

CHAPTER 2

THEORETICAL FRAMEWORK

In this chapter, I am going to provide the theoretical framework for the research case study and previous related studies. The theory is important for analysis. This research uses theory as the underlying information used to analyze the data.

2.1. Definition of Subtitling

Subtitling is one of the most important areas of translation research. Subtitles in this context refer to text that appears on screen either in the same language as the audio-visual production (i.e., intra-language subtitling) or in a different target language (i.e., inter-language subtitling). According to Baker (2001: 247) subtitles are textual versions of the dialogue in films and television programs can be defined as the transcription of film or TV dialogue presented simultaneously on the screen.

Gottlieb as cited in Simanjutak (2013:16) explains that subtitles are displayed at the bottom of the screen and in the middle position, one line is considered 40 characters (35 characters in Europe) and the second line is shorter than the first one, including space and punctuation. The minimum duration is 3 seconds, and the maximum is 5 seconds for one line. For two lines the duration is 7 seconds, and the maximum is 8 seconds.

Georgakopoulou (in Cintas and Anderman, 2009: 21) states that interlingual subtitling is a type of language transfer in which the translation, that is the subtitles, do not replace the Source Text (ST), but rather, both are present in synchrony in the subtitled version. Sentences of the translation result usually appear at the bottom of the screen as the result of transferring audio-visual language into a specific language usually a national language.

Tornqvist as cited in Khalaf (2016:123) in his book the problem of subtitling mentions four main differences between translating written texts and subtitling, which can be stated as the criteria of the subtitling field as follows:

- a) The reader of translated text does not compare the source text with the target, while in the subtitle, this comparison happens automatically, especially if the viewer speaks the source language.
- b) The translator of written text has more space to add explanations, footnotes, etc. when there is something difficult in the source text while the translator cannot do this.
- c) The inter-textual translation involves translation from written text to written one, but subtitling involves the translation from spoken language into written text.
- d) In subtitling, extended messages have to be condensed to subtitling requirements and written texts have more space to present them.

Based on the explanation above, I conclude that subtitling can be used to translate dialog from a foreign language to the native language of the audience.

2.2. Subtitling Strategies

Based on my understanding, White (2008) says subtitle has a role in helping people to identify foreign languages from audio-visual inputs. However, as a pattern of audio-visual translation, the process of subtitling must be present according to what is conveyed without compromising the meaning. In addition, subtitles are limited by various technical aspects such as maximum subtitle length and duration, as well as the difference between the source language and the target language. Therefore, the translator must tactically encode the message into the subtitle.

For the translator to provide a flawless translation, choosing the appropriate translation strategy during the translation procedure is important. There are many subtitling strategies that can be applied. In this research, I concern to use Gottlieb's subtitling strategies. Gottlieb in Ghaemi and Benyamin (2010:42) has devised them into ten strategies: paraphrase, transfer, deletion, expansion, imitation, transcription, dislocation, condensation, decimation, and resignation. Gottlieb's subtitling strategies are explained as follows:

2.2.1. Paraphrase

As cited in Aveline (2015:28) paraphrase is used when the translator does not use the same syntactical rules in subtitling the dialogue

(Changes the structures of the subtitle and makes it easier to understand and readable. For example (Aprilia,2021:12):

Source Language : **Take us there!**

Target Language : ***Turunkan aku!***

2.2.2. Transfer

As cited in Aveline (2015:29) transfer refers to the strategy of translating the source text completely and accurately. there is no added explanation or modifying of view because the translator translates the dialogue by literal words. In addition, the usage of this strategy also maintains the structure of the original text. For example (Aprilia 2021:12):

Source Language : **Careful, that soup is sharp!**

Target Language : ***Hati – hati, sup itu tajam!***

2.2.3. Deletion

Deletion as cited in Aveline (2015:31) refers to the total elimination of parts of a text. For example (Aprilia, 2021:14):

Source Language : Ouch that **hurts!**

Target Language : ***Sakit!***

2.2.4. Expansion

As cited in Aveline (2015:28) expansion is used when the original text requires an explanation because of some cultural nuance not retrievable in the target language. For Example (Aprilia, 2021:11):

Source Language : Tonight, I have **overtime.**

Target Language : ***Malam ini saya ada overtime (lembur).***

2.2.5. Imitation

As cited in Rahayu (2014:26) imitation is used when there is the proper noun or the same forms, such as people's names, places, a title of a book, country, brand products, etc. For example (Aveline, 2015:64):

