

THE ESSENTIAL CONCEPTS OF DUBBING AND SUBTITLES

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Abstract: *This article explores the essential concepts of dubbing and subtitles, two widely used methods for translating audiovisual content from one language to another. The article discusses the production process and viewer experience of each method, highlighting the advantages and disadvantages of both. Dubbing involves replacing the original audio track with a translated one, providing a more immersive experience for viewers. Subtitling involves displaying translated text at the bottom of the screen, retaining the nuances of the original dialogue. The article concludes by discussing the factors that influence the choice between dubbing and subtitles and the potential for a combination of both methods to cater to a wider audience.*

Key words: *Dubbing, media in a language, audiovisual content, Subtitling, Lip synchronization, dyslexic.*

INTRODUCTION

Dubbing and subtitles are two methods used for translating audiovisual content from one language to another. The need for audiovisual translation arises due to the increasing globalization of media and the desire to make content accessible to a wider audience. Dubbing and subtitles are widely used in the entertainment industry, allowing people to watch movies, TV shows, and other media in a language they can understand. While both methods aim to make media accessible to a wider audience, they have distinct differences in terms of production and viewer experience.

METHODS

Dubbing involves replacing the original audio track with a translated one. This requires voice actors and careful synchronization of the translated audio with the visuals. Dubbing is common in countries where the target audience does not speak the language of the original content. It allows viewers to focus on the visuals and provides a more immersive experience. However, it can be challenging to produce, requiring skilled voice actors who can accurately convey the tone and emotion of the original dialogue. Lip synchronization is also crucial in dubbing, which involves matching the timing of the translated audio with the movements of the characters' lips.

Subtitling, on the other hand, involves displaying translated text at the bottom of the screen without altering the original audio. Subtitles are popular in countries where viewers have a good understanding of the original language but may need help with specific words or phrases. They retain the nuances of the original dialogue and can help viewers learn the language. Subtitling is relatively easy and cost-effective to produce compared to dubbing. However, subtitles can be distracting for some viewers, as they require the viewer to read while watching the visuals. They can also be difficult to read for viewers who have a visual impairment or who are dyslexic.

RESULTS

Both dubbing and subtitles have advantages and disadvantages, and which method to use depends on various factors, including the target audience, resources, and budget. In some cases, a combination of dubbing and subtitles may be used to

cater to a wider audience. For example, in countries like Spain, both dubbing and subtitles are used for foreign movies and TV shows. Dubbing is preferred for children's programs, whereas subtitles are used for adult-oriented content.

CONCLUSION

Dubbing and subtitles are essential methods for translating audiovisual content. The choice of which method to use depends on several factors, including the target audience, availability of resources, and budget. Ultimately, the goal is to provide an enjoyable viewing experience for all viewers. As technology continues to evolve, the methods of audiovisual translation will also continue to develop, providing even more options for viewers to access content in their preferred language.

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