



A Critical Analysis of the Integration between Corpus Linguistics and Audio-visual Translation

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Abstract: This research is based on the analysis of the integration between corpus linguistics and audiovisual translation. The aim of the research is to discuss and demonstrate the uses of corpus linguistics in “audiovisual translation”. This seeks to discover the growth of corpus related approaches and AVT which have the capability to take into possession the several dimensions of AV translation, the professional and technological obstacles and also the social matters affecting the translational activities. The paper will establish integration between these two. The paper will discuss the importance of this integration and the improvements or changes that this integration can bring for the future. This study reveals limits of using corpus linguistics into audiovisual translation and advantages of the integration between corpus linguistics and audiovisual translation. The paper describes various important aspects related to corpus in audiovisual translation.

Keywords: Linguistics, Corpus linguistics, Audiovisual translation, Technological obstacles, Corpus-based approaches.

Introduction

Corpus Linguistics is a type of methodology which includes computer related empirical analysis like quantitative and qualitative language use through engaging big collections which are electronically available of naturally happening written and spoken texts, called corpora. Corpus linguistics helps to see how the use of language is operating today and how the language is applied in several contexts, allowing teaching language in a more efficient way (Alonso-Pérez and Sanchez Requena 2018). On the other hand, Audiovisual Translation means the language transferring from one to another of the verbal elements included in audiovisual products and operations. These items must be heard and seen simultaneously. Corpus based approaches in the study of translation brings a bottom-up evaluation of phraseological and lexicon grammatical patterns in source translations and texts through keeping pre ideas about the texts.

According to Alonso-Pérez 2018, the common aspects of texts which are translated have sometimes been described as simplification patterns, normalization, and explication. In the study of translation, various kinds of corpora might be useful such as parallel corpora that show target and source texts related one to another and allow for a wide analysis of translation strategies or methods. And the ‘comparable corpora’, that include the same texts in several languages and make it happen to compare several languages in same situations of communication; and another one which is ‘reference corpora’, that might be applied as a tertium comparationis. ‘Audiovisual Translation’, is not a professional exercise anymore but an unanimously identified area of research and study, has seen a developing wish for the verbal that somehow gives a balance to the priority provided to the visual-nonverbal (Bogucki and Deckert, 2020). This is basically mirrored in the focus which is given to script-writing and also writing in the cinema and tv field, and also in the current concentration on the audiovisual dialogue specificity. Because a vast



amount of material is made available, the corpus linguistics methodology makes it possible for scholars to identify the unique characteristics and patterns of translated texts.

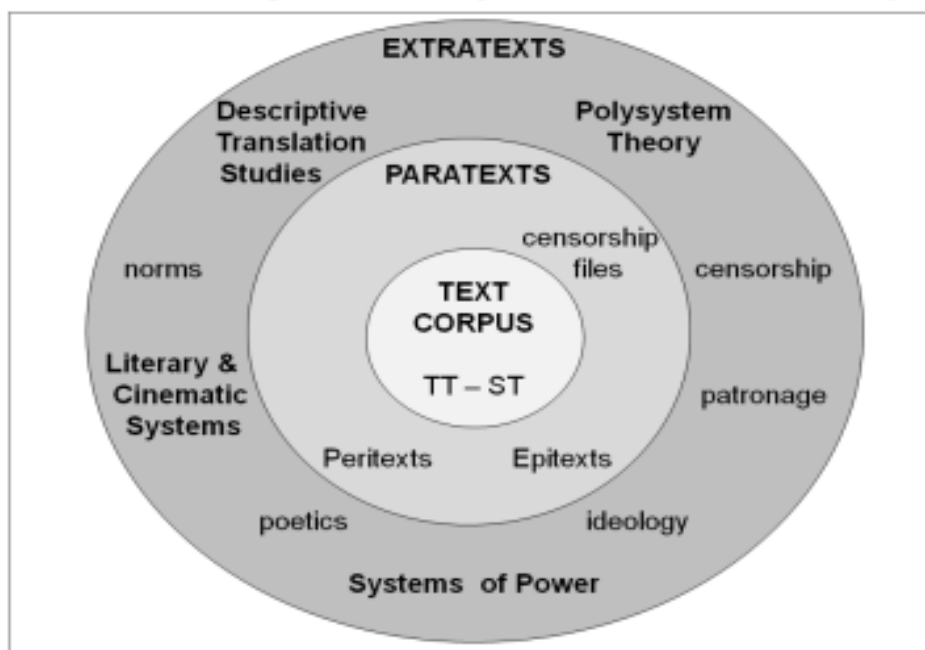


Figure 1: Factors affecting the translation process in a context of censorship
(Source: Bogucki and Deckert, 2020)

The translation of the “audiovisual dialogue” has also gotten little attention from the translation authors who have discovered in ‘corpus linguistics’ a useful ground to handle these complex texts study. Some of the AVT scholars also have combined multimedia corpora that would allow the signifying codes study which operate to generate meaning and relevance in audiovisual texts. The Tracce corpus and the Forl corpus are the instances of it.

