentary within the commentary box: https://www.youtube.com/watch?v=p_X6nKCV5Hk
2. **Voice-over:** In radio dramas or storytelling programs, voice-over is used to translate dialogues and narratives into different languages. For instance, popular radio dramas like *Dak Ghar* by Gurudev Rabindra Nath Tagore (<https://www.youtube.com/watch?v=sq6p6wCKTug>) or *Shaadi Ka*

Prastav by Anton Chekhov (<https://www.youtube.com/watch?v=Ve-b2MDM2vg&list=PLspw0meV6Wr5HeiqhOeCjUcWp1AEWo6aO&index=46>) have voice-over translations in regional languages to appeal to listeners from diverse linguistic backgrounds.

3. **Script Adaptation:** Radio talk shows and interviews often involve script adaptation to ensure that content remains culturally relevant and understandable to listeners across different regions. For instance, in a talk show discussing current affairs or social issues, the script may be adapted to include local anecdotes, idioms, and references familiar to the target audience. Hazrat Awara's *Kanjoos*, a radio adaptation of Molière's classic *The Miser*, serves as a fascinating example of script adaptation in action. By infusing the 17th-century French play with an Indian touch, Awara demonstrates the power of this technique to transcend cultural boundaries and breathe new life into familiar stories. *Kanjoos* replaces Molière's Harpagon with Mirza Sekhawat Baig, a miser residing in India. This shift immediately plunges the story into a different cultural background, necessitating adaptations in language, customs, and references. For those interested, here's the link to the radio play: [Kanjoos - Radio Play](#).
4. **Multilingual Presenters:** Many Indian radio shows feature multilingual presenters who switch between languages to engage with listeners from various linguistic communities. For example, in a music show on a radio station like Radio Mirchi or Red FM, the host may interact with listeners in Hindi, English, and regional languages like Punjabi, Marathi, or Kannada, depending on the demographics of the audience.
5. **Audio Description:** Radio programs aimed at visually impaired audiences often include audio descriptions to convey visual elements. For instance, in a documentary about historical monuments or natural wonders of India, audio descriptions provide detailed narrations of visuals, allowing visually impaired listeners to form mental images of the places being described.

These examples illustrate how audio translation techniques are employed in Indian radio shows to bridge language barriers, enhance accessibility, and ensure that content resonates with a diverse audience across the country.

4.4 CHALLENGES OF TRANSLATING FOR THE RADIO

In the dynamic landscape of Indian radio, translation transcends mere word-swapping, becoming a multifaceted art form. Unlike static text, radio breathes life into stories through fleeting moments of sound,

demanding not just linguistic fluency but artistry and cultural sensitivity. Let's embark on a journey through this sonic labyrinth, exploring the intricate challenges translators face with diverse examples:

1. Adapting the Classics: Imagine Premchand's poignant *Godan* being translated from Hindi to Tamil for radio drama. While conveying the essence of rural struggles and familial bonds is paramount, cultural references like specific crops or social hierarchies necessitate adaptation. Translators must bridge the gap, finding culturally resonate equivalents without compromising the story's emotional core. Similarly, modernizing Sharad Joshi's humorous essays for a Marathi radio show involves capturing his wit in a contemporary context. Jokes based on regional nuances might require clever substitutions, ensuring laughter continues to fill the airwaves.

2. Navigating the Symphony of Sound: Consider the iconic cricket commentary of Harsha Bhogle. His voice paints emotions in real-time, conveying the joy of a sixer or the agony of a missed catch. Translating commentary into another language goes beyond words. Translators must capture the essence of his tone, pacing, and even the cultural references woven into his commentary, ensuring the excitement transcends linguistic barriers. This challenge extends to live chat shows with multilingual audiences, where translators work in real-time, juggling diverse dialects and ensuring conversations flow seamlessly.

3. Bridging the Cultural Divide: Remember the COVID-19 messages urging handwashing and social distancing? Translating public service announcements demands cultural sensitivity. Translators must consider local customs and beliefs, using language that resonates with the target audience for maximum impact. This might involve adapting slogans, using familiar proverbs, or incorporating local icons for better understanding. Similarly, translating Prime Minister's Republic Day speeches demands capturing the nuances of his message, cultural references, and even the emotional tone appropriate for such a national event.

4. Technology and the Evolving Soundscape: In the age of podcasts and interactive audio experiences, translation evolves. Imagine adapting *Yaadon Ka Idiot Box*, a popular Hindi podcast in which Neelesh tells stories every day from the imaginary city of Yaad Sheher, for a Bengali audience. Translators must not only convey the spirit but also adapt it to fit the specific format and expectations of

Bengali podcasts. This demands an understanding of the evolving audio environment and its unique challenges.

5. More Than Words: The Power of Emotional Resonance:

Translating songs adds another layer of complexity. Consider translating a soulful Lata Mangeshkar melody from Hindi to Punjabi. Capturing the emotion in her voice, the nuances of the lyrics, and the cultural significance of the song requires not just linguistic equivalence but a deep understanding of music and its ability to evoke emotions.

In addition to these challenges, audio translation poses some technological challenges due to the integration of technology into the translation process. These challenges include:

1. **Time Constraints:** Radio broadcasts often operate on tight schedules, leaving little time for translators to complete their work. Translating content within strict time constraints can lead to rushed translations or compromises in quality.
2. **Lip Sync:** In cases where translated content is synchronized with visual elements, such as in radio dramas or advertisements, achieving accurate lip sync becomes essential. Translators must ensure that translated dialogue matches the timing of the original speech to maintain coherence and realism.
3. **Quality of Source File:** The quality of the source audio file can significantly impact the accuracy and clarity of the translation. Poor audio quality, background noise, or inconsistent volume levels can pose challenges for translators, making it difficult to discern and accurately translate spoken words.
4. **Audio Editing Tools:** Translators often rely on audio editing software to integrate translated text seamlessly into radio broadcasts. However, compatibility issues, limited functionality, or lack of proficiency with these tools can hinder the translation process and result in delays or errors.
5. **Accuracy in Translation:** Maintaining accuracy in translation is paramount, particularly in radio broadcasts where listeners rely solely on auditory cues. Translators must strive to convey the intended meaning of the original content accurately while adapting it to the target language and cultural context.
6. **Cultural Sensitivity:** Radio broadcasts often cater to diverse audiences with varying cultural backgrounds and sensitivities. Translators must navigate cultural nuances and idiomatic expressions carefully to ensure that translated content resonates with the target audience without causing offense or misunderstanding.

7. **Voice Talent Selection:** Choosing suitable voice actors for translated content is crucial for maintaining authenticity and engagement. Translators must consider factors such as accent, tone, and style to ensure that voice talent effectively conveys the intended message and character portrayal.

In conclusion, we can say that radio translation in India is more than just transferring words. It's a tapestry woven with cultural understanding, artistic adaptation, and a deep appreciation for the power of sound. By navigating these intricate challenges, and collaborating closely with audio engineers, directors, and other stakeholders, translators can ensure that stories, messages, and emotions resonate across diverse audiences, enriching the vibrant soundscape of Indian radio.

4.5 WEAVING WORDS INTO SOUND: TRANSLATING MANTO'S *TOBA TEK SINGH* FOR RADIO

Toba Tek Singh, a district in the Punjab province of Pakistan, may seem like a distant place on the map, but its story resonates far beyond its geographical boundaries. Saadat Hasan Manto, the renowned Urdu writer born in Ludhiana and later settling in Lahore after Partition, penned the iconic story *Toba Tek Singh* in 1955. Manto's sharp satire continues to hold relevance even in contemporary times, captivating audiences across languages and mediums. Whether through translations in Hindi, English, or regional languages, stage adaptations at prestigious events like Bharat Rang Mahotsav, or even radio broadcasts on shows like 'Ek Purani Kahani with RJ Sayema' on Radio Mirchi, Manto's work continues to captivate and inspire audiences worldwide.

Ek Purani Kahani breathes new life into the tragedy of partition with Saadat Hassan Manto's timeless tale, *Toba Tek Singh*. This poignant narrative follows the journey of Bishan Singh, a madman on a quest for utopia amidst the chaos of partition. Through Manto's evocative storytelling, the pain, longing, and surrealism of this tumultuous period are vividly brought to light, offering audiences a deeper understanding of the human experience in the face of historical upheaval. Before we analyse the radio rendering of the story, first go through the story on this YouTube link <https://www.youtube.com/watch?v=wLfwvQc8R-A>.

Transforming Manto's *Toba Tek Singh* for Radio involves several challenges, such as –

- **Balancing Fidelity and Engagement:** Striking a balance between staying true to the essence of Manto's story and using

modern elements to engage listeners is crucial. The adaptation should not overshadow the original message or exploit the tragedy for entertainment purposes.

- **Sensitivity to the Partition's Trauma:** The partition remains a sensitive topic for many. The adaptation should approach the subject with respect and avoid trivializing the suffering of those affected.
- **Reaching Beyond Entertainment:** While capturing listeners' attention is important, the adaptation should also encourage reflection and dialogue about the story's historical context and ongoing relevance.

The 22-minute rendition of Manto's story is a unique adaptation aimed at captivating modern and metropolitan audiences in Hindi. It goes beyond a typical reading, employing multiple layers to create an immersive and impactful experience that deepens the understanding of the partition's tragedy and futility. It skilfully utilizes three key elements to achieve this:

1. Female Narrator: This breaks away from the traditional image of an exclusively male narrator, allowing for a fresh perspective and potentially resonating with a wider audience, particularly in a modern context. The first 1 minute and 25 seconds of the episode set the stage for the story by immersing listeners in the atmosphere and aftermath of the partition. In this initial segment, the female narrator paints a vivid picture of the historical division of India along religious lines, outlining the mass migration of Hindus and Muslims to their respective newly formed nations. This initial segment serves as a foundation for understanding the characters' motivations, anxieties, and struggles within the narrative of Toba Tek Singh.

2. Dramatic Dialogues: By having characters actively play out dialogues, the story transforms from mere narration to a dramatic representation. Listeners are no longer passive observers but become invested participants, directly experiencing the characters' emotions and turmoil. Mark the raw desperation in Toba Tek Singh's voice as he pleads to return home, amplifying the tragedy of his yearning for a lost land.

3. Background Voices and Sound Design: Integrating background voices and evocative sounds further immerses the audience in the setting. This includes sounds of lorries pulling away, bustling crowds, or even screams and chaos, creating a soundscape that mirrors the turmoil of the partition. These elements add context, enhance emotional impact, and allow listeners to paint a vivid picture of the events in their minds.

Let's now list out the strengths of this radio adaptation.

