

## **CHAPTER 2**

### **THEORITICAL FRAMEWORK**

This chapter discuss the theoretical framework and previous related studies. In the theoretical review, I present the theories related to the topic of the research. It explains translation definition, subtitling definition, subtitling strategy, and translation readability.

#### **2.1 Definition of Translation**

The definitions of translation include various versions that mainly include how translation involves transferring meaning from one language to another. Gottlieb (2003) defines translation as a process or product in which other verbal elements translate the verbal elements within the text in order to achieve the particular speech community of the target language. It means that translation includes the transfer of words from one language to another and considers the factors related to the meaning interpretation and coherent structure without failing to deliver the initial purpose. Moreover, Gottlieb (2003) purpose that translation is a process that covers widely-ranged phenomena. In other words, translation involves almost all aspects of language whose function is to create the appropriate meaning from the source language to the target language.

The translation process from the source language into the target language requires more than simply translating the words and considering the culture of the source and target language through which the meaning is transferred. Loffredo and Pertghella (2006) purpose that the translated text includes the adapted cultural features of the source language to produce the text that has an association between the two cultures. It means that within the process of translation, it is essential to keep the cultural features of the language while adapting it to the target language. By this, the translation does not lose the initial context of the source language. The process of translation also includes the transmitted cultures that cannot be separated from communication. Hussain (2017) explains that translation refers to the representation of cultures that is implemented in communication. It means that translation includes adjusting how the language is perceived in the target language

by considering the shift of cultural aspects. That further affects the translator's interpretation of meaning and dictions to create a coherent and equivalent translated text.

As the translation process involves a wide range of phenomena and cultural adjustment in language, translation is considered a field that operates several aspects. Harliani (2019) conclude that translation operates structures, meanings, and language styles, which translate involves linguistics, semantics, and stylistics. It means that in the process of translation, the translator needs to generate the language from the source language into the target language by determining the problematic aspects of the language structures, interpreted meanings, and the style used. Thus, the translation goes beyond the definition of copying one language to the other but instead processing the source language into the target language by generating the mentioned aspects. Harliani (2019) also explains that translation requires the translator to master the source language's linguistic aspects and the target language's ability to integrate the materials. That refers to the process of translation where the translator is the one who integrates the languages and presents them by translating and re-structuring the text. Thus, translation is not a simple process and instead, it requires many considerations in effectively delivering meaning, ideas, thoughts, and information into the target language.

From the various definitions of translation described in the previous paragraph, in carrying out consistent translation, the translator plays an important role in determining the linguistic aspects of both the source language and the target language. Translators also need to integrate language by creating texts with equivalent meaning and structure to avoid translation errors.

## **2.2 Definition of Subtitling**

Subtitling is one of the kinds of movie translation that is well-known aside from dubbing. The main characteristic of subtitling is the form of texts provided for the audience to read and engage further in the movie. Gottlieb (1994) explains that subtitling is the kind of translation provided in the chunk of text that flows with the reception pace but does not necessarily match the voices in the movie. In other words, subtitles provide the audience with information or dialogues ahead of the

time uttered by the characters in the movie. Subtitles can help the audience understand what is being said in the movies with translated words, yet it only represents lexical and syntactic features. Gottlieb (1994) further explains that the audience needs to follow the audio and visual aspects of the movie to achieve the meaning beyond the words presented with only the lexical and syntactical features without details on pronunciation or patterns of the written verbal. It means that subtitling as translation, especially in movies or videos, relies on audio and visual factors to convey meaningful text for the audience.

Subtitling has the function of helping the audience to enjoy audio-visual media more clearly by providing the text for them to anticipate the condition or situation that occurs. The text on the screen commonly has a length of one to two lines that exactly says or expresses the same thing as the utterance (Hastuti, 2015). The exact length of subtitles on the screen is explained based on the verbal language provided in the audio. The length maintained between one to two lines also does not aim to overtake the proportion in the screen aside from keeping up with the time sequence. Hastuti (2015) further explains that there are specific rules in subtitling that consist of translating the movie script, referring the result to the movie, and revising it again to effectively put on translated subtitles in the video. It describes the whole process of subtitling that consists of several steps before eventually providing it in subtitle texts with fixated time occurrence.