Source Language : And her name was **Maleficent.**

Target Language : ***Dan namanya ialah Maleficent.***

2.2.6. Transcription

Transcription as cited in Aveline (2015:30) is used in those cases where a term is unusual even in the source text, for example, the use of a third language or nonsense language. For example (Hidayati: 2019:30):

Source Language : This is our rule, **amigo!**
Target Language : *Ini adalah aturan kita, **teman!***

2.2.7. Dislocation

As cited in Aveline (2015:30) dislocation is adopted when the original employs some sort of special effect, e.g., a silly song in a cartoon film where the translation of the effect is more important than the content. For example (The Simpsons Movie, 2007):

Source Language : **Spider-pig, spider-pig**, can he swing from a web? No, he can't he's a pig!
Target Language : ***Babi labalaba, babi labalaba**, dapatkah dia berayun dari jaringnya? Tidak bisa, dia seekor babi.*

2.2.8. Condensation

As cited in Aveline (2015:30) condensation is making the text brief to miss unnecessary utterances using the shorter utterance, but it does not lose the message. Sometimes the pragmatic effect can be lost by using condensation strategy. Therefore, the real aim of the text must be conveyed. For example (Aveline, 2015:31):

Source Language : **I'm not talking to him. There's no way.**
Target Language : ***Aku tidak mungkin bicara padanya.***

2.2.9. Decimation

As cited in Aveline (2015:29) decimation is used to translate when the actors are quarrelling with the fast speaking. So, the translator is also condensing the utterance because the utterances have difficulty absorbing unstructured written text quickly. For example (Aveline, 2015:68):

Source Language : Oh, you have done **well, my son.**
Target Language : ***Bagus, nak.***

2.2.10. Resignation

As cited in (Aveline 2015:31) resignation describes the strategy adopted when no translation solution can be found, and meaning is inevitably lost. For example (Aveline, 2015: 32):

Source Language : **Beyotch!**
Target Language : - (no translation)

2.3. Previous Related Studies

There were several related studies had been done previously. Several studies have completed analyse in the field of translation, especially on subtitling strategies. Many studies serve similar aims and concepts to the research I have done.

The first research found by Aveline (2015) entitled “Subtitling Strategies and Translation Readability of the Indonesia Subtitle of Maleficent Movie”. This research focuses on translation strategies used in the “Maleficent” movie and what strategies are used the most in that movie. This study used a qualitative approach to describe the results of the analysis of subtitling strategies. The theoretical framework of this research is based on Gottlieb`s (1992) classification of subtitling strategies. In this research, the findings of the strategy analysis are as follows: paraphrase, transfer, imitation, condensation, decimation, and deletion.

The second research found by Rahayu (2014) entitled “Subtitling Strategies Used in Cartoon Film Entitled Bee Movie and its Application in Language Teaching”. This research used a descriptive qualitative research method. This research is concerned to identify subtitling strategies used in the cartoon film entitled Bee Movie and applying subtitling strategies in cartoon film entitled Bee Movie in language teaching. This research indicated that all of Gottlieb`s proposed strategies were applicable to the cartoon film entitled Bee Movie. There are ten strategies applied to subtitles such as transfer, imitation, paraphrase, deletion, decimation, expansion condensation, transcription, dislocation, and resignation. It was concluded that the cartoon film entitled Bee Movie used different strategies.

The third research found by Putri (2016) entitled “An Analysis of Subtitling Strategies Used in Night Crawler Movie”. This research used a quantitative descriptive approach. The aims of the research were to describe the subtitle strategies

and analyse the mostly used in Nightcrawler movie. The researcher found only six strategies applied in translating subtitles: transfer, paraphrase, imitation, condensation, deletion, and decimation.

Based on the previous related studies above, there are the differences and similarities with my research. The differences between my research with the previous study are the movie script as an object and the result. Similarly, we focus on the same case which is Gottlieb's subtitling strategies, the same process, method, and theory. Furthermore, I present my study to analyse this term paper "Gottlieb's Translation Strategies in the *Uncharted* (2022) Movie Script from English to Indonesian language" to reveal about how translators used in different subtitling strategies when translating movie script from English to Indonesian Language.