Strengths of Radio Adaptation:

- **Audio Storytelling:** Radio excels at using sound to create atmosphere and evoke emotions. The use of background music, dramatic voices, narration, and sound effects can effectively convey the story's tragic elements and Bishan Singh's emotional journey.
- **Accessibility:** Radio broadcasts reach a wide audience and can introduce Manto's work to those who may not be familiar with it.
- **Modern Interpretations:** Adapting the story for modern listeners allows for exploring its themes and complexities in a way that resonates with contemporary audiences.

Combined, these elements create a powerful audio experience that goes beyond merely conveying the story. It allows listeners to feel the desperation, helplessness, and loss that accompany the partition narrative. The focus on a modern audience also incorporates contemporary references or interpretations, ensuring the story remains relevant and impactful for listeners today.

❖ CHECK YOUR PROGRESS 1

1.

Listen to an excerpt from India's first Prime Minister Jawaharlal Nehru's Tryst of Destiny speech, August 15, 1947 at the provided Soundcloud Link, from 0.00 to 2.00 <https://soundcloud.com/university-of-cambridge/tryst-with-destiny>, and then read the English transcript provided below, and translate the text into Hindi:

Long years ago we made a tryst with destiny, and now the time comes when we shall redeem our pledge, not wholly or in full measure, but very substantially. At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom. A moment comes, which comes but rarely in history, when we step out from the old to the new, when an age ends, and when the soul of a nation, long suppressed, finds utterance. It is fitting that at this solemn moment we take the pledge of dedication to the service of India and her people and to the still larger cause of humanity.

At the dawn of history India started on her unending quest, and trackless centuries are filled with her striving and the grandeur of her success and her failures. Through good and ill fortune alike she has never lost sight of that quest or forgotten the ideals which gave her strength. We end today a period of ill fortune and India discovers herself again. The achievement we celebrate today is but a step, an

opening of opportunity, to the greater triumphs and achievements that await us. Are we brave enough and wise enough to grasp this opportunity and accept the challenge of the future?

2. Listen to the segment from the 100th episode of Mann Ki Baat available at the provided YouTube link, starting from 11:39 and ending at 12:50 <https://www.youtube.com/watch?v=SFDwVof69Dg&t=1s>. After listening to the segment, read the Hindi transcript provided below, and translate the text into English:

साथियों, मुझे इस बात का बहुत संतोष है कि 'मन की बात' में हमने देश की नारी शक्ति की सैकड़ों प्रेरणादायी गाथाओं का जिक्र किया है। चाहे हमारी सेना हो या फिर खेल जगत हो, मैंने जब भी महिलाओं की उपलब्धियों पर बात की है, उसकी खूब प्रशंसा हुई है। जैसे हमने छत्तीसगढ़ के देउर गाँव की महिलाओं की चर्चा की थी। ये महिलाएं स्वयं सहायता समूहों के जरिए गाँव के चौराहों, सड़कों और मंदिरों के सफाई के लिए अभियान चलाती हैं। ऐसे ही, तमिलनाडु की वो आदिवासी महिलाएं, जिन्होंने हज़ारों Eco-Friendly Terracotta Cups (टेराकोटा कप) निर्यात किए, उनसे भी देश ने खूब प्रेरणा ली। तमिलनाडु में ही 20 हजार महिलाओं ने साथ आकर वेल्लोर में नाग नदी को पुनर्जीवित किया था। ऐसे कितने ही अभियानों को हमारी नारी-शक्ति ने नेतृत्व दिया है और 'मन की बात' उनके प्रयासों को सामने लाने का मंच बना है।

4.6 LET US SUM UP

In this unit, we have explored the vibrant world of radio in India - its powerful reach across diverse languages, and how it uses sound to paint stories and connect communities. Next, we delved into the fascinating world of audio translation, exploring its many forms and the challenges. We have also examined the challenges encountered in translating content for radio broadcasts. Through the case study involving the adaptation of a narrative for radio broadcasting, we have also learned how the audio rendering makes sense to the modern listener using immersive experiences through the use of sound effects, background music, and skilled voice acting. Leveraging the knowledge gained from this unit, we will embark on a deeper exploration of audio-visual translation in the next unit.

4.8 KEY WORDS

Dubbing	A translation technique in which the original audio track of a film or program is replaced with a translated version in a different language, synchronizing the lip movements of the actors with the new dialogue.
Subtitling	A translation technique that involves displaying a written text, usually in the form of captions, at the bottom of the screen to convey the dialogue or narration in a different language.
Voice-over	A translation technique where a new audio track in a different language is overlaid onto the original audio, allowing viewers to hear the translated dialogue while still hearing the original background sounds.
Audio Description	A translation technique primarily used for visually impaired audiences, providing verbal descriptions of visual elements such as actions, settings, and facial expressions to enhance understanding and enjoyment of audiovisual content.

As print media diminishes and digital platforms take precedence in communication, Adaptation becomes increasingly vital in Translation and Translation Studies. This textbook, designed for accessibility, covers Translation, Adaptation, and Digital Media comprehensively, regardless of language. Split into nine chapters, it presents a diverse selection of texts from Brazilian culture, offering a unique perspective on translation. Each chapter includes informative sections, case studies, and student activities to aid learning. Emphasizing Adaptation's central role, especially in popular book market, theater, cinema, radio, and new media translations, Chapter 7 explores radio adaptations, spotlighting Orson Welles' famous adaptation of H.G. Wells' *The War of the Worlds*. It also delves into audio adaptations on the internet, including podcast examples, showcasing the evolving landscape of translation and adaptation in the digital era.

Answers

Check Your Progress

1. बहुत साल पहले हमने नियति से एक वादा किया था और अब उस वादे का पूरी तरह तो नहीं लेकिन काफी हद तक पूरा करने का वक्त आ गया है. आज जैसे ही घड़ी की सुईयां मध्यरात्रि की घोषणा करेंगी, जब सारी दुनिया सो रही होगी, भारत जीवन और आजादी की करवट के साथ उठेगा. यह एक ऐसा क्षण है, जो इतिहास में यदा-कदा आता है, जब हम पुराने से नए में कदम रखते हैं, जब एक युग का अंत होता है, और जब एक राष्ट्र की लंबे समय से दमित आत्मा नई आवाज पाती है. यकीकन इस विशिष्ट क्षण में हम भारत और उसके लोगों और उससे भी बढ़कर मानवता के हित के लिए सेवा-अर्पण करने की शपथ लें.

इतिहास की शुरुआत से ही भारत ने अपनी अनंत खोज आरंभ की. अनगिनत सदियां उसके उदयम, अपार सफलताओं और असफलताओं से भरी हैं. अपने सौभाग्य और दुर्भाग्य के दिनों में उसने इस खोज की दृष्टि को आंखों से ओझल नहीं होने दिया और न ही उन आदर्शों को ही भुलाया, जिनसे उसे शक्ति प्राप्त हुई. हम आज दुर्भाग्य की एक अवधि पूरी करते हैं. आज भारत ने अपने आप को फिर पहचाना है. आज हम जिस उपलब्धि का जश्न मना रहे हैं, वह हमारी राह देख रही महान विजयों और उपलब्धियों की दिशा में महज एक कदम है. इस अवसर को ग्रहण करने और भविष्य की चुनौती स्वीकार करने के लिए क्या हमारे अंदर पर्याप्त साहस और अनिवार्य योग्यता है?

2. It's a matter of fulfilment for me that in 'Mann Ki Baat' we have mentioned hundreds of inspiring stories of woman power of the country. Be it our army or the sports world, whenever I have talked about the achievements of women, it has been praised a lot. Like we discussed about the women of Deur village of Chhattisgarh. These women, through self-help groups, run campaigns to clean village 7 squares, roads and temples. Similarly, the country also took a lot of inspiration from the tribal women of Tamil Nadu, who exported thousands of Eco-Friendly Terracotta Cups. In Tamil Nadu itself, 20 thousand women came together to revive the Nag river in Vellore.

Many such campaigns have been led by our woman power and 'Mann Ki Baat' has served as a platform to bring their efforts to the fore.

4.9 SUGGESTED READING

Milton, John, and Silvia Cobelo, eds. *Translation, Adaptation and Digital Media*. Taylor & Francis, 2022.

:: STRUCTURES ::**5.0 Objectives****5.1 Introduction****5.2 Transcending Linguistic Borders: Audiovisual Translation – Its Meaning, and Techniques****5.3 Beyond Words: The Spectrum of Audiovisual Translation****5.4 The Diverse Toolbox of Audiovisual Translation****5.5 Challenges and Strategies in Audiovisual Translation****5.6 A Tale of Two Trailers: Exploring *Frozen* (2013) Through Different Lenses****❖ Check Your Progress****5.7 Let's Sum Up****5.8 Key Words****5.9 Suggested Reading****❖ Answers**

5.0 OBJECTIVES

In this Unit, we shall

- Explore the significance of TV and cinema in India's diverse linguistic landscape
- Comprehend the various forms and challenges of audiovisual translation (AVT).
- Analyse a case study involving the adaptation of a narrative for audiovisual broadcasting
- Practice translating excerpts from audiovisual content between Hindi and English.

On completion of this Unit, you should be able to

- Understand the significance of TV and cinema in India's diverse linguistic landscape.
- Grasp the various forms and challenges of audiovisual translation (AVT).
- Analyse and adapt narratives for audiovisual broadcasting.

- Translate video content with accuracy and cultural sensitivity.

5.1 INTRODUCTION

In the early 1950s, a flicker of light and sound entered Indian homes with the arrival of television. This rectangular box, initially a luxury reserved for the privileged few, gradually transformed into a national phenomenon, weaving a powerful narrative into the diverse linguistic fabric of the nation. From the silent era of cinema to the mobile phone screens displaying on-demand content today, the journey of audiovisual storytelling in India has been a captivating blend of cultural expression, social evolution, and linguistic adaptation.

Television: A Window to the World

The first Doordarshan transmission in 1959 was a glimpse into a future brimming with possibilities. Initially broadcasting in Hindi and English, it gradually embraced regional languages like Marathi, Tamil, and Bengali, catering to the diverse cultural identities of India. Programs like *Ramayana* and *Mahabharata* transcended linguistic barriers, uniting the nation through shared mythology and epic storytelling. Regional shows like *Hum Log* and *Udaan* offered relatable narratives, fostering a sense of community and local pride. Milestones like the Asian Games telecast in 1982 and the introduction of satellite television in the 1990s further widened the scope of content and languages. Regional channels like Sun TV and ETV flourished, catering to specific linguistic and cultural preferences. The privatization of Doordarshan and the rise of private channels like Zee TV and Sony Entertainment Television further diversified the landscape, offering a plethora of entertainment options in various languages.