The features of subtitling differ from dubbing, which is also a translation method for audio-visual media. Dubbing requires voiceover, while subtitling is still managing the form of text translation. The characteristics of subtitling can be pointed out from the technical aspect, which includes the positioning at the bottom of the screen and the pace that appears and disappears based on the utterances of the movie (Supardi and Putri, 2018). The subtitling text occurs at a certain pace by the words spoken in the movie, thus presenting the information or dialogue for the audience in the fixed time sequence that matches the audio-visual context. Moreover, Nirwana, et al (2019) explains that subtitling requires a translation process and includes transferring the information from verbal to written language. It means that subtitling requires good listening skills to integrate the language in audio into text aside from translating the words.

Based on the several definitions and details of subtitling, it can be concluded that subtitling refers to the kind of translation that consists of text that is provided in movies or any videos with audio-visual media. Subtitling includes the form of text that is only one to two lines in length in each occurrence, with the period adjusted based on the utterances in the video. Subtitling relies on the audio-visual elements in the video to convey a whole meaning, as subtitles do not involve further descriptions of the situation's details and context. Thus, subtitle texts, audio, and visuals complement each other where each function delivers its purpose to enhance the audiences' experience in engaging with the movies or videos. Moreover, the process of subtitling requires several steps that consist of translating the movie script from Source Language (SL) to Target Language (TL), referring the result of the translation to the movie for the context and synchronization of the scenes, and revising again based on it. Subtitling also requires a good listening skills as it involves transferring verbal language into written text. Good listening skills are needed to avoid misheard and mistranslated words from the initial meaning and purpose.

### **2.3 Subtitling Strategies**

In subtitling, the subtitler is expected to implement kinds of techniques to enhance the outcome. Gottlieb (1992) explains that the subtitler needs to transcode the dialogues without missing the semantic and stylistic information. It means that in subtitling, the technique used by the subtitler needs to consider the aspects of meaning and style that are supposed to be in the subtitle texts. Clear and effective subtitling would result in the clarity of the subtitle texts for the audience to follow. Moreover, paying attention to the textual constraints of semantic and stylistics of the text makes the subtitle text properly fit the audio and visual. Gottlieb (1992) defines ten subtitling strategies that represent the techniques used by subtitlers. Each subtitling strategy is further described in the following sections.

#### **2.3.1 Expansion Strategy**

The expansion strategy refers to expanded expression and adequate rendering (Gottlieb, 1992). It means that expansion strategy involves references that

are more detailed in culture-specific respects. This is described through the example provided below (Simanjuntak and Basari, p. 28, 2016):

SL: “Welcome to the bigs, junior!”

TL: “*Selamat datang ke pertandingan besar, junior!*”

### **2.3.2 Paraphrase Strategy**

Paraphrase strategy refers to the subtitling strategy that involves altered expression and adequate rendering with non-visualized and language-specific phenomena (Gottlieb, 1992). In other words, paraphrase strategy includes the technique that forms the words in an altered manner that requires adjustments in structure or how the words are presented in Target Language (TL) compared to the Source Language (SL). The further description is provided through an example below (Simanjuntak and Basari, p. 28, 2016):

SL: “Give me a minute.”

TL: “*Tunggu sebentar.*”

### **2.3.3 Transfer Strategy**

Transfer strategy refers to the technique of subtitling that requires full expression and adequate rendering. Transfer strategy is characterized by neutral discourse and slow tempo (Gottlieb, 1992). Unlike the paraphrase strategy, the transfer strategy requires full expression, which means integrating all the aspects in Source Language (SL) to Target Language (TL). It can be seen in the example provided below (Simanjuntak and Basari, p. 29, 2016):

SL: “One! Two! Three!”

TL: “*Satu! Dua! Tiga!*”

### **2.3.4 Imitation Strategy**

Imitation strategy refers to the subtitling strategy where it involves identical expression and equivalent rendering. Gottlieb (1992) explains that imitation strategy is characterized by proper nouns, international greetings, and so forth. It is seen in the example provided below (Simanjuntak and Basari, p. 29, 2016):

SL: “Hey, mister. Is that Ambush?”

