

## **SOCIO-CULTURAL ADAPTATION IN AUDIOVISUAL TRANSLATION**

Audiovisual translation has become one of the most influential forms of intercultural communication in the modern globalized world. Films, television series, streaming platforms, documentaries, and online media products are distributed internationally and consumed by audiences with different linguistic and cultural backgrounds. In this context, audiovisual translation performs not only a linguistic but also a socio-cultural function because translators mediate between cultures and adapt culturally marked elements to the expectations and values of the target audience [1, p. 34].

Audiovisual translation includes subtitling, dubbing, voice-over, and audio description. Unlike literary translation, audiovisual translation is multimodal since verbal information is combined with visual and acoustic components. This complexity requires translators to consider not only linguistic equivalence but also humour, gestures, traditions, social norms, and pragmatic meanings [2, p. 81]. Consequently, socio-cultural adaptation becomes particularly important when the source text contains references unfamiliar to the target audience.

The process of socio-cultural adaptation in audiovisual translation involves modifying culture-bound elements in order to preserve communicative effect and ensure audience comprehension. Such elements may include idioms, slang expressions, historical references, food names, or forms of address. Translators employ strategies such as domestication, substitution, omission, and explicitation to achieve effective adaptation [3, p. 119].

One of the greatest challenges in socio-cultural adaptation concerns humour translation. Humorous expressions are strongly culture-dependent because they are often based on wordplay, stereotypes, or social realities. Literal translation frequently fails to reproduce the intended comic effect. Therefore, translators may replace the original joke with another culturally relevant expression capable of producing a similar emotional response among viewers [1, p. 57].

Another significant issue is the translation of slang and colloquial speech. Contemporary audiovisual products reflect informal communication patterns characteristic of particular social groups and age categories. The translator must preserve the stylistic colouring of the dialogue while adapting it to the socio-cultural norms of the target language community. Excessive literalism may sound unnatural, whereas over-adaptation may distort the original atmosphere of the audiovisual product [2, p. 95].

Streaming platforms such as Netflix and Disney+ have considerably increased the demand for high-quality audiovisual translation. International audiences expect culturally accessible content without losing authenticity. As a result, translators increasingly function as intercultural mediators responsible for bridging socio-cultural differences [3, p. 123].

Socio-cultural adaptation is especially visible in animated films and productions intended for younger audiences. Translators often simplify references, replace culturally unfamiliar concepts, or localize humour in order to facilitate understanding. Such adaptation demonstrates the importance of considering viewers' age, cultural background, and communicative competence [1, p. 63].

From a theoretical perspective, socio-cultural adaptation in audiovisual translation may be examined within the framework of intercultural communication and translation studies. Modern researchers emphasize that translation is not merely linguistic transfer but also cultural negotiation [2, p. 88]. Audiovisual translators must evaluate the communicative purpose of the source text and predict the audience's reaction to culturally marked elements.

In conclusion, socio-cultural adaptation represents a fundamental component of audiovisual translation because it ensures effective intercultural communication and audience engagement. The translator's task extends beyond linguistic equivalence and includes mediation of cultural meanings, social values, and communicative intentions. The development of digital media and international streaming platforms continues to increase the importance of culturally sensitive translation practices [3, p. 127].

#### REFERENCES

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2. Pérez-González L. *The Routledge Handbook of Audiovisual Translation*. London: Routledge, 2021.
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