Cinema: A Canvas of Dreams and Identities

The Indian film industry, with its roots in the silent era of *Raja Harishchandra* (1913), has been a vibrant tapestry of cultural expression. Talkies like *Alam Ara* (1931) introduced singing and dialogue, further captivating audiences. Black and white classics like *Mother India* (1957) and *Awara* (1951) explored social themes and resonated across linguistic boundaries.

The arrival of colour in the 1960s added a new dimension to storytelling. Films like *Mughal-e-Azam* (1960) and *Sholay* (1975) became visual spectacles, showcasing India's rich heritage and diverse costumes. Regional cinema flourished, with films like *Nagarjuna* (Telugu, 1954) and *Nayakan* (Tamil, 1987) winning national and international acclaim.

Heroes like Amitabh Bachchan and Rajinikanth became cultural icons, transcending language barriers with their powerful performances and charismatic personalities. The advent of cable television brought cinema into living rooms, making it a ubiquitous part of Indian culture. Holidays were synonymous with "cinema specials" on TV, further strengthening the bond between cinema and language.

The Evolving Landscape: From Multiplexes to Mobile Screens

The rise of multiplexes in the early 2000s marked a shift in the movie-going experience, offering a more premium and comfortable environment. This, coupled with the globalization of Indian cinema, led to films like *Lagaan* (2001) and *Dangal* (2016) achieving international recognition.

However, the most significant transformation came with the advent of Over-the-top (OTT) platforms. These digital platforms offered on-demand content, breaking geographical and linguistic barriers. Regional language films like *Sairat* (Marathi, 2016) and *The Family Man* (Hindi, 2019) gained pan-Indian viewership, showcasing the diverse storytelling talent across the country.

Today, with smartphones becoming the primary screen for many, audiovisual content consumption has reached unprecedented levels. Mobile apps offer movies, shows, and documentaries in multiple languages, catering to individual preferences and regional dialects. This democratization of content creation and distribution has opened new avenues for regional filmmakers and storytellers to reach wider audiences. Platforms like Netflix, Amazon Prime Video, and Disney+ Hotstar are actively acquiring and producing regional shows, recognizing their immense potential.

The digital age has ushered in a surge of multimodal texts, weaving together various elements beyond traditional written language. These texts can include images, sounds, videos, interactive elements, and even spatial arrangements to convey meaning. This explosion of multimedia content, along with advancements in digital tools, has fundamentally reshaped the world of translation. As a result, the very practice of translation is undergoing a transformation, and theoretical frameworks are being reassessed to encompass these new realities.

This surge in demand necessitates skilled audiovisual translators (AVT)/AVT professionals who can seamlessly translate content across languages, preserving cultural nuances and local humour. The role of AVT is no longer limited to mere literal translation. Today's AVT professionals wear multiple hats, acting as cultural consultants, script adaptors, and even content creators themselves. They must possess deep linguistic proficiency, understand regional dialects and expressions, and adapt humour, references, and social norms to resonate with target audiences.

This unit promises an exciting journey into the realm of audiovisual translation (AVT) within India's vibrant linguistic landscape. Building upon the foundation laid in our previous unit on radio translation, we will delve deeper into the world of moving images and sound. We'll begin by examining the immense significance and influence of television and cinema within India's diverse linguistic tapestry, and understand how do these mediums cater to different languages and cultures, and what role do they play in shaping national identity and

regional expressions. Next, we shall take up various forms and complexities involved in audiovisual translation. In this segment, we shall explore Subtitling, dubbing, voice-over narration, audio description, and also learn how does AVT differ from traditional translation, considering the interplay of visual and auditory elements. Further, we'll analyse a captivating case study involving the adaptation of a narrative for audiovisual broadcasting, and get to know how the story, language, and cultural context is adapted for diverse audience, and what challenges arise in this process, and how to overcome them. Finally, we'll put our understanding into practice by comparing and translating excerpts from video content between Hindi and English. This hands-on experience will allow you to hone your skills and appreciate the complexities of AVT firsthand.

5.2 TRANSCENDING LINGUISTIC BORDERS: AUDIOVISUAL TRANSLATION – ITS MEANING, AND TECHNIQUES

Historically, translation studies primarily focused on literary texts and their translation. Therefore, it's unsurprising that early discussions on audiovisual translation (AVT) centred around the challenges it presented compared to traditional methods. These challenges stemmed from the presence of non-verbal elements and technical limitations. For example, synchronizing text with visuals in films or fitting subtitles within a character limit while ensuring proper reading speed posed significant hurdles.

Early works by some translation studies scholars even coined the term "constrained translation" to specifically address the limitations inherent in AVT. Building upon the idea of literary translation as the gold standard, some early approaches were prescriptive and language-focused. This perspective often led to the conclusion that AVT was closer to "adaptation" than true translation.

Dirk Delabastita's influential article "Translation and mass-communication: Film and TV translation as evidence of cultural dynamics" (1989) marked a significant shift in understanding AVT as a form of translation. Delabastita's descriptive approach focused on identifying the unique characteristics of film as a source text, highlighting its multi-channel and multi-code communication. These codes encompassed verbal aspects, literary and theatrical elements, proxemic and kinetic cues, and cinematic features.

The rise of audiovisual translation (AVT) played a crucial role in shifting how we view texts. By highlighting the importance of visual and sound elements in conveying meaning, AVT challenged the traditional focus on written text as the sole source for translation. This led to a broader understanding of "text" itself, encompassing not just written words but also these **multimodal** elements that combine different forms of communication.

This shift in perspective wasn't immediate. But soon after Delabastita's work, scholars like Zabalbeascoa called for expanding

translation studies beyond written texts. Gottlieb even proposed terms like "polysemiotic text" to acknowledge texts with multiple communication channels. Ultimately, AVT's impact was evident in the broader field of translation studies, with terms like "multimedia" entering the discussion to encompass texts that go beyond just words. In the early 2000s, various terms emerged to describe the field of audiovisual translation, including film translation, screen translation, and multimedia translation. However, these terms were found to be too restrictive as audiovisual texts expanded beyond traditional mediums like television to include digital platforms and diverse genres like video clips, commercials, and documentaries. Eventually, the term "audiovisual translation" gained prominence, reflecting the multi-semiotic nature of audiovisual texts, where verbal, visual, and aural elements converge to convey meaning. This umbrella term encompasses various translation modes such as subtitling, dubbing, voice-over, surtitling, subtitling for the deaf and hard of hearing (SDH), and audio description (AD), with new genres and practices continually challenging the boundaries of AVT.

5.3 BEYOND WORDS: THE SPECTRUM OF AVT

AVT is more than just translating written text for the screen. It encompasses a range of techniques to adapt audio-visual content like movies, documentaries, and animation for new audiences. This intricate process demands not only linguistic expertise but also a deep understanding of cultural context, humour, and emotional nuances embedded within the visuals and script.

5.4 THE DIVERSE TOOLBOX OF AUDIOVISUAL TRANSLATION

Audiovisual translation (AVT) bridges the gap between languages, allowing audiences worldwide to experience the richness of films, documentaries, and other media content. In this section, we shall understand the diverse toolbox of AVT, and explore key techniques like subtitling, dubbing, voice-over narration, and cultural adaptation. By understanding these methods, we can appreciate the intricate process of transforming audiovisual content across linguistic and cultural borders.

1. Subtitling:

Subtitling can be achieved through two main methods:

- I. **Intralingual Subtitling:** This method involves creating subtitles in the same language as the spoken audio. It's primarily used for two purposes:
 - **Hearing accessibility:** Subtitles benefit viewers who are deaf or hard of hearing by providing a text representation of the dialogue.
 - **Language learning:** Learners of a language can use subtitles to follow along with the spoken audio,

improving their comprehension and vocabulary acquisition.

- II. **Interlingual Subtitling:** This is the most common form of subtitling, where the subtitles are translated into a different language from the spoken audio. This allows viewers who don't understand the original language to access and enjoy the film or video content.

2. Dubbing: Dubbing is a prominent audiovisual translation technique wherein the original dialogue of a film or TV show is replaced with translated dialogue in a different language. This process involves synchronizing the translated dialogue with the lip movements of the actors on screen to create a seamless viewing experience for the audience. Dubbing plays a crucial role in making content accessible to a global audience by overcoming language barriers.

An excellent example of dubbing in audiovisual translation is seen in *Ramayana: The Legend of Prince Rama*, a 1992 anime film co-produced by Japan and India, directed by Yugo Sako. In this film, the dialogues were dubbed into Hindi and English to cater to Indian and international audiences, respectively. Arun Govil provided the Hindi dubbing for the character of Ram, while Amrish Puri dubbed for Ravana. In the English version, Nikhil Kapoor voiced Rama, and Uday Mathan portrayed Ravana. These skilled voice actors ensured that the essence of the characters and the narrative remained intact while making the film accessible to audiences across different linguistic backgrounds.

3. Voice-over Narration: Voice-over narration is a crucial audiovisual translation technique utilized to convey dialogue or commentary in a different language while preserving the original audio. In voice-over narration, a narrator speaks over the original audio, providing a translated version of the dialogue or offering additional information to the audience. This technique is commonly used in documentaries, educational videos, and foreign films to make content accessible to viewers who speak different languages.

An exemplary use of voice-over narration can be seen in the 1992 anime film *Ramayana: The Legend of Prince Rama*. In the Hindi version of the film, renowned actor Shatrughan Sinha lent his voice for the narrator, providing commentary and context throughout the film. His rich and captivating voice added depth to the storytelling, enhancing the audience's understanding of the narrative.

