دراسة ترجمة الهواة للاختصارات الانكليزية في الافلام السينمائية الى العربية:
فيلم الملائكة والشياطين انموذجا

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A Study of Audiovisual Fansubbing Translation of Abbreviations in English Movies into Arabic: Angels and Demons Movie as a Model

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المستخلص

تُعرَّف الترجمة السمعية والمرئية (AVT) بأنها عملية تحويل منتج متعدد الوسائط من لغة المصدر إلى اللغة الهدف. بمعنى آخر ، يعمل مترجم الترجمة النصوص السمعية والمرئية على نقل معنى جميع الوسائط التي تسهم في بناء المنتج السمعي والمرئي والمكتوب) في كل (فيلم ومقابلة وتقرير وثائقي ورسوم متحركة ..إلخ) من لغة إلى أخرى. إلى جانب ذلك ، اختار الباحثان المختصرات الموجودة في الفيلم الأمريكي الذي يحمل عنوان (ملائكة وشياطين) لتحليلها إلى اللغة العربية. واختارا ترجمات لثلاث مترجمين هواة ترجموا الفيلم الأمريكي المعني. وعلاوة على ذلك ، يفترض الباحثان أن المترجمين الهواة الذين اختيرت ترجماتهم للتحليل ان ينتجوا ترجمة غير دقيقة للمختصرات لأن ترجمة الحاشية السينمائية من الإنجليزية إلى العربية لا تعتمد على عملية نقل معنى المختصرات فقط بل على التوظيف الناجح للجوانب التقنية المرتبطة بعملية ترجمة الهواة من الإنجليزية إلى العربية مثل (عدد الأحرف في كل سطر ، وعدد السطر ومدة عرض المنتج على الشاشة). واثبت التحليل الذي اجراه الباحث صحة الفرضية المذكورة أعلاه.

الكلمات المفتاحية: الترجمة السمعية والمرئية ،ترجمة الهواة ، فيلم ملائكة وشياطين ،المختصرات.

Abstract

Audiovisual Translation (AVT) is defined as process of rendering multimodal product from the source language SL into the target language (TL). In other words, the AVT translator works on transferring the meaning of every mode (aural, visual and written) in the body of the (movie, interview, documentary reports, interview, cartoon, etc.) from one language into another. Besides, both researchers chose abbreviation forms found in the body of the American movie (Angels and Demons) to be analyzed into Arabic. They pinpointed three available fansubbing products of the movie in question online. It is hypothesized that amateur subtitlers whose translations selected for the analysis might produce inaccurate translation of the abbreviation forms because subtitling from English into Arabic not only depends on the process of conveying the meaning of the forms but also on the successful employment of the technical aspects associated with the process of fansubbing from English into Arabic such as (number of character per line, number of line and duration of product presentation on the screen). The analysis of the movie has verified the abovementioned hypothesis.

Keywords: Audiovisual Translation, Fansubbing, Angels and Demons Movie, Abbreviation forms.

1. Introduction

Audiovisual Translation AVT is described as a new born translation field. It is concerned with rendering multi-modes of communication products from source language into target language. It is mostly resorted to in rendering films, documentaries, interviews, series, children cartoons…etc. There are different types of AVT such as subtitling, dubbing, surtitling, respeaking, audio description and each one of the above-mentioned ones is used for a particular purpose and it has its own process.

The current study is concerned with analyzing the Arabic subtitling of abbreviations of the English movies subtitled by fan-subbers. It is worth noting that fan-subbing is defined as the process of creating subtitle files for AVT productions by amateur subtitlers where they are governed by any linguistic, cultural, nor technical norms with reference to subtitling practice. The process came to light in the 1980s when a group of Fansubbers subtitled Japanese animation, it is worth noting that the goal was to make a balance between US distributors and animation fans and then, it was employed in different aspects of AVT such as films and series. Yet, it has truly become a dominant one since the turn of the century. Besides, this type of process is different considerably from the established forms of crowdsourcing

process because the crowdsourcing attempts to keep complete control over the process of translation and the content that is required to be rendered from one language into another, as opposed to managed forms of crowdsourcing, where such control is retained by the originators of the work "European Commission 2012". As for, the fan-subbing process, it grows the reception of amateur subtitles and It has also been the focus of intensifying the academic research positively in this very arena. Orrego-Carmona (2014, 2015) has highlighted that nonprofessional subtitlers provide a similar level of satisfaction to the receiver as professional ones. The European Commission has also given a credit to the value of crowdsourcing by publishing a call for proposals (2015) concentrating on innovative uses of crowdsourcing in order to strengthen the circulation of videos in lesser-used European languages through subtitling. Therefore, the researcher creates his own model of analysis based on Pederson subtitling strategies, Gottlieb translation strategies, Tomaskiewicz translation strategies not to mention the researcher's subtitling strategies with particular modifications. It is of four parts; the first three parts are concerned with the analysis of meaning of abbreviations into Arabic while the fourth one is about the technical constraints of subtitles.