TL: “*Hei, tuan, apa itu Ambush?*”

### 2.3.5 Transcription Strategy

Transcription strategy refers to the subtitling strategy that is characterized to have anomalous expression and adequate rendering. This subtitling strategy also includes the use of non-standard speech (Gottlieb, 1992). It is further described in the example provided below (Nirwana, Husein, and Zainuddin, p. 162, 2019):

SL: “You okay, pal?”

TL: “*Kau baik-baik saja, kawan?*”

### 2.3.6 Dislocation Strategy

Dislocation strategy refers to the specific subtitling strategy with differing expressions. It means that the dislocation strategy involves adjusted content. Gottlieb (1992) characterizes the dislocation strategy to be used in musical or visualized language-specific phenomena. The example of this subtitling strategy is presented below (Simanjuntak and Basari, p. 24, 2016):

SL: “Spider-Pig, Spider-Pig, does whatever a Spider-Pig does, can he swing, from a web? No he can’t, he’s a pig. Look out! He is Spider-Pig.”

TL: “*Babi, Labalaba. Melakukan apapun yang dilakukan Babi Labalaba. Dapatkah ia berayun dari jaringnya? Tidak bisa, dia seekor babi. Lihatlah. Dia seekor Babi Labalaba?*”

### 2.3.7 Condensation Strategy

As the term described, condensation strategy refers to subtitling strategy that includes condensed expression with concise rendering. Gottlieb (1992) explains that condensation strategy is characterized with the form of normal speech. An example of a condensation strategy is provided below (Nirwana, Husein, and Zainuddin, p. 162, 2019):

SL: “I am so glad I am not crazy”

TL: *“Senang aku tidak gila”*

### **2.3.8 Decimation Strategy**

Decimation strategy refers to the subtitling strategy that involves abridged expression and reduced content. It means that the subtitle text is formed in its reduced lines. Gottlieb (1992) further explains that the decimation strategy includes fast speech with some important lines. It is described through the example below (Nirwana, Husein, and Zainuddin, p. 162, 2019):

SL: “What the hell was that?”

TL: *“Apa itu?”*

### **2.3.9 Deletion Strategy**

Deletion strategy refers to the subtitling strategy that involves omitted expression and no verbal content. Gottlieb (1992) explains that deletion strategy consists of the short speech of lines with less importance. It can be seen in the following example below (Nirwana, Husein, and Zainuddin, p. 162, 2019):

SL: “Yeah, well, I am not crazy”

TL: *“Aku tidak gila”*

### **2.3.10 Resignation Strategy**

The resignation strategy refers to the subtitling technique that includes the translation with differing expressions and distorted content. Gottlieb (1992) explains that the resignation strategy is used when untranslatable elements are in the source language. It is seen in the example provided below (Nirwana, Husein, and Zainuddin, p. 162, 2019):

SL : “Evolution launch in 15 seconds”

TL : *“Peluncuran Evolution 15 detik lagi”*

## **2.4. Translation Readability**

Translation readability deals with the assessment of the translation made from Source Language (SL) to Target Language (TL). Nida and Taber (1969)

determined the steps of translation in order to increase the readability level that consists of analyzing, transferring, and restructuring. The mentioned steps of translation are expected to be followed by the translator to make sure that the content of the text is fully comprehended. In composing a correctly translated text, the translator is expected to grasp the language aspects and cultural aspects to achieve the meaning before restructuring the target language. Sun (2012) explains that readability is evaluated from the cross-cultural aspects of the translated text. It means that the translator needs to comprehend both language features, such as the semantic and stylistic aspects of the languages and the implemented culture as the context. The translator must integrate the language by comprehending both languages deeply before a coherent translated text can be produced.

Moreover, the readability assessment covers several aspects that change over time. Ciobanu and Dinu (2015) explains that the systems of readability assessment only pay attention to the language properties. However, in recent times, readability is also evaluated through the aspects that affect how well the translated text is received and understood by the readers. It means that readability is not determine from how well the text is translated based on the language aspects such as the word formations or the equivalence between the Source Language (SL) and Target Language (TL) but also referring to the cultural or situational context that further gives meaning beyond the text.

Ciobanu and Dinu (2015) determined two readability factors: the linguistic analysis and target reader. The linguistic analysis includes the readability level based on the lexical, morphological, semantic, and syntactic aspects determined through the translated text. Meanwhile, the target reader factors in readability assessment include the background knowledge, age, level of literacy, audiences' motivation. It means that the readability level of a translated text is determined through several factors regarding the language properties and the consideration of the audience or readers' comprehensive level towards it.