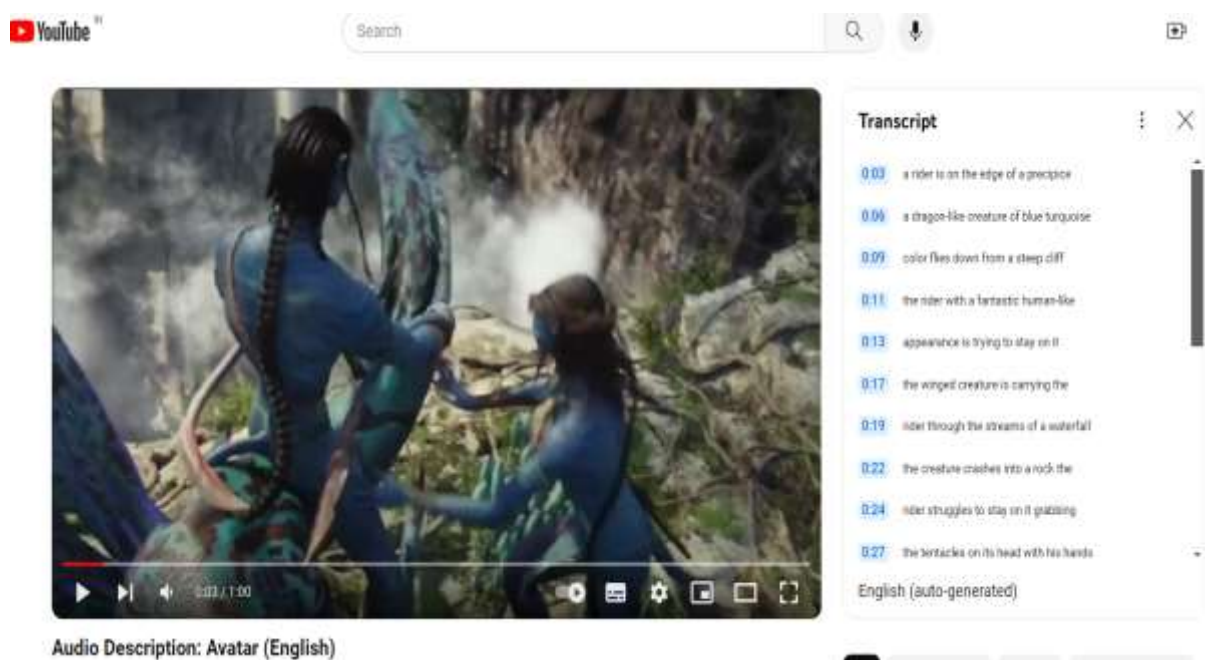
For the English version of the film, particularly for the United States audience, the legendary actor James Earl Jones provided the voice-over narration. Jones's commanding voice and authoritative delivery effectively conveyed the essence of the story to English-speaking viewers, maintaining the film's integrity while ensuring accessibility for a broader audience.

In both cases, voice-over narration served as a vital tool in audiovisual translation, bridging language barriers and enhancing the audience's engagement with the film's narrative. Through skilled narration,

viewers were able to immerse themselves in the story of "Ramayana: The Legend of Prince Rama" regardless of their native language.

4. Audio Description: Audio description (AD) is a crucial audiovisual translation technique aimed at making visual content accessible to individuals with visual impairments or blindness. In AD, a narrator describes the visual elements of a scene during pauses in dialogue or significant sound cues, providing essential information about characters, actions, settings, and other relevant details. This narration enables visually impaired viewers to form a mental image of the on-screen action and fully engage with the content.

One notable example of a film utilizing audio description is *Avatar* (2009). Click on the YouTube link [Audio Description: Avatar \(English\)](#), offering a succinct depiction of a gripping scene: a rider perched on the edge of a cliff mounts a dragon-like creature. The creature, adorned in blue turquoise, navigates through mist and clouds while the rider, with blue skin and a long black braid, maintains control. Despite challenges like colliding with rocks, the rider remains steady, connected to the creature's tentacles, and commands it effortlessly.



Hearing the Spectacle: An Audio Description Clip from the movie Avatar (2009)

5. Cultural Adaptation: Cultural adaptation is a vital audiovisual translation technique that involves modifying the content of a source text to better align with the cultural context of the target audience. In audiovisual translation, this technique ensures that dialogue, jokes, references, and cultural nuances are appropriately tailored to resonate with the viewers of a different linguistic and cultural background. An excellent example of cultural adaptation can be seen in the translation of dialogue from English to Hindi in *Dumb and Dumber To*, a 2014 American comedy film:

English dialogue: Come on, give me a movie quote. What did they say in Jerry Maguire? “You had at hello”. Um, Titanic? “I am the king of the world”.

Hindi dialogue: *Sholay film main Veero ne Basanti ko kya kaha tha? “Inn kutton k samnay mat nachna”. Or Gabbar ne? “Yeh hath mujhay deday Thaakur?”.*

In the original English dialogue, references to iconic Hollywood movie lines are used to evoke familiarity and humour. However, in the Hindi translation, these references are replaced with lines from classic Bollywood film *Sholay*, making the dialogue more relatable and engaging for the Hindi-speaking audience. This adaptation showcases the translator's skill in creatively reshaping the dialogue to preserve its essence while ensuring cultural relevance and accessibility for the target audience. By employing cultural adaptation, audiovisual translators bridge linguistic and cultural gaps, enhancing the audience's understanding and enjoyment of the content.

5.5 CHALLENGES AND STRATEGIES IN AUDIOVISUAL TRANSLATION

In this section, we will delve into the challenges inherent in audiovisual translation (AVT) and explore methods to strike a balance between accuracy, cultural understanding, and accessibility for all viewers. Effective AVT extends beyond mere translation; it involves catering to the diverse needs of the audience to guarantee that everyone can fully appreciate the audiovisual content provided.

1. Time and Space Constraints: Audiovisual translation faces significant technical constraints, notably time and space limitations. Viewers must simultaneously watch scenes and read subtitles, making it crucial for subtitles to appear and disappear within the scene's duration to prevent comprehension issues. Subtitles are restricted to two lines and must remain on-screen for at least one second but no longer than seven seconds, except for song translations. These rules ensure effective subtitling while navigating the challenges posed by time and space constraints. Dubbing requires fitting translated dialogue within the original actor's lip movements, adding another layer of challenge.

2. Cultural Nuances: Translating films for/from foreign cultures presents numerous challenges, including dealing with Culture Specific Items (CSIs), forms of greetings, rhetorical devices, language variety, culture-specific concepts, language-specific characteristics, and humor.

- **Culture-Specific Items (CSIs):** Words like "dhoti" (a garment) or "pakoda" (a snack) can be a stumbling block. The translator can leverage visual clues on screen (intersemiotic redundancy) or opt for generic terms ("lunch") to convey meaning without overloading viewers with foreign elements. However, situations might arise where visuals aren't helpful. Here, replacing a list of dishes with a general term like "dinner" might be necessary.

- **Forms of Greeting:** A literal translation of greetings like "Jai Ram ji ki" (respectful salutation) might not capture the social context. Subtitlers often employ cultural equivalents ("Hello" or "Good morning") to ensure viewers understand the situational meaning. This approach, guided by the "functionality principle," prioritizes conveying the intended message over a word-for-word translation.
- **Rhetorical Devices (Proverbs):** Proverbs pose a unique challenge due to their cultural specificity. Directly translating proverbs like "sher aur bakri ek ghat par pani nahi pi sakte" (lion and goat can't drink from the same well) might not resonate with the target audience. Here, the focus should be on "functional equivalence," where the wisdom behind the proverb is recreated in the target language. For instance, using "the lion and the lamb" might be more effective, as it carries a similar message and leverages a familiar reference from Aesop's fables.
- **Language Variety (Dialects):** Dialects act as social and geographical markers, revealing details about a character's background. While directly translating dialects can be challenging, capturing this nuance is crucial. The translator might choose to identify these markers and then decide on a suitable strategy. In some cases, using a neutral register in the target language (standard English instead of a specific dialect) might be the best solution. This maintains clarity while acknowledging the presence of a dialect in the source language.
- **Humour:** Perhaps the most formidable obstacle in subtitling is translating humour effectively. Humour often relies on language play, cultural references, and mixed registers. For instance, a joke in a movie uses aspirated sounds specific to Gujarati. Here, a direct translation is impossible. The translator might opt for a neutral explanation or attempt to recreate the humour using a different technique in the target language. Similarly, puns or wordplay based on similar-sounding words pose a challenge. The key lies in finding creative solutions, like using synonyms or alternative wordplay that maintains the humour's essence.

3. Accessibility: The challenge of accessibility in audiovisual translation (AVT) encompasses ensuring that audiovisual content is comprehensible and enjoyable for individuals with various sensory, cognitive, and linguistic needs. This includes making content accessible to individuals who are deaf or hard of hearing, blind or visually impaired, as well as those who may have cognitive or language-related disabilities. AVT aims to remove barriers to understanding and enjoyment, making audiovisual content inclusive for all audiences.

One aspect of accessibility in AVT is subtitling for the deaf and hard of hearing (SDH) and audio description (AD) for the blind or visually impaired. SDH involves displaying subtitles that not only transcribe dialogue but also provide additional information about sound effects, music, and other relevant audio elements to enhance comprehension. AD involves providing a verbal description of visual elements, such as characters, actions, settings, and on-screen text, during pauses in

dialogue to aid individuals who are blind or visually impaired in forming a mental image of what is happening on screen.

Another aspect of accessibility in AVT is dubbing, which involves replacing the original language soundtrack with a translated version. Dubbing ensures that individuals who may have difficulty reading subtitles, such as those with visual impairments or cognitive disabilities, can still access and enjoy audiovisual content in their preferred language. However, dubbing presents its own set of challenges, particularly in preserving the original intent, tone, and cultural nuances of the dialogue while synchronizing lip movements with the translated audio.

The example of dubbing characters and magical incantations from the *Harry Potter* series into Hindi underscores the intricate nature of audiovisual translation. Expert dubbing professionals are tasked not only with accurately translating dialogue but also with adapting it to match the lip movements of characters and preserve the essence of the original characterizations. For instance, the character "Moaning Myrtle" is rendered as "Mayoos Meena" in Hindi, retaining the character's essence while making it accessible to Hindi-speaking audiences. Similarly, the incantation "Expecto Patronum" is translated as "Pitradev Sanrakshnam," ensuring that the mystical and evocative quality of the original is maintained while making it culturally relevant for Hindi viewers, with "Pitradev" referring to a protective deity and "Sanrakshnam" meaning protection.

Here are some ways to address accessibility challenges in AVT:

- Collaboration between translators, dubbing artists, and accessibility specialists.
- Creating subtitles with clear formatting, appropriate reading speed, and proper synchronization.
- Providing audio descriptions that are informative, concise, and well-timed.
- Offering sign language interpretation for live and pre-recorded content.
- Developing dubbing techniques that prioritize clarity and cultural adaptation, while still maintaining lip-sync to a reasonable degree.

5.6 A TALE OF TWO TRAILERS: EXPLORING FROZEN (2013) THROUGH DIFFERENT LENSES

Frozen, a 2013 American animated musical fantasy film, produced by Walt Disney captivated audiences worldwide with its heartwarming story of sisterhood, stunning animation, and unforgettable songs. But how does the experience differ for viewers who rely on audiovisual translation (AVT) techniques like audio description (AD)? Let's embark on a comparative analysis of two *Frozen* trailers. As we explore the trailers, we'll pay close attention to how audiovisual translation techniques are employed to convey the essence of the movie to different audiences.

Before we begin, click on the provided YouTube link to watch Trailer 1 of *Frozen*, which does not include Audio Description. Following that, watch Trailer 2 of *Frozen*, this time with Audio Description.

1. [Trailer 1 \(Without Audio Description\)](#)
2. [Trailer 2 \(With Audio Description\)](#)

Once you've watched both trailers, let's begin the discussion. The *Frozen* trailer without audio description provides a visual narrative of the opening scene with a focus on character actions and minimal dialogue. Here's a breakdown of the key elements in terms of audiovisual translation:

Scene Description:

- The scene begins with the carrot-nosed snowman walking on the ice, encountering a purple flower, and saying hello, followed by sniffing it.
- A sudden allergic reaction causes the snowman to sneeze uncontrollably, resulting in his carrot nose flying off and landing on the ice.
- The introduction of the reindeer adds excitement as it rushes towards the dropped carrot nose, panting eagerly.
- However, the snowman realizes the reindeer's inability to walk on the slippery ice surface, leading to comical attempts by both characters to retrieve the carrot nose.
- The sequence is accompanied by background music that enhances the emotions of surprise, anxiety, and playfulness depicted in the scene.
- The trailer relies on visual cues and sound effects, such as panting, sneezing, and the shooting off of the snowman's head, to convey the storyline and character interactions effectively.

Comparison with Audio Description:

- The trailer without audio description primarily relies on visual storytelling, with minimal dialogue and background music driving the narrative.
- While visually engaging, the lack of descriptive narration may pose challenges for visually impaired viewers in fully understanding the scene's details and character actions.
- In contrast, the trailer with audio description provides a more comprehensive and accessible experience by offering detailed descriptions of character movements, interactions, and sound effects.
- The audio description bridges the gap between sighted and visually impaired audiences, ensuring that everyone can fully appreciate the humour, charm, and whimsy of the scene depicted in the trailer.

These two trailers offer contrasting experiences. The AD trailer caters specifically to visually impaired viewers, providing a detailed description of the visuals and sound effects. The trailer without AD leans on dialogue and visuals to create an engaging and emotionally charged experience. Ultimately, both trailers effectively capture the essence of *Frozen* and prepare viewers for a captivating journey.

❖ CHECK YOUR PROGRESS

1. Disney's classic, *The Lion King* (1994), has captivated audiences for generations. But how does the experience differ for viewers who rely on audiovisual translation (AVT) techniques like audio description (AD)? You have been given two clips from the *Lion King* (1994):

- [Clip 1: Without Audio Description \(AD\)](#) [Consider specific timestamp from 1:36 to 3:50]
- [Clip 2: With Audio Description \(AD\)](#)

Compare these clips in terms of audiovisual translation! Here are some key elements to consider:

- **Visual Storytelling:** How effectively does each clip tell the story without relying on dialogue?
- **Emotional Cues:** Can you identify ways the animation and music convey emotions in each clip (e.g., joy, respect, fear)?
- **Missing Information:** What details might be missing from the clip without AD?
- **Impact of Audio Description:** How does the AD in Clip 2 enhance the experience for viewers who are blind or visually impaired?
- **Target Audience:** Who do you think each clip is designed for?

2. *Lagaan: Once Upon a Time in India* is a renowned 2001 Indian Hindi-language movie set in a fictional village of Champaran during the British rule. Click on the link to access [Lagaan](#) and focus intently on each dialogue exchange from timestamp 6:25 to 7:30. Take note of the original Hindi dialogue provided here. Your task is to craft English subtitles for the same dialogue, ensuring precision in conveying meaning while retaining cultural nuances and effectively adapting dialects for a broader international audience.

Hindi Text:

हरीभाई: आज फिर टकटकी बांधे का देख रही है, माई ?

यशोदामाई: यही की कब पड़ेंगे अकास पे बादलों के धब्बे। आँखे तरस गईं! बरखा एक मास निकल गई.... एक बूँद न पड़ी धरती पे!

वो तो किरपा है सिद्धेश्वर की... गाँव में पीने का पानी है - नई तो कलेजा सूख जाता । सब उसकी माया!

हरीभाई: हाँ माई... पर खेत तो प्यासे है. दाना कैसे फूटेगा ?

यशोदामाई: धीरज रखो हरीभाई , अकास से ना मिला तो धरती का मन टटोलेंगे। माटी फाड़के पानी निकालेंगे। यही मैंने भुवन से कही!

हरीभाई: कहाँ है वो?

यशोदामाई: सुबे से कहीं गया है। खाने का बखत हो गया है, दिखाई देवे तो भेज देना।

(एक आदमी की आवाज)

हरामियों... एक बार हत्थे लग जाओ... तुमरी भी चोंचे तोड़ दूँ। मरे मुचटट्टे मुर्गियो का नकदम कर रहे है।

यशोदामाई ले भई। मुर्गी महाभारत फिर सुरु !

5.7 LET US SUM UP

In this unit, we have begun our exploration of the fascinating world of audiovisual translation (AVT) within India's diverse linguistic landscape. We've seen how TV and cinema hold immense significance, influencing culture, shaping identities, and catering to numerous languages. We've delved into the various forms of AVT, from subtitling to dubbing, understanding the unique challenges they present in this multimedia environment. Next, we have sharpened our skills by analysing a case study, learning how narratives are adapted for different audiences and media. We have also explored the challenges such as time constraints, cultural nuances, and accessibility concerns. Finally, we have put our knowledge into practice by translating video content, honing our skills in accuracy and cultural sensitivity. By the end of this unit, the learners are well-equipped to translate video content with confidence, ensuring both accuracy and respect for cultural nuances.

5.8 KEY WORDS

AVT (Audiovisual Translation) Refers to the translation of audiovisual content, including films, TV shows, documentaries, and multimedia presentations, from one language to another. AVT encompasses various techniques such as subtitling, dubbing, voice-over, audio description, and localization.

Multimodal texts	Multimodal texts are those that combine two or more modes of communication to create meaning. These modes can include:
Linguistic	Written text, spoken language
Visual	Images, photographs, illustrations, charts, graphs
Audio	Music, sound effects, spoken dialogue
Gestural	Body language, facial expressions
Spatial	Layout, organization of elements on a page or screen

By combining these different modes, multimodal texts can create a richer and more engaging experience for the audience. They can also convey information in a way that is more accessible to a wider range of learners.

Here are some examples of multimodal texts:

- **Movies:** Combine visual elements like film, animation, and special effects with audio (soundtracks, dialogue) and written text (captions, titles).
 - **Websites:** Use text, images, video, and interactive elements to present information.
 - **Presentations:** Combine slides with text, images, and spoken language.
 - **Comic books:** Combine illustrations with written text in speech bubbles and captions.
 - **Infographics:** Use a combination of visuals and text to present information in a clear and concise way.
1. **Subtitling:** The process of translating spoken dialogue or text on screen into written text displayed at the bottom of the screen. Subtitles are commonly used in films, TV shows, and videos to make content accessible to viewers who do not speak the original language.
 2. **Dubbing:** The replacement of the original dialogue in a film or video with a translated version in another language, synchronized with the lip movements of the actors. Dubbing is often used in movies, animated films, and TV series for international distribution.
 3. **Voice-over:** A technique in which a translated voice is overlaid onto the original audio track, allowing viewers to hear the translated dialogue while still hearing the original audio in the background. Voice-over is commonly used in documentaries, news reports, and educational videos.
 4. **Audio Description:** The verbal narration of visual elements in a film or video to provide context and information to blind or visually impaired viewers. Audio description describes

actions, settings, and other visual details not conveyed through dialogue or sound effects.

5. **Localization:** The adaptation of audiovisual content to suit the linguistic, cultural, and technical preferences of a specific target audience. Localization involves not only translating dialogue but also adjusting cultural references, graphics, and other elements to make the content relevant and relatable to the target audience.
6. **Captioning:** Similar to subtitling, captioning involves displaying written text on screen to convey spoken dialogue, sound effects, and other audio elements. Captions are typically used in videos, films, and TV shows to make content accessible to viewers who are deaf or hard of hearing.
7. **Transcreation:** The creative adaptation of content to convey the same message or meaning in a different language or cultural context. Transcreation is often used in advertising, marketing, and promotional materials to ensure that the intended impact and emotional appeal are preserved across languages.
8. **Lip-sync:** The synchronization of translated dialogue with the lip movements of actors or characters on screen. Lip-sync is crucial in dubbing and voice-over to create a seamless viewing experience and maintain the illusion of natural speech.

5.9 SUGGESTED READING

1. Pérez-González, Luis. *The Routledge Handbook of Audiovisual Translation*. Taylor & Francis, 2018.

The Routledge Handbook of Audiovisual Translation is a useful guide for understanding how to translate videos and movies. Divided into four parts, each part covering different aspects of audiovisual translation. The first part talks about different ways videos are translated and how this has changed over time. The second part discusses theories that help to understand audiovisual translation better. The third part looks at different ways to study audiovisual translation. And the final part talks about how audiovisual translation fits into society. This handbook is important because it helps all those engaged in the study and research of Audiovisual Translation to understand how to work with videos and movies.

2. Deckert, Mikołaj, and Łukasz Bogucki, eds. *The Palgrave Handbook of Audiovisual Translation and Media Accessibility*. Springer International Publishing, 2020.

The handbook on Audiovisual Translation (AVT) and Media Accessibility (MA) is an extensive and contemporary resource that encompasses the burgeoning field. Curated by a distinguished team of international scholars in translation studies, it offers a comprehensive overview of the discipline's current state, consolidates existing

knowledge, explores future research directions, and addresses methodological and ethical considerations. Tailored for advanced undergraduate and postgraduate students, as well as early-stage and experienced researchers in translation studies, communication studies, media studies, linguistics, cultural studies, and foreign language education, this handbook serves as an invaluable tool. It not only provides insight into AVT and MA but also offers a platform for interdisciplinary collaboration and scholarly advancement. With its breadth of coverage and authoritative contributions, this handbook stands as an indispensable resource for those navigating the complexities of audiovisual translation and media accessibility.

❖ Answers

Check Your Progress 1

1. Both trailers for the *Lion King* (1994) showcase the presentation of Simba, the future king, but they achieve this through different audiovisual translation (AVT) techniques:

Trailer 1 (Without Audio Description):

- Strengths:
 - Universal Visual Storytelling: The animation clearly portrays the scene: a gathering of animals, the presentation of a newborn cub, and the celebration of the future king.
 - Emotional Cues Through Animation: The animals' movements and expressions convey emotions like joy, respect, and even Simba's initial fear.
 - Power of Music: The iconic "Circle of Life" song sets the tone, evoking a sense of grandeur and the interconnectedness of life.
 - Animal Sounds: Trumpeting elephants, pawing zebras, and monkey calls add a layer of realism and immersion.
- Weaknesses:
 - Missing Context: Without dialogue or narration, viewers might miss specific details like character names or the significance of Rafiki's presentation rituals.
 - Cultural References: The trailer assumes some understanding of animal symbolism and the concept of a monarchy.

Trailer 2 (With Audio Description):

- Strengths:
 - Accessibility: The audio description provides crucial information for viewers who are blind or visually impaired, allowing them to understand the scene and the characters (e.g., describing Rafiki as "an elderly baboon with white hair").
 - Enhanced Detail: The description adds depth by explaining actions and rituals (e.g., "Rafiki dips his

thumb in the juice and draws a line on Simba's forehead").

- Weaknesses:
 - Disruption of Flow: The narration might interrupt the natural flow of the trailer and the impact of the visuals.
 - Redundancy: Describing some obvious elements (e.g., "hundreds of animals") might be unnecessary.

Comparison:

- Focus: Trailer 1 focuses on the visual spectacle and emotional impact, while Trailer 2 prioritizes accessibility and detailed information.
- Target Audience: Trailer 1 caters to a general audience, while Trailer 2 caters specifically to viewers with visual impairments.
- Effectiveness: Both trailers are effective in conveying the core message (Simba's presentation as future king) but achieve it through different AVT techniques.

2. First of all, let's be clear that there's no single "perfect" solution. The goal is to create subtitles that are accurate, clear, and enhance the viewing experience for non-Hindi speakers. Compare your answer with the professionally made English subtitles from this link: [Lagaan Full Movie | English Subtitles](#).

Text of English subtitles:

Haribhai: You're standing there again, Mai. What are you gazing at?

Yashodamai: When will the sky darken with clouds! How I long to see it... A month of the rainy season is gone by. Not a drop of rain yet! I'm coming...

By God's grace, we have drinking water at least. Or we'd be parched to the bone. Such are his ways...!

Haribhai: But the fields are thirsty. How'll the grain ripen!

Yashodamai: If the sky doesn't give water, we'll dig deep into the ground. We'll tear up the earth and get water. It's what I told
Bhuvan.

Haribhai: Where is he?

Yashodamai: He went out in the morning. It's time to eat. Send him if you see him.

Haribhai: Yes mai.

(A man's yelling voice)

Stop! You little pests! Stop! I'll wring your necks!!

Yashodamai: Oh, no! The Great Chicken War again!

Note these Changes and Adaptations:

- Local Dialect: Words like "akas" (sky), "bakhat" (time), and "maati" (earth) are translated into standard English equivalents.

- Localization: "Mai" is kept as "Mai" instead of being translated to "mother" to retain the local flavour.
- Cultural Reference: "Murgi Mahabharat" is translated as "Great Chicken War" to make it understandable for an international audience.
- Simplification: "Sidheshwar" is translated simply as "God" for clarity.

These changes reflect the effort to make the dialogue accessible and understandable to a broader audience while preserving the essence of the original scene from *Lagaan*.

:: STRUCTURES ::

- 7.0 Objectives**
- 7.2 Introduction**
- 7.3 Advertisement and its importance**
- 7.4 Mediums of Advertisement**
- 7.5 Features of Advertisement**
- 7.6 Types of Advertisements**
- 7.7 Strategies of Advertisement Translation**
- 7.8 Challenges of Translating Advertisements**
- 7.9 Let's Sum Up**
 - ❖ **Check Your Progress**

7.0 OBJECTIVES

1. Explore the historical evolution of advertising and its significance in shaping consumer behaviour and cultural identity.
2. Understand the multifaceted role of advertisements in influencing consumer behaviour, shaping opinions, and promoting goods and services.
3. Examine the diverse mediums utilized in advertising, from traditional print and audio-visual media to emerging digital platforms, and their impact on consumer engagement.
4. Analyze the linguistic qualities of effective advertisements, including attraction value, readability, memorability, and selling power, and their role in shaping consumer perceptions.
5. Explore different categories of advertisements, including promotional, functional, and commercial, and understand their distinct characteristics and purposes.
6. Investigate various translation techniques employed in adapting advertisements for global audiences while preserving their emotional appeal and linguistic effectiveness.
7. Identify and address the challenges encountered in translating advertisements, such as conveying core messages accurately, navigating socio-cultural nuances, and maintaining linguistic features.

7.2 INTRODUCTION

Advertisement has long played a significant role in shaping consumer behaviour and cultural identity. From its early beginnings in ancient civilizations to its current prominence in the digital age, the history of advertisement reflects a journey of innovation and adaptation. Advertisement is more than just commercial communication; it offers a window into societal values, economic structures, and cultural trends. Its history is a blend of technological progress, changing social norms, and marketing strategies.

Early advertisement traces back to ancient civilizations, where basic messages about goods were conveyed through simple means like clay tablets and murals. The printing press in the 15th century brought advertisement to a wider audience, with printed materials like posters becoming common.

The Industrial Revolution accelerated advertisement's growth, as mass production led to increased demand. Newspapers, magazines, and emerging mass media platforms allowed advertisers to target specific audiences. Iconic agencies like J. Walter Thompson pioneered new marketing techniques. Throughout the 20th century, advertisement continued to evolve, leveraging radio, television, and eventually the internet to capture consumer attention. Brands used catchy slogans and celebrity endorsements to engage consumers in a growing consumer culture. Today, advertisement is everywhere, from billboards to social media, influencing our choices and perceptions.

Throughout this unit, we will delve into the intricacies of advertisement and translation, exploring how language and culture shape advertising strategies and how translation techniques can be employed to adapt advertisements for global markets. Let's uncover the secrets behind successful advertisement translation and discover the power of language in shaping consumer perceptions and behaviours.

7.3 ADVERTISEMENT AND ITS IMPORTANCE

The term 'advertisement' finds its roots in the Latin word 'Adverter,' meaning 'to turn to' or attract attention towards someone or something. Essentially, advertisement aims to draw people's interest by providing information about a particular product or service. This function is applicable across various subjects or objects, and different forms of mass media serve as mediums to accomplish this goal. Through strategic dissemination of information, advertisers aim to influence consumer behaviour, leading individuals to contemplate, agree with, or act upon the advertiser's message. Consequently, advertising emerges as a potent tool for shaping opinions and behaviours.

Advertising serves multiple objectives, including introducing a product, attracting attention, generating interest, instilling confidence,

influencing memory, stimulating purchasing power, arousing need, boosting sales, and creating an image. As a crucial component of salesmanship, advertising is often interpreted as a medium in its broadest sense. Today, advertising media have become influential tools for publicity.

While the terms 'advertisement' and 'publicity' are sometimes used interchangeably, they possess nuanced differences. Publicity refers to being accessible or known to the general public and involves disseminating information without payment. In contrast, advertising is always sponsored and involves payment for dissemination. Additionally, advertising prominently identifies the advertiser, whereas publicity typically does not. Advertising conveys messages aimed at inducing product purchases, while publicity aims to create public opinion. Furthermore, advertising may incorporate elements of fiction, whereas publicity is based on truth and facts. Despite these distinctions, advertising and promotion are complementary, as advertising serves as a vital promotional tool, aiding in the utilization and sale of goods and services.

The difference between advertising and news lies in their objectives and beneficiaries. While news aims to inform and benefit the reader, viewer, or listener, advertising benefits both the advertiser and the media by increasing product sales and generating economic income for the advertising medium.

So we can say, advertising is a strategic communication tool aimed at attracting attention and influencing consumer behaviour. It operates within the realm of promotion but differs from publicity and news in its objectives, beneficiaries, and modes of dissemination.

Importance of Advertisement

The significance of advertisements has long been debated, with various perspectives highlighting both its merits and demerits. Critics argue that heavy expenditure on advertisements leads to increased product costs and fosters monopolistic tendencies. Furthermore, advertisements are accused of promoting materialism and perpetuating social and cultural defects. Critics suggest that contemporary advertisements often rely on assurances and inducements, with exaggerated claims and glamorous imagery. While the informed segment of society may scrutinize advertisements, semi-educated individuals and impulsive buyers are more susceptible to their influence, raising questions about the importance of advertisements.

However, advertisements play a crucial role in business, social, and economic spheres. They permeate every aspect of life, from matrimonial issues to job vacancies, providing essential information and shaping consumer behaviours. In today's era of economic liberalization and globalization, advertisements serve as powerful tools for promoting goods and services, creating and stimulating

demand, and building credibility. For businesses, advertisements are investments rather than mere expenditures, helping to familiarize consumers with products and stimulate purchases.

Advertisements facilitate market exploration and consumer engagement, enabling producers to reach a wider audience and increase sales. They serve as a bridge between consumers and products/services, providing essential information and influencing purchasing decisions. Advertisements also contribute to employment generation, offering opportunities in various sectors such as art, modelling, writing, translation, and arrangement.

From the consumer's perspective, advertisements provide information about products/services, educate consumers, and raise awareness about quality and availability. They empower consumers to make informed choices and avoid counterfeit products. Additionally, advertisements contribute to social consciousness by addressing societal issues and promoting welfare initiatives. Government departments, ministries, and non-governmental organizations utilize advertisements to disseminate information, create awareness, and drive social change.

Despite criticisms, advertisements remain indispensable in today's business-oriented world, serving as the cornerstone of product promotion and market expansion. As businesses navigate the complexities of economic globalization, advertisements continue to play a central role in shaping consumer behaviours and driving economic growth.

7.4 MEDIUMS OF ADVERTISEMENT

Advertising serves as a vital tool for promoting products and services in today's industrial-commercial landscape. However, for effective promotion to occur, advertisers rely on various mediums of communication to connect with consumers. These mediums, commonly known as advertising media, act as the bridge between products/services and consumers, enabling advertisers to disseminate their messages effectively.

In the contemporary era, a plethora of advertising mediums exist, each with its unique impact and reach. Advertisers meticulously select the appropriate medium based on factors such as consumer demographics, preferences, and cognitive abilities. The primary advertising mediums can be categorized into visual, audio, and audio-visual media.

Audio medium primarily encompasses platforms where messages are conveyed through sound. Radio remains a ubiquitous audio medium, reaching audiences across geographical boundaries, including rural areas. Additionally, tape recorders and record players contribute to the audio medium's versatility.

Visual mediums, on the other hand, rely on visual cues to convey messages. Newspapers, magazines, posters, banners, and hoardings constitute visual advertising mediums. These mediums offer flexibility in terms of time and place, allowing consumers to access information at their convenience.

Audio-visual media represent a convergence of visual and audio elements, offering a dynamic and immersive advertising experience. Television, video tapes, and cinema serve as prominent examples of audio-visual mediums. Advertisers leverage the captivating synergy of visuals and sound to engage audiences effectively.

In addition to traditional mediums, emerging digital platforms such as the internet and social media have revolutionized advertising practices. Digital advertising offers unprecedented targeting capabilities and interactivity, allowing advertisers to tailor messages to specific audience segments.