2. Literature review

The researcher selected a paper whose title "Fansubbing in the Arab World: Modus Operandi and Prospects", written by Hani Eldalees, Amer Al-Adwan and Rashid Yahiaoui, published by "Arab world English journal" in 2017. Its problem is concerned with the process of analyzing the subtitles produced by Arab fansubbers. It is based on examining two versions of the film whose title is "The Wolf of Wall Street" which has been subtitled by fansubbers in two Arab countries, they are as follows: Lebanon and Jordan. Besides, it is designed to investigate the Arabic subtitles produced in both DVD versions so as to grasp the idea of how fansubbers from both countries handle various problems not to mention issues and distasteful topics in the body of the film in question, among such topics are utterances attributed to swear words, sexuality and references to embarrassing functions related to body. Moreover, the study adopts the euphemism model in subtitling by Al- Adwan (2015) which has been derived essentially from two available euphemism models designed by Williams (1975) and Warren (1992). Furthermore, the adopted model has succeeded in addressing the major problematic issues not to mention identifying the strategies applied to address them in the Arabic subtitle versions. Despite the fact that the model in question was

not able to identify other instances found in the body of versions where fansubbers made use of dysphemism model as a translation strategy. Finally, the analysis shows that fansubbers do not count on euphemism model of analysis only but also resorted to dysphemism in their Arabic subtitles when rendering particular utterances into the TL(٢٠١٧) .

Moreover, they concluded that One of the agreed upon norms in translation agencies, production companies or TV channels is that subtitlers must be guided by particular instructions and criteria applied by their employers. This is why, the produced subtitles are usually undergone euphemism to make the subtitled AVT product appeal to a large number of viewers. This is not the case with fansubbers because they do not follow specific rules and they have the freedom to generate their own subtitled products via adopting a range of translation strategies. Accordingly, the researchers say that fansubbers of the film in question employed various subtitling strategies to produce their own subtitled products concerning the film under-analysis. Besides, testing the model of analysis related to euphemism by AL-Adwan (2015) against various samples obtained from the film in question made researchers have a clear idea that fansubbers generated fansubbed products with the employment of euphemism not to mention adopting seven translation strategies highlighted in the model of analysis: "Widening,

Implication, Metonyms, Demetaphorization, Borrowing, Semantic Misrepresentation and Omission". It is worth mentioning that fansubbers are also inclined to make use of dysphemism in their fansubbed versions. Therefore, a developed model is advised to be adopted in the upcoming studies with respect to fansubbing AVT in the Arab World to confirm the results delivered in the body of the study. Finally, the findings present a great addition towards a clear understanding of fansubbing AVT in the Arab World and to support similar researches in the fansubbing world   (P. 62). It is worth mentioning that the researchers study was not trodden before because he deals with the analysis of fansubbing product from English into Arabic on the level of abbreviation forms.

3. Subtitling

Subtitling is described as "the rendering in a different language of verbal messages in filmic media, in the shape of one or more lines of written text, presented on the screen in synch with the original verbal message" Gottlieb (2004, p. 86). Technically speaking, there are two types of subtitles, they are explained as follows: Open subtitle: it is a type of subtitle that cannot be removed or be hidden because they are burned onto the image of the film production frames.

While the second one is titled closed subtitles, it gives the receivers of the AVT product the freedom to see the subtitles below the screen or not (Diaz Cintas, Remael, 2007).

3.1 Fansubbing

Fansubbing is defined as the process of rendering multimodal products from one language into another by amateur translators. In other words, it is similar to subtitling but it is carried out by fans (Cintas & Remael, 2006).

3.1.1. History of fansubbing

According to Cintas & Remael the Fansubbing phenomenon floated on the surface of AVT during 1980s. The term in question was associated with the Japanese animation films at first. American fans decided to render the Japanese animations into English. and their move satisfied a lot of youth at that time because they were eager to watch such products. Afterward, the concept of fansubbing was expanded to include the rendering of countless number of films and series all over the globe to meet the needs of fans especially, the younger generations. Historically speaking, fansubbing does not follow rules and censorship imposed by governments. Therefore, it is a form of freedom expressed by youth to choose what they want to watch in the way they like the most. In other words, the type of AVT mode is not conditioned by any procedures (2006).