Translation readability is further related to the degree to which the translation is considered proper or otherwise. McDonald (2020) explains that translation readability relates to the ease degree of the translated text based on the readable standard and meaning delivery. Thus, the degree of readability mainly



relies on how accessible the reader can understand the translated text. It means that translated text with a high level of readability should be understood effortlessly and smoothly by the readers. McDonald (2020) also explains that the readability of a translated text is achieved from the aspect of meaning in which the translated text is expected to convey the meaning or purpose of the source language despite the compatibility contained in Source Language (SL). It means that a translated text needs to deliver the meaning into Target Language (TL) effectively regardless of the technique or strategy used in the process.

Based on the explanation of the definitions and factors that affect translation readability, it can be concluded that translation readability refers to the assessment or level that determines if the translated text can be read and understood well by the reader. There are several factors of translation readability that consist of the linguistic properties and target reader background. The linguistic properties that become the consideration if a translated text is evaluated with a high or low level of readability are lexical, morphological, semantic, and syntactic aspects. In contrast, the target reader consideration is based on the background knowledge, age, level of literacy, audiences' motivation. Therefore, translation readability is the standard that determines how well the translated text is received and understood by the readers both in linguistic and cultural contexts.

## **2.5. Previous Related Studies**

There are several related studies with a similar discussion that is provided in this study. The first related study entitled "Subtitling Strategies in Real Steel Movie" by Simanjuntak and Basari (2016) aim to determine the translation strategies used in integrating English subtitles into Indonesian subtitles in the film "Real Steel." This study also further examined the most frequent strategy used in the translating process. The data analysis is in the form of utterances taken from the film "Real Steel" with descriptive qualitative to present the analysis in the form of coherent paragraphs. The result of this study shows that out of ten subtitling strategies, only six subtitling strategy is employed, including 19.35% of expansion strategy, 17.74% of paraphrase strategy, 16.12% of transfer strategy, 16.12% of imitation strategy, 1.61% of transcription strategy, and 29.03% of deletion strategy.

Thus, deletion strategy is the subtitling strategy used the most in the movie, while expansion strategy is the second most used subtitling strategy.

The second related study entitled "Subtitling Strategies Used in The Meg Movie Texts" by Nirwana, et al (2019) aim to describe the purposes of subtitling strategies used in the film The Meg. This study applied the interactive qualitative data analysis model consisting of data collection, data condensation, data display and verification, and conclusion. Moreover, Haryanto's theory is used in guiding the analysis. The result of this study shows that several subtitling strategies consisting of 2.1% expansion strategy, 21.3% paraphrase strategy, 20.6% transfer strategy, 8.7% imitation strategy, 1.0% transcription strategy, 6.8% condensation strategy, 0.7% decimation strategy, 7.3% deletion strategy, 0.2% taming strategy, and 1.5% resignation strategy. This study also revealed other subtitling strategies used in the film, such as 0.7% abbreviation strategy, 0.7% dislocation strategy, 1.5% culturally strategy, and 0.2% peyoration strategy.

Another previous related study entitled "Accuracy, Readability, and Acceptability in Translation" by McDonald (2020) aim to review the quality of translation based on the three assessments of accuracy, readability, and acceptability. This study mainly reviews how an objective assessment affects translated text levels based on the three translation assessment systems. This study applied the literature review method, which involves the discussion of previous related studies in similar fields. This study shows that the comparison between the source language and the target language is needed as factors that determine the accuracy of message and meaning forwarding, which is the primary concern in translation aside from the linguistic features.

There are some similarities and differences with the previous related studies reviewed above in this study. What they have in common is how translation studies use subtitles and readability strategies. The discussion discusses the types of subtitle strategies used to develop readability as a tool for developing translated texts. Meanwhile, between the previous research and this study, the type of subtitle strategy found in the "Enola Holmes" movie script was determined before this research further the most commonly used subtitle strategy. This study also provides an analysis of the legibility of film subtitles. Thus, this study provides deeper results

about the types of subtitles used in translating the text and determines the level of readability that reveals how effective and appropriate the assessment is.