Furthermore, advertisers employ a strategic approach known as "Media Mix" to optimize their advertising efforts. This entails selecting a combination of mediums to maximize reach and impact. While advertisers do not control above-the-line media such as radio, cinema, newspapers, and television, they have autonomy over below-the-line media, including posters, direct mail services, exhibitions, and bulletins.

Hence, advertising mediums play a pivotal role in disseminating information, influencing consumer behaviour, and driving business growth. By leveraging a diverse range of mediums, advertisers can effectively communicate their messages and connect with target audiences. As technology continues to evolve, the advertising landscape will continue to evolve, presenting new opportunities and challenges for advertisers.

7.5 FEATURES OF ADVERTISEMENT

The effectiveness of advertisements hinges upon their ability to effectively communicate information about products or services to consumers. Central to this objective is the language employed in advertisements, which must be engaging, relatable, and appealing to a wide audience, ranging from the educated to the less educated. The language of advertisements possesses distinctive qualities and characteristics that contribute to its overall impact. These qualities include attraction value, readability or listenability, memorability, and selling power.

Firstly, advertisements must possess an attraction value to captivate the audience's attention. This entails using vibrant and relatable language that resonates with consumers on an emotional level. For instance, the popular Indian advertisement for 'ENO - antacid' "*kaam*

shuru shirf 6 second me” employs simple yet impactful language, emphasizing the importance of dental health in everyday life.

Secondly, audibility and legibility are essential aspects of advertisement language. Advertisements should be easy to read or listen to, employing straightforward and understandable language. They may also incorporate elements of poetry, song, or rhythm to enhance their appeal. A prime example of this is the advertisement for 'Vicco turmeric cream,' which features a catchy jingle that sticks in the minds of consumers long after exposure.

Memorability is another crucial quality of advertisement language, achieved through the use of short and catchy phrases or rhymes. Advertisers often employ memorable slogans or taglines to ensure that their message resonates with consumers. For instance, the iconic slogan "*Daag Acche Hai*" from the Surf Excel advertisement has become deeply ingrained in popular culture, thanks to its simplicity and effectiveness.

Lastly, the language of advertisements must possess selling power, compelling consumers to take action. This is achieved through creative presentation and effective communication of the product's benefits. Without attraction, audibility, legibility, and memorability, the selling power of advertisements is compromised. However, when these qualities are integrated successfully, advertisements have the potential to drive consumer behaviour and increase sales, as exemplified by the impactful advertisements of brands like Amul and Fevicol in India.

7.6 TYPES OF ADVERTISEMENTS

Understanding the significance of advertisements reveals their formal, commercial, and social importance. Advertisements serve as a vital tool for promoting products, services, and information effectively. They have permeated various sectors, including government, non-government, and private, facilitating communication with the public. Moreover, the form of advertisements varies based on market and economic conditions, adapting to the nature and requirements of business and commerce.

Advertisements can be classified into different types, such as promotional, functional, and commercial advertisements. Promotional advertisements aim to inform, educate, and motivate the public on non-commercial issues, like health awareness or environmental protection. They are often characterized by a formal and objective language, delivering information concisely and directly. For instance, public service announcements regarding health hazards, like COVID-19 prevention measures, exemplify promotional advertisements.

Eco-Friendly Initiative Campaign

Join Hands for a Greener Tomorrow!

Date: 03/03/2024

Public Service Announcement

We urge all citizens and corporations in Springfield to participate in our Eco-Friendly Initiative Campaign. Let's halt deforestation and conserve energy for a sustainable future.

For details and participation, contact us today!

Environmental Conservation Society

Springfield Municipality

Functional advertisements encompass employment-related notices and classified ads. They maintain a technical tone and focus on conveying specific information, such as job vacancies or public notices. Like promotional advertisements, their language is straightforward and objective, catering to the intended audience's needs. An example of a functional advertisement is a public notice regarding changes in office locations or service operations.

Job Opportunity at Tech Innovations Inc.

Headquarters: 123 Tech Park, Silicon Valley

Now Hiring: Software Engineers

Tech Innovations Inc. is relocating its Branch Office from Downtown to our new premises in Silicon Valley. Effective from 03/15/2024, all operations will commence from our new location.

Join our dynamic team! Apply now.

HR Department

Tech Innovations Inc.

On the other hand, commercial advertisements are geared towards promoting consumer goods and services, enticing consumers to make purchases. They employ a lively and attractive language, aiming to captivate the audience's attention and stimulate interest in the advertised product or service. Visual elements, such as images or graphics, are often integrated to enhance their appeal. Examples of commercial advertisements include those promoting popular consumer products like smartphones, clothing brands, or fast-food chains.

Fitness Center Membership

Get Fit, Stay Fit!

Unveiling our state-of-the-art fitness center equipped with:

- Cutting-edge workout machines
- Personalized training programs
- Nutritional counseling

Start your fitness journey today! Sign up for a membership and transform your lifestyle.

Visit us or call now to inquire and enroll!

When it comes to translation, promotional and functional advertisements are relatively straightforward, as they are primarily informative and technical in nature. However, commercial advertisements pose a greater challenge due to their emphasis on creativity and persuasion. Translating commercial advertisements requires preserving the original message's appeal and quiriness in the target language to effectively engage the audience and drive consumer behaviour. Ultimately, each type of advertisement serves a unique purpose in conveying information, promoting products, and influencing consumer decisions.

7.7 STRATEGIES OF ADVERTISEMENT TRANSLATION

Translating advertisements requires a nuanced approach due to the unique characteristics of advertising language. Unlike other types of translation, advertising translation involves a variety of materials that are neither strictly literary nor non-literary. Therefore, a uniform process of translation cannot be universally applied. In theoretical terms, the traditional rules of translation, bound by linguistic and grammatical principles, do not fully encompass the complexity of advertising translation. Instead, translators of advertisements must capture the essence and impact of the original message while adapting it creatively for the target audience.

The translator of advertisements must immerse themselves in the spirit of the original advertisement, understanding its core message and emotional appeal. This involves using the target language in a manner that resonates with the original advertisement's language and context. The goal is to effectively communicate the original intent while captivating the hearts and minds of the target audience. Professionals rely on language as a powerful tool to convey their thoughts, share information, and articulate ideas in a manner that resonates with and captivates the common reader. When tasked with translating text for media platforms, these professionals employ a range of strategies to ensure that the message not only reaches its intended audience but also resonates with them on a deeper level.

One of the foremost considerations in the translation process is the audience itself. Translators carefully analyze the demographics of their target audience, taking into account factors such as age group, intellectual maturity, and level of exposure. By understanding the characteristics and preferences of their audience, translators can tailor their approach to effectively meet their needs and preferences. This may involve adapting the language and style of the translation to ensure it is accessible and engaging for the intended audience. Moreover, preserving the ease and fluidity of the original composition is paramount. Translators strive to maintain the natural flow and readability of the text, ensuring that readers can easily comprehend and engage with the translated content. This entails striking a delicate

balance between fidelity to the original text and clarity in the translation, ultimately aiming to convey the intended meaning in a seamless and accessible manner. Cultural context also plays a crucial role in the translation process. Media translators possess a deep understanding of the socio-cultural landscape in which the text is situated, allowing them to effectively incorporate cultural nuances and references into the translation. By sensitively navigating cultural differences and sensitivities, translators ensure that the translated content resonates with and speaks to the cultural experiences of the target audience. Creativity is another key element in the translation process. Translators leverage their linguistic and creative skills to select appropriate language, tone, and style that effectively convey the intended message. This may involve creatively adapting the original text to capture its essence while catering to the sensibilities of the target audience. By infusing the translation with creativity and originality, translators enhance the impact and resonance of the translated content.

In addition to linguistic proficiency, media translators utilize a range of tools and resources to aid in the translation process. This may include dictionaries, encyclopedias, and style guides, as well as digital tools and technology. By harnessing these resources, translators ensure accuracy, consistency, and clarity in the translation, ultimately delivering high-quality content that meets the standards of the media platform. Furthermore, quality assurance and expert review are essential steps in the translation process. Translated content undergoes rigorous review and verification to ensure accuracy, appropriateness, and relevance for the intended audience. By soliciting feedback from subject matter experts and editorial teams, translators can refine and improve the quality of the translation, ultimately enhancing its impact and effectiveness. Ultimately, successful translation for media requires continuous learning and professional development. Media professionals remain committed to honing their skills and staying abreast of developments in language, culture, and technology. Through ongoing practice, engagement with diverse content, and a commitment to excellence, media translators strive to deliver compelling and impactful translations that resonate with and inspire their audience.

Various strategies are employed in translating advertisements to preserve their emotional and stylistic characteristics. These strategies include literal translation, paraphrasing or reconstruction, transliteration, and presentation in mixed language. Each strategy serves to maintain the artistic and original presentation of the advertisement while ensuring that the message is effectively conveyed to the audience.

Literal Translation: Literal translation involves converting the text from one language to another word-for-word, without considering cultural or linguistic nuances. While this method maintains the original structure of the advertisement, it may fail to convey the

intended meaning or emotional impact in the target language. Literal translations often result in awkward phrasing or confusion for the audience. However, in some cases where the message is straightforward and the cultural context is similar between languages, literal translation may suffice. Example - Asmi Diamond Jewellery 's advertisement ' A diamond is forever ' can be translated as ' “Heera hai sada ke liye” or the Indian tourism Ad – “Incredible India” which directly translates to “अतुल्य भारत!”

Paraphrasing or Reconstruction: Paraphrasing or reconstruction involves rephrasing the original text to convey the same message using different words and expressions. This strategy is particularly useful when direct translation would result in loss of meaning or cultural relevance. Advertisers may choose to paraphrase the content to ensure it resonates with the target audience and maintains the desired emotional impact. By adapting the language and tone to fit the cultural context, paraphrasing helps ensure that the advertisement remains effective and engaging. Example- "Impossible Is Nothing" - Adidas (Implies overcoming obstacles) or "Because You're Worth It" - L'Oréal (You deserve it)

Transliteration: Transliteration involves converting words or phrases from one writing system to another while preserving the pronunciation and approximate sound of the original language. This strategy is commonly used when dealing with brand names, slogans, or product titles that are difficult to translate directly. By transliterating these elements, advertisers maintain brand recognition and consistency across different markets while accommodating linguistic differences. However, transliteration may not always be suitable, especially if the target audience is unfamiliar with the original language or writing system. Example - Utterly, butterly delicious-Amul' (Amul Butter) , The Complete Man' (Raymond Suiting).