3.1.2. Process of fansubbing

According to the interview held by the researcher back in 2021 with a group of Iraqi fansubbers Via Zoom Meetings Platform, he found out that the fansubbing process is simple comparing it to subtitling by professionals because fansubbers could have majors far from translation and media or they may not be educated at all, they might be of different ages (teenagers, young, old) people, they have no unified ground rules that can organize the process of rendering AVT products from SL into TL. Therefore, fansubbed products could manifest huge differences from one country to another or even from one group of fansubbers to another within the same country. It is worth noting that the younger generation are derived by this type of AVT because they want to watch what they prefer as quickly as possible. For this reason, the fansubbed versions of any AVT products might be available online for fans sake before the subtitled version of the same product done by professionals. It is worth mentioning that fansubbing process is a piece of cake especially for Iraqi fansubbers, it is as follows: firstly, the fansubber should have big or little experience in translation to be able to work in this field. Secondly, he has to have a computer (desktop or laptop). Thirdly, he must install subtitling software on his computer such as (workshop subtitle program).

Fourthly, the multimodal product is available for the fansubber. If the abovementioned steps are available. The process of fansubbing can be done easily. Yet, it is not successful completely due to the fact that fansubbers are not having rules that can manage their works like professionals, they could work in pairs, groups or even individually. Their works are not always proofread by specialists, they may cause some sort of confusions for viewers because of the presence of spelling, linguistic, stylistic mistakes, etc.

They may fail on the level of synchronization when the subtitled version appears below the screen before or even after the conversation between character of the AVT product in question. However, such type of process is not always legal because it might cause copyright issues. To sum up, fansubbing is a type of subtitling, it is easily done by anyone equipped with the computer, subtitling software, big or little experience in translation and the multimodal product.

3.1.3. Usages of fansubbing

Fansubbing was first employed for rendering the Japanese animation products in 1980s and then, it was expanded to be part of all forms of AVT products. This is why, it is employed in rendering films, series, animations, songs and even interviews. This type of AVT mode is resorted mostly by fans and nowadays, some networks like Iraqi Cinemana Shabakaty

network hires fansubbers to subtitle films, series, programs, etc. the fansubbers of the network mentioned above work for free for reasons of fun, developing themselves in translation and its technical aspects as well. Fansubbing such products are always gone viral because the target group is youth who are always well versed in technology and internet, they are easy to access and free of charge as well (Perez-Gonzalez, 2007).

4. Methodology of the study

The researcher designs an eclectic model for the analysis of audiovisual fansubbing abbreviations of the American movie titled "Angels and Demons" into Arabic. It is worth mentioning that the researcher considers some of the technical aspects of professional subtitling in the body of the model of the analysis to know how far those amateur subtitlers are following such aspects during their translation processes of the English abbreviations into Arabic. However, the researcher decided to choose the most important technical aspects with reference to professional subtitling (one or two-line aspect, 35-38 characters per line and six-second presentation on the screen) to see how far fansubbers make use of such aspects within the process of fansubbing English films abbreviations into Arabic.

It is worth noting that the researcher counts on many translation scholars subtitling strategies in building-up his eclectic model of analysis. Among such scholars are Pederson, Gottlieb and Tomaszkiewicz. Moreover, he takes some of the components of their strategies, modifies them and adds some other components to be suitable for the study.

4.1. The eclectic model of analysis of English movies abbreviations into Arabic

The researchers counted on Pederson, Gottlieb and Tomaszkiewicz strategies in designing the eclectic model of analysis not to mention adding their own strategies such as partial omission and irrelevant equivalent strategies. The strategies and the technical aspects associated with the process of fansubbing are explained below, three technical aspects are associated with the TT subtitling production: one or two-line rule, 35-38 character including spaces per line and 6-minute presentation on the screen.

1- Explantory translation: it is after spelling out the initial letters that form the English abbreviations in the Arabic subtitle.
2- Addition: it is about adding a letter or a word to the TT version.

3- Estabished equivalent: it is concerned with employing the equivalent form of the English abbreviation in the TT subtitle.

All the aforementioned strategies along with the application of the technical aspects lead to the production of function fansubbing in the TT.

4- Partial omission: it is a strategy proposed by the researcher, it aims at rendering the SL abbreviations found in the English movies into Arabic partially for reasons of avoiding breaching the technical aspects of subtitling.

5- Translitreration: it is a strategy of making use of the Arabic language letters in describing abbreviations found in the English movies.

Therefore, the employment of the fourth and fifth strategies with the technical aspects will produce incomplete fansubbing.

6- Original form: it is the process of taking the English abbreviations as they are in the TT subtitle without any sort of change nor transfer.

7- Total omission: it is defined as the complete deletion of the abbreviation form found in the SL English movie from the TT version in Arabic.

8- Irrelevant equivalent: it is a strategy suggested by the researcher because the ones who carry out the process of fansubbing as amