

Original Paper

Research on the Principles of Translation and Dubbing of Translated Films under the Threshold of Intercultural Perspective

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Received: March 3, 2024

Accepted: March 20, 2024

Online Published: April 11, 2024

doi:10.22158/sll.v8n2p48

URL: <http://dx.doi.org/10.22158/sll.v8n2p48>

Abstract

Amidst the deepening tide of globalization, cultural exchange emerges as a pivotal conduit knitting together disparate nations and peoples. The art of dubbing, serving as a significant modality of cultural dissemination, finds its role in intercultural communication increasingly conspicuous. Dubbing transcends mere linguistic conversion; it engenders the transmission and reshaping of cultures, constituting a process of cultural creation in its own right. Consequently, the exploration of intercultural principles in dubbing assumes paramount significance in fostering global cultural exchange. Against the backdrop of globalization, the dubbing of films faces unprecedented challenges and opportunities. On one hand, audiences from diverse cultural backgrounds exhibit varying degrees of comprehension and acceptance towards works, necessitating dubbing to not only ensure linguistic accuracy but also embrace cultural adaptability and innovation. On the other hand, with technological advancements and the application of innovative strategies, the methods and means of dubbing are in constant evolution, offering myriad possibilities for cross-cultural dissemination.

Keywords

intercultural, translation and dubbing of translated films, principles

1. Introduction

The significance of dubbing and its role in cultural dissemination cannot be underestimated. Dubbing, as a distinctive form of translation activity, demands not only a high proficiency in language skills from translators but also a profound intercultural understanding. Such understanding stands as the linchpin for successful dubbing and a pivotal determinant of cultural dissemination efficacy. Foundational

theories of intercultural communication provide the theoretical framework for dubbing research. These theories underscore the importance of cultural differences and the respect for the target cultural audience, delineating the principles that dubbing must adhere to when dealing with cultural disparities. Cultural adaptability and linguistic precision emerge as the twin pillars of dubbing. To be widely embraced across diverse cultural contexts, dubbed works must faithfully convey the original message while appropriately adjusting and accommodating the target culture. The application of innovative strategies is paramount in enhancing the quality of dubbed content. With the advancement of technology and the evolution of societal norms, audience aesthetics and reception methods are in a constant flux. Dubbing practitioners must continuously explore novel technological means and creative approaches to adapt to these changes, thereby enhancing the allure and impact of their works.

2. Translation and Dubbing and its Role in Cultural Transmission

The art of dubbing, as a pivotal cultural dissemination medium, holds an indispensable position in cross-cultural communication. It transcends mere linguistic conversion of dialogues from one language to another; crucially, it aims to convey identical emotions and messages across diverse cultural backgrounds. This necessitates that dubbing respects the essence of the original work while considering the cultural customs, values, and aesthetic preferences of the target language, ensuring that the dubbed work resonates with audiences of different cultural backgrounds. Thus, the principles of cross-cultural adaptation play a paramount role in dubbing. During the process of dubbing, translators need to delve deeply into the original and target cultures, identifying commonalities and disparities between the two, facilitating a more effective bridging of cultural gaps for successful communication. This entails not only linguistic translation but also appropriate adaptation of dialogue, scenarios, character relationships, and cultural contexts, ensuring resonance within the target culture. Such adaptation is not a simple one-to-one replacement but demands translators possess a high degree of sensitivity and creativity to adapt to the characteristics of the target culture while preserving the essence of the original work. Additionally, the principles of cross-cultural adaptation in dubbing underscore the importance of adhering to the expressive habits of the target language. Language serves as a vessel of culture, with distinct linguistic expressions and customs across different cultures. Dubbing necessitates precise comprehension of these subtle differences, ensuring that the translation remains faithful to the original text while aligning with the expressive habits of the target language, resulting in a natural and seamless dubbing that integrates harmoniously. In practice, the application of cross-cultural principles requires translators to continuously learn and apply cultural elements, thereby facilitating effective cultural transmission. This not only heightens the difficulty of dubbing but also enhances its artistic value, enabling dubbed works to transcend cultural barriers, allowing a broader audience to indulge in the spiritual feast offered by diverse cultures. In essence, the cross-cultural principles of dubbing demand that translators, while preserving the essence of the original work, fully consider the characteristics of

the target culture. Through adept handling of language, emotions, and cultural backgrounds, dubbed works can be widely disseminated across different cultural contexts, thereby strengthening understanding and communication between diverse cultures. Although this process is fraught with challenges, it is also profoundly creative and valuable, constituting an important topic worthy of in-depth research and exploration in the field of dubbing.