Presentation in Mixed Language: Presentation in mixed language involves incorporating elements of both the source and target languages within the advertisement. This strategy allows advertisers to leverage the familiarity of the original language while providing additional context or clarification in the target language. Mixing languages can create a sense of authenticity and appeal to bilingual or multicultural audiences. This strategy, known as code-mixing, blends languages at the word level. For example - Pal banaye magical (Make every moment magical) – Lays Hum mein hai hero (There's a hero in everyone) – Hero Motocorp

7.8 CHALLENGES OF TRANSLATING ADVERTISEMENTS

Translating advertisements poses several challenges, ranging from conveying the core message accurately to adapting to socio-cultural

nuances and maintaining linguistic appeal. Here's a breakdown of these challenges:

1. Communicating the Core Message:

The primary objective of any advertisement is to effectively communicate its intended message to the audience. Translators face the daunting task of preserving the original intent and emotional appeal of the advertisement while translating it into the target language. For instance, consider the slogan "Surf Excel - "Daag Acche Hai" (Stains are good). The essence of the ad lies in conveying that Surf Excel removes tough stains effectively while symbolizing the positive impact of children's playful activities.

2. Understanding Socio-cultural Context:

Advertisements often incorporate socio-cultural references to resonate with the target audience. Translators must navigate these nuances carefully to ensure the message remains relevant and impactful. For example, an advertisement for Tanishq - "A wedding, or a union of two families". The ad highlights the significance of weddings in Indian culture, portraying Tanishq jewelry as an integral part of celebrating this union.

3. Understanding the Psychology of the Target Group:

Successful advertisements tap into the psychological triggers of the target audience to evoke desired emotions and responses. Translators need to comprehend the psychological profile of the audience to craft translations that resonate effectively. For instance, the slogan Fevicol - "Fevicol ka jod hai, tootega nahi" (If it's bonded with Fevicol, it won't break). The ad appeals to the audience's desire for reliability and durability, instilling confidence in Fevicol's strong adhesive properties.

4. Maintaining Linguistic Features:

Advertisements often employ specific linguistic features such as catchy phrases, idioms, and poetic language to capture attention. Translators must retain these elements to ensure the translated advertisement retains its appeal. For example, Amul - "Utterly Butterly Delicious". The catchy jingle combines English and Hindi seamlessly, enhancing the advertisement's memorability and appeal.

5. Problem of Lack of Equivalent Terminology:

Translators encounter challenges when certain terms or expressions lack direct equivalents in the target language. This necessitates creative adaptation or transliteration to convey the intended meaning effectively. For instance Tata Salt - "Desh ka Namak". When translating the slogan "Desh ka Namak" (Country's Salt) into English for international audiences, advertisers face the challenge of finding an equivalent term that conveys the same sense of patriotism and trust associated with Tata Salt in India.

6. Problem of Selection of Synonyms:

The abundance of synonyms in languages can complicate the selection process for translators. We must choose synonyms that best align with the advertiser's message and brand identity. Balancing personal discretion with advertiser preferences is crucial in this regard. Ads for Coca-Cola - "Thanda Matlab Coca-Cola" (Cold means Coca-Cola). The advertiser's preference for the term "thanda" (cold) is retained in the translation to maintain brand consistency and recognition.

7. Linking Medium of Advertisement to Language:

Different advertising mediums require tailored language strategies to maximize impact. Whether it's print, radio, or digital media, translators must adapt the language to suit the medium's unique characteristics and audience preferences. This ensures that the translated advertisement resonates effectively across various platforms. For example- Maggi - "2-minute noodles". The tagline remains unchanged across various advertising mediums to reinforce the brand's promise of quick and convenient cooking.

In conclusion, translating advertisements demands a nuanced understanding of language, culture, and consumer psychology to convey the intended message accurately and persuasively

7.9 LET'S SUM UP

In this unit, we explored the evolution, significance, mediums, features, types, strategies, and challenges of advertisement translation. Beginning with a historical overview, we traced advertisement's journey from ancient civilizations to the digital age, highlighting its role in shaping consumer behavior and cultural identity. We delved into the multifaceted importance of advertisements in influencing opinions, behaviors, and economic landscapes, while also acknowledging criticisms surrounding their impact. We discussed various mediums of advertisement, including visual, audio, and audio-visual platforms, as well as emerging digital channels like the internet and social media. Each medium was examined in terms of its reach, impact, and suitability for different advertising strategies. Additionally, we analyzed the unique features of advertisement language, emphasizing its attraction value, readability, memorability, and selling power. Categorizing advertisements into promotional, functional, and commercial types, we explored their specific purposes in disseminating information, promoting products, or addressing social issues. Through examples and analysis, we elucidated the complexities of translating advertisements, considering linguistic, cultural, and psychological factors. We dissected strategies of advertisement translation, showcasing the creative and nuanced approaches required to convey messages effectively across languages and cultures. Techniques such as literal translation, paraphrasing, transliteration, and code-mixing were discussed, along with the challenges associated with each method. Lastly, we examined the

challenges of translating advertisements, including preserving core messages, navigating socio-cultural nuances, understanding target audience psychology, maintaining linguistic features, addressing terminology and synonym issues, and adapting language to different advertising mediums. In essence, this unit provided a comprehensive understanding of advertisement and translation, equipping learners with the knowledge and skills necessary to analyze, interpret, and translate advertisements effectively in diverse linguistic and cultural contexts.

❖ **CHECK YOUR PROGRESS:**

Short Questions:

Answer the following questions in 100-200 words.

1. What are promotional advertisements, and what is their purpose?

2. How do translators navigate cultural differences when translating advertisements?

3. What role do catchy phrases play in commercial advertisements?

4. Discuss the challenges faced by translators when translating advertisements.

5. Why is it important for translators to understand the socio-cultural context of the target audience?

Long Questions:

Answer the following questions in 400-600 words.

1. Explain the significance of advertisements in today's industrial-commercial landscape, highlighting their role in shaping consumer behavior and driving economic growth.

2. Discuss the various strategies employed by translators when translating advertisements, considering factors such as audience demographics, cultural context, and linguistic appeal.

3. Analyze the challenges encountered by translators when translating advertisements, focusing on the difficulties in preserving the core message, cultural nuances, and linguistic features.

4. Compare and contrast different types of advertisements, including promotional, functional, and commercial advertisements, highlighting their distinctive characteristics and purposes.

5. Evaluate the importance of language in advertisement translation, examining how language choices influence consumer perceptions and behaviours across different cultures and markets.

Multiple Choice Questions (MCQs):

1. Which advertising medium primarily relies on visual cues to convey messages?
 - A) Radio
 - B) Newspapers
 - C) Television
 - D) Social media
2. What is the primary objective of promotional advertisements?
 - A) Promoting consumer goods
 - B) Educating the public on non-commercial issues
 - C) Encouraging job applications
 - D) Selling products or services
3. What strategy of translation involves rephrasing the original text to convey the same message using different words and expressions?
 - A) Transliteration
 - B) Literal translation
 - C) Paraphrasing
 - D) Mixed language presentation
4. What is the primary purpose of advertisements?
 - A) To entertain
 - B) To educate

- C) To inform
 - D) To persuade
5. What is the primary objective of functional advertisements?
- A) Promoting consumer goods
 - B) Educating the public on non-commercial issues
 - C) Conveying specific information such as job vacancies
 - D) Selling products or services
6. Which advertising strategy involves preserving the original message's appeal and quiriness in the target language?
- A) Transliteration
 - B) Paraphrasing
 - C) Literal translation
 - D) Mixed language presentation
7. What is the significance of maintaining cultural context in advertisement translation?
- A) It ensures accuracy in translation.
 - B) It helps in preserving the emotional appeal of the advertisement.
 - C) It makes the translation more literal.
 - D) It reduces the creativity in translation.
8. Which type of advertisement aims to create public opinion?
- A) Promotional
 - B) Functional
 - C) Commercial
 - D) Publicity
9. How do translators maintain brand recognition across different markets?
- A) By using literal translation
 - B) By ignoring cultural differences
 - C) By transliterating brand names
 - D) By avoiding creative adaptation
10. What role do catchy phrases or taglines play in advertisement language?
- A) Enhancing memorability
 - B) Increasing audibility
 - C) Reducing attractiveness
 - D) Weakening selling power
 -

Q. Fill in the blank with appropriate answers.

Question 1: Translating advertisements requires a deep understanding of both the _____ and the target culture.

Question 2: The translation of advertisements often involves capturing the _____ and essence of the brand message.

Question 3: A successful advertisement translation should resonate with the _____ audience.

Question 4: Translators must consider the nuances of language, including _____ and idiomatic expressions.

Question 5: Advertisements should be adapted to fit the _____ preferences and sensitivities of the target audience.

Question 6: Translating slogans and taglines requires finding equivalents that maintain the _____ and impact.

Question 7: Cultural references in advertisements may need to be _____ to make sense in the target language.

Question 8: Advertisements must be translated in a way that maintains the intended _____ of the original message.

Question 9: The tone of voice in advertisements should be adjusted to match the _____ of the target audience.

Question 10: Translators need to ensure that translated advertisements comply with local _____ regulations and standards.

Q. State whether the following statements are true or false.

Certainly! Here are ten True or False questions on the topic of translating advertisements:

1. True or False: Translating advertisements does not require an understanding of the target culture.
2. True or False: Advertisements should always be translated literally to maintain accuracy.
3. True or False: The tone of voice in advertisements should remain consistent across different cultures.
4. True or False: Cultural references in advertisements should be preserved in the translation process.
5. True or False: Advertisements aimed at children can be translated without considering cultural sensitivities.
6. True or False: Translators should prioritize word-for-word translation over conveying the intended message.
7. True or False: Slogans and taglines in advertisements do not need to be adapted for different linguistic and cultural contexts.
8. True or False: Advertisements targeting international audiences should avoid using humor to prevent misinterpretations.
9. True or False: Advertisements translated into a foreign language should always be longer to ensure clarity.
10. True or False: Legal regulations and advertising standards do not impact the translation of advertisements.

Answers :

(1) MCQs (Multiple Choice Questions)

1. B) Newspaper
2. B) Educating the public on non-commercial issues
3. C) Paraphrasing
4. D) To persuade
5. C) Conveying specific information such as job vacancies
6. B) Paraphrasing
7. B) It helps in preserving the emotional appeal of the advertisement.
8. D) Publicity
9. C) By transliterating brand name
10. A) Enhancing memorability

(2) Fill in the blanks.

1. language nuances
2. essence
3. target
4. colloquialisms
5. cultural
6. meaning
7. adapted
8. impact
9. preferences
10. advertising

Answers: True or False

1. False
2. False
3. False
4. True
5. False
6. False
7. False
8. False
9. False
10. False

યુનિવર્સિટી ગીત

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આત્મ,
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,
આવો કરીયે આપણ સૌ
ભવ્ય રાષ્ટ્ર નિર્માણ...
દિવ્ય રાષ્ટ્ર નિર્માણ...
ભવ્ય રાષ્ટ્ર નિર્માણ

