

## **PECULIARITIES OF FILM DISCOURSE TRANSLATION**

Translation of film discourse is a complex and multidimensional process that requires knowledge from various scientific fields. Translation has its own peculiarities related to linguistic, cultural and screen factors. One of the peculiarities of translating film discourse is to take into account cultural contexts, which include historical and social differences of the countries from which the films originate. Cultural differences affect the choice of vocabulary, the wording and structure of sentences, as well as the on-screen context that reflects cultural characteristics. Another feature of film discourse translation is the consideration of on-screen factors, such as images, sounds, and effects that accompany speech. The on-screen context may include a visual component such as framing, color and lighting, as well as music and sound effects. All these factors affect the viewers' perception and can be important for reproducing the author's original idea.

In addition, the translation of film discourse also involves linguistic factors, such as the choice of vocabulary, sentence structure, and grammatical constructions. The translator must have in-depth knowledge of the source and target languages to ensure the accuracy and reproduction of the original idea. Translation of film discourse also includes:

Cultural references: Cinema is an important part of a country's culture and identity, and often contains references to specific cultural aspects that may not be understood by other cultures. The translator must be aware of other cultures and have knowledge of local traditions and history in order to correctly convey the meaning of the film discourse. [1]

– Genre differences: Cinema contains different genres that have their own conventions and styles. A translator should know what genre features each movie has and translate dialogues and remarks accordingly.

– Audiovisual context: Cinema is a visual and sound experience, so a translator must take into account the audiovisual context. For example, if the movie features music of a certain genre, the translator can use terms from this genre to convey the atmosphere of the movie. [2]

– Idioms and slang: Film discourse often contains idioms and slang expressions that may not be understood by other cultures. The translator must be familiar with these idioms and slang, as well as know similar expressions in the other language, in order to convey the meaning of the dialog correctly.

– Adaptation to the local market: The translation of movie discourse should be adapted to the local market. For example, movie titles, characters, and locations may be changed to better suit the local audience.

– Difference between spoken and written language: Film discourse may contain colloquial expressions and informal language constructions that may be difficult to

translate into written language. The translator must know the difference between spoken and written language to correctly reproduce the full meaning of the film discourse.

- Technical aspects: Movies contain a variety of technical aspects such as sound effects, subtitles, and voice-overs. The translator must take these aspects into account and translate dialogues and remarks accordingly.

- Cultural references: Film discourse may contain cultural references, such as references to popular cultural phenomena, traditions, history, etc. The translator must be aware of these references and ensure that they are correctly reproduced in the translation.

- Acting: It is important to take into account the acting and facial expressions of the characters when translating dialogues. The translator must know how to properly convey the emotions and feelings conveyed through acting."[4]

- Stylistics: Film discourse may contain a variety of stylistic devices such as metaphors, irony, humor, etc. The translator should be familiar with these devices and be able to use them in translation to preserve the original style and mood of the movie."[5]

- Synchronization: In the case of a dubbed movie, the translation needs to be coordinated with the actors who provide the voice of the characters. The translator must ensure that the translation matches the lip movements and other movements of the actors to ensure accurate synchronization of speech.

- Terminology: Film discourse may contain specialized terminology, such as film industry terms, technical terms, and others. The translator must have sufficient knowledge of this terminology and use it correctly in the translation to ensure fidelity to the original.

- Audiovisual effects: Cinematic discourse may contain various audiovisual effects, such as music, sound effects, special effects, etc. The translator should take these effects into account and ensure that they are reproduced in the translation to preserve the full atmosphere of the movie."[6]

- Glossary: For more complex motion pictures, a glossary may be created that contains complex terms, names, and other features of the movie. The translator should take this glossary into account and use it to ensure fidelity to the original.

Thus, using a comprehensive approach and knowledge from various scientific fields, the translation of film discourse can be done with high quality. It is extremely important that translators have not only a deep knowledge of languages, but also familiarity with the context and culture to ensure the highest quality of translation. Taking into account the peculiarities of translating film discourse will help to preserve the original idea and convey it properly.

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