3. Basic Theory of Intercultural Communication

The fundamental theories of intercultural communication play a crucial role in the field of dubbing and voice-over. This is not only because language itself serves as a vessel for culture but also because effective intercultural communication strategies can make dubbing productions more closely aligned with the cultural background and aesthetic preferences of the target language audience. Throughout this process, translators and voice artists face the challenge of maintaining the essence of the original work while minimizing cultural differences. Dubbing and voice-over, as a distinct form of translation activity, involve not only the conversion of language but also the reshaping and transmission of culture. Understanding the basic theories of intercultural communication first requires acknowledging the existence of cultural differences, which encompass not only evident linguistic disparities but also values, behavioral habits, modes of thought, and communication styles. In the process of dubbing and voice-over, accurately capturing and conveying the cultural characteristics of the source language country and their corresponding or similar aspects in the target language country poses an immensely challenging task. This demands translators to possess not only the ability to convert languages but also a deep understanding of both cultures, as well as the creative capacity to address issues arising from cultural disparities. Within the theoretical framework of intercultural communication, effective dubbing and voice-over should adhere to the principle of cultural adaptability. This entails adjusting the dubbing production to the cultural background of the target audience while conveying the original information and emotions appropriately, aligning with the receiving culture's customary norms. For instance, when dubbing a scene involving a specific way of celebrating a holiday, if such celebration does not exist similarly in the target culture, translators may need to find cultural equivalents or provide annotations to explain the custom from the original culture, thereby avoiding cultural barriers. Furthermore, the success of intercultural communication depends not only on the skills of translators and voice artists but also on their profound understanding of communication styles and implicit rules in both cultures. Communication styles vary significantly across different cultures, and understanding these differences aids translators in making more precise language choices and expressions during the dubbing process, effectively conveying the intentions and emotions of the original work. The principles of intercultural communication in dubbing and voice-over extend beyond mere language conversion; they constitute a form of cultural exchange and integration. Professionals engaged in this field must possess not only a solid language foundation but also an open mindset and profound understanding of diverse cultures.

Through such intercultural perspective, dubbing and voice-over serve as bridges between different cultures, enabling a broader audience to overcome linguistic and cultural barriers, thus embracing the diversity and richness of human culture.

4. Principles of Translation and Dubbing for Translated Films under the Threshold of Interculturalism

4.1 Cultural Adaptability of Translation and Dubbing

In the context of cross-cultural perspectives, the dubbing of translated films plays a pivotal role amidst the tide of globalization, serving not merely as a linguistic conversion but also as a bridge across cultural disparities. The cultural adaptability of dubbing becomes an indispensable consideration in this process, involving how to retain the essence of the original work while catering to the cultural customs and consumption habits of the target language audience. The success or failure of dubbed films largely hinges on their ability to achieve cultural “localization”, namely, how to convey the same emotions and information between different cultural backgrounds while avoiding cultural misinterpretations or conflicts. Cultural adaptability demands that translators be not only technical workers of linguistic conversion but also bridges of intercultural communication. Throughout the dubbing process, it’s essential to delve deeply into the differences between the original and target cultures, including aspects such as values, social customs, religious beliefs, and senses of humor. This necessitates translators to possess profound cultural background knowledge and sensitivity to make appropriate adjustments during translation. For instance, when dealing with jokes or slang specific to the original cultural context, direct translation often fails to achieve the same humorous effect and may even lead to misunderstandings or discomfort. In such cases, translators need to creatively adapt or modify them based on the consumption habits of the target culture, ensuring that they convey the original intent while aligning with the expressive norms of the target culture. Furthermore, the cultural adaptability of dubbing also requires moderate localization of the original work. However, this localization is not merely a matter of cultural replacement; rather, it entails finding resonance points between the original and target cultures while respecting the cultural integrity of the original work. Achieving this balance tests the translator’s cultural sensitivity and problem-solving creativity. Successful dubbed works often serve as bridges of communication between different cultures, allowing audiences from diverse cultural backgrounds to resonate during viewing, thereby fostering greater understanding and respect for different cultures. The cultural adaptability of dubbing is not just a technical challenge but also a manifestation of cultural wisdom. It demands that translators, while remaining faithful to the original work, engage in appropriate cultural adjustments and innovations to facilitate cultural exchange and resonance. This mode of cross-cultural communication holds significant importance in promoting the understanding and respect for global cultural diversity, constituting an indispensable cultural practice in the context of globalization. Therefore, research on the cultural adaptability of dubbing enriches both

the theoretical and practical aspects of translation studies, offering new perspectives and methods for communication and understanding between different cultures.