On the word of Georgakopoulou 2018, from a very early period of time, audience-based research on subtitling has drawn scholarly attraction and established itself as a developing area within audiovisual translation. In current decades, an assembling of empirical tools and methods has been received to understand the reception of the audience. Among these, eye tracking and questionnaires are general, when direct observations are applied occasionally. A questionnaire is a strong and cost-effective technique to gain a huge amount of response within a small span of time. It gives researchers the way to gather several answers to the same question that can be technically compared and evaluated. But the self-reported information can be unreliable sometimes. It is not the best way to collect data as the responses of the participants care not to be elaborate or precise. To collect real-life and natural data from the audience, a better methodological selection is to create a corpus, as it is said that corpus is a gathering of natural language texts which are electronically accessed and sorted (Chaume 2020). This methodological technique was introduced first by Baker in the translation study. In the case of AVT, corpora are used to define translation strategies, register shifts, speech acts, and linguistic aspects in the translated cinemas. Here corpora focus on the translator and the author but not the audience. As a video platform, like YouTube, generally gives a section for the viewers to comment, this makes a valuable opportunity for research to create a corpus of audience reactions which are based on the raw experience of the viewers.



Discussion

In view of Chaume 2018, advanced technology has served an essential role not just in the process of generation and distribution of the “audiovisual material”, but also in the system of consumption and localization of audiovisual items. This had an effect on the audiovisual translation as an area, both in scholarly and professional research circles. Till now, this research topic has developed, parallel to consumption, production, and general interest in these audiovisual items. And the translational studies have also been developed as a principle, influencing the research related to audiovisual translation. The author here describes the four turns of audiovisual translation which includes the cultural, the descriptive, the cognitive and the sociological turns and recognizes few of the major stages that have been undertaken already. After the descriptive translation has picked the stick of academic research, the scholars intend their focus on the target text, the texts which are translated, using functionalist models or descriptive methodologies (Cintas and Massidda, 2019). This formed the first turn of the discipline. The culture approaches are to be certain studies focused on the big problems of the cultural turn: the ideas of otherness, ideology, power, resistance, censorship and patronage, giving to the central problems of gender stereotypes, identity and others. These cultural approaches are drawn mainly from DTS. Cultural studies have gone beyond the definitions for the patterns of translation found in descriptive research. The scholarly research has transferred its interest to agents who are involved in audiovisual text translation from the translated text. But now it is a step-ahead to adopt a social type approach (Savold, *et al.* 2021). This sociological turn is based basically in “Bourdieu’s sociological paradigm”. Now the researchers have started to examine the translator role and the strengths mediating in the choosing, adaptation and translation of an audiovisual text, and also the modern active audience’s role. This has formed the third turn in the research. Lastly, an empirical and cognitive turn is also receiving basis in academia. The technology used has formed a stage forward in the experimental research processes, and now it is not only stuck with the mental process of the translator but also on the response of the audience to “audiovisual translation”. This is being achieved with the help of biometric sensors and trackers.

There are some missing areas and insufficient data in the above reviews of literature on integration between corpus linguistics and audiovisual translation. There are some other future scopes present as well which can be followed by the future researchers for further research as those aspects are unexplored or skipped. Corpus linguistics is now one of the most essential and widely applied techniques in English linguistics (Herrero and Escobar 2018). The current popularization of corpus related research is basically connected to the availability of easy to tackle software and big corpora packages in the public area. When the previous authors of linguistic research need relevant computer skills and experience, corpus researchers can be carried out way more easily through any active linguist (Ranzato and Zanotti, 2018). One of the important chances, broadly speaking, is that a linguistic branch seems to be slowly growing into a well-established empirical science. The study of media accessibility can benefit from the application of corpus approaches. The study of audio description and subtitles for the deaf and the one with trouble in hearing has several advantages since corpus-based methodologies can be helpful in examining both the grammar and norms of these modalities.

Conclusion

This research approach is to provide an integration approach of the research so that limits and use of the approach can be recognized. This approach to translation will help to provide a better opportunity so that the translation can be recognized (Perego, 2019). There are some issues that might get recognized because of the ability to develop the approach into the account.



The inherent methodology among face to face conversation and the film language is going to be identified so that examining the differentiation of many aspects can be easily caught. This will show how the study can increasingly identify the different approaches of the study.

The research, that either draws on information out of a collection of documents of films and Italian coined editions, finds that the prevalence of such closeness is significantly greater in much more popular movies, implying an arise in textual verisimilitude in film discussion, which appears to have evolved into nearer to innately discussion over moment (Ranzato and Zanotti, 2018). In contrast, and perhaps unexpectedly, the data reveals a substantial propensity toward the deletion of newly translated films. This seems to be due to a dubbing practice that tries to minimize unnecessary characteristics and generate duplicated speech that is not a reflection of genuine discourse. Perspectives were combined. The language of audiovisual texts, both in their original and translated versions, would be better comprehended if corpus linguistics concepts and AVT perspectives were combined. As advancement has no limit, nowadays it is necessary to get updated in every aspect in every possible way.

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