4.2 Linguistic Accuracy of Translation and Dubbing

The process of dubbing as a cultural conduit poses the challenge of preserving the original cultural nuances while ensuring linguistic precision, thus enabling audiences to comprehend and appreciate the work across diverse cultural backgrounds. Language transcends mere accumulation of words; it embodies profound cultural significance. Hence, dubbing entails more than mere linguistic conversion; it embodies cultural representation and transmission. The linguistic accuracy of dubbing is pivotal in faithfully reflecting the original context and cultural backdrop of the work. In this endeavor, translators must delve into the cultural nuances and context of the original work, necessitating not only linguistic prowess but also sensitivity and understanding in cross-cultural communication. For instance, dealing with slang or idioms specific to certain cultures or regions often defies direct translation, requiring translators to culturally adapt appropriately to maintain the vivacity of language and the essence of the original. Moreover, linguistic accuracy in dubbing also implies precise conveyance of characters' emotions and intonations, as language expression mirrors their personalities and emotions significantly. In the process of cross-cultural adaptation, accurately capturing and reproducing the emotional nuances of original characters is crucial for maintaining consistency and depth of characters. This demands not only textual accuracy in translation but also requires voice actors to accurately comprehend and express these emotions, enabling audiences to transcend language barriers and feel the characters' genuine emotions. While ensuring linguistic precision, dubbing also needs to consider language fluency and audience receptivity. The fluidity of language directly impacts audience viewing experiences, as stiff or unnatural dialogue may undermine audience engagement and immersion in the plot. Hence, translation should not only be accurate but also natural, aligning with the expression conventions and cultural backgrounds of the target language. This necessitates translators to flexibly employ language while remaining faithful to the original meaning, crafting texts that are both faithful to the original and in accordance with the target cultural norms.

4.3 Pluralism of the Translated Dubbing

In the exploration of principles for translating and dubbing films from a cross-cultural perspective, the diversity of dubbing emerges as an indispensable focal point. This diversity not only manifests in the conversion of languages but delves deeper into bridging cultural differences and fostering emotional resonance. Dubbing, as a means of cultural dissemination, fundamentally aims to transcend linguistic boundaries, enabling audiences from diverse cultural backgrounds to comprehend and appreciate the allure of a piece of work. To achieve this objective, dubbing must adopt a diversified approach to cater to the needs of different cultural audiences. The embodiment of diversity primarily lies in the selection of voice actors. Audiences from different cultures exhibit significant variations in preferences for vocal tones, intonations, and even speaking styles, necessitating careful selection of voice actors who can

closely resonate with the emotional nuances and expectations of the target cultural audience. For instance, when dubbing for a specific country's audience, employing voice actors from that country not only enhances linguistic naturalness but also subtly conveys performances that align with the cultural emotional subtleties, thereby further bridging the gap with the audience. Subsequent adjustments involve dialogue content, which entail more than mere language conversion; they require a profound understanding and reconstruction of cultural elements, customs, and modes of emotional expression. The same sentence may carry vastly different meanings and emotional nuances across different cultures. Therefore, meticulous adjustments to dialogue during the dubbing process are essential to ensure fidelity to the original work while accommodating the acceptability norms of the target culture, thus constituting the key to achieving genuine cross-cultural communication. Moreover, the creation of cultural resonance is an aspect of dubbing diversity that cannot be overlooked. Cultural resonance entails not only the imitation of language and behavior but also the resonance of emotions and modes of thought. In this process, dubbing professionals need to delve deep into the target culture, grasp its core values and emotional touchpoints, and through nuanced language and vocal performances, reach the depths of the audience's hearts, eliciting resonance and shared emotions. In practice, the diversity of dubbing demands that production teams possess the ability to understand and express cross-culturally. This is not only a challenge of language skills but also a test of cultural sensitivity and creativity. Dubbing professionals need to adopt a global perspective, delve into the connections and differences between different cultures, and through clever linguistic artistry and auditory magic, construct stories that resonate with audiences worldwide. In summary, the diversity of dubbing is at the core of achieving cross-cultural dissemination. Through careful selection of voice actors, adjustments to dialogue content, and the creation of cultural resonance, dubbing can overcome linguistic and cultural barriers, enabling global audiences to emotionally resonate, fostering intellectual exchange, and truly achieving communication of the soul, which is the ultimate goal pursued by film translation and dubbing from a cross-cultural perspective.

4.4 Creativity in Translation and Dubbing

In the realm of translating and dubbing films from a cross-cultural perspective, the creativity involved in dubbing is not merely a fusion of technology and artistry, but also a test of cultural sensitivity and adaptability. The creativity in dubbing emphasizes adapting and satisfying the aesthetic preferences and viewing habits of audiences from different cultural backgrounds through innovative means while respecting the spirit and style of the original work. This creativity is manifested not only in the precise translation of language but also in the skillful integration of diverse cultural elements, making translation and dubbing a bridge connecting different cultures. Throughout the process of translation and dubbing, creativity manifests in various forms. For instance, when the original work contains humor, slang, or cultural symbols specific to a particular culture, direct translation often fails to accurately convey the intended meaning or may lead to cultural misunderstandings. In such cases, the

dubbing team needs to exercise creativity to find expressions in the target culture that possess similar emotional tones and cultural connotations, thereby retaining the original work's wit and depth while also being accepted and appreciated by the target culture's audience. The ability to find a balance between fidelity and innovation is the essence of creativity in dubbing. Creativity in dubbing is equally crucial in voice acting. Dubbing artistry involves not merely mimicking the original voice but also recreating the emotions, personalities, and narrative backgrounds of characters. Voice actors and dubbing teams need to deeply understand the cultural context and emotional nuances of the original work, adjusting subtle elements such as pace, intonation, pauses, and emotional investment in order to resonate with audiences from different cultural backgrounds. This poses a challenge not only to the actors' skills but also to the creative thinking of the dubbing team. However, the creativity in dubbing is not about unrestricted freedom but rather a conscious innovation based on a profound understanding of the original and target cultures. Each creative attempt needs to be carefully considered to ensure it does not deviate excessively from the spirit of the original work or disregard the acceptability of the target culture. Achieving this balance requires the dubbing team to possess a high degree of cultural sensitivity and innovation, refining and perfecting their approach through continuous practice and exploration.

5. Innovative Strategies of Translation and Dubbing under the Threshold of Interculturalism

In the exploration of principles guiding the translation and dubbing of films from a cross-cultural perspective, the discussion on innovative strategies becomes particularly paramount. With the deepening of globalization, the translation and dubbing of films not only entail linguistic conversion but also require a delicate balance between cultural disparities and communicative efficacy. The attainment of such equilibrium hinges upon the application of innovative strategies, rendering dubbing not merely a linguistic transposition but a conduit for cultural transmission and dialogue. Foremost among these innovative strategies is the elevation of cultural sensitivity. Dubbing practitioners necessitate profound cross-cultural comprehension, which entails not only a thorough excavation of the source culture's background but also a comprehensive understanding of the target culture. Through such profound cultural amalgamation, dubbed voices can achieve authentic cultural adaptation while remaining faithful to the original work, thereby allowing audiences of diverse cultural backgrounds to perceive the allure of the piece. Subsequently, technological advancements represent another facet of innovation. As technology progresses, the field of dubbing incessantly explores novel technical means, such as the application of artificial intelligence in speech synthesis and natural language processing, which significantly enhance the efficiency and quality of dubbing. These technological applications not only enhance the accuracy of dubbing but also introduce a myriad of possibilities, such as adjusting pace, intonation, and even accents based on different cultural attributes, thus rendering dubbed works more vivid and culturally attuned. Additionally, innovative strategies manifest in the composition of

dubbing teams. In order to facilitate cross-cultural dissemination effectively, dubbing teams should not confine themselves to members of a singular cultural background but should include experts from diverse cultural backgrounds. This approach not only provides a more diversified perspective but also facilitates the timely identification and resolution of potential cultural misinterpretations and conflicts during the dubbing process, ensuring that dubbed works are aptly presented across varying cultural backgrounds. Furthermore, innovative strategies are also evident in the narrative style of dubbing. Throughout the cross-cultural dubbing process, attempts can be made to organically merge elements of the original culture with characteristics of the target culture, thereby creating a new narrative style. This practice not only represents an innovative reinterpretation of the original work but also showcases cultural integration, thereby stimulating audience interest and understanding of different cultures. Lastly, the enhancement of audience engagement represents another aspect of innovative strategies. With the prevalence of the internet and social media, audience feedback on dubbing can serve as invaluable resources. Through the analysis of audience feedback, dubbing teams can more accurately grasp audience needs and cultural preferences, thereby continuously improving and optimizing subsequent dubbing efforts, achieving deeper and more precise cross-cultural communication.

6. Conclusion

The exploration of translated dubbing in the cross-cultural perspective is not only a study of a translation art, but also an expansion of the depth and breadth of cultural exchange. The application of cross-cultural principles allows us to see the potential and value of translated dubbing in promoting the process of globalization. Through the continuous optimization and application of cultural adaptability, linguistic accuracy and innovative strategies, translated dubbing can better bridge different cultures and promote mutual understanding and respect of cultures. In the future, with the continuous progress of technology and the deepening of the globalization process, the challenges and opportunities faced by translation and dubbing will be more complicated and changeable. Only by constantly exploring and applying cross-cultural principles can translated dubbing play a greater role in global cultural exchanges and become an important link connecting the world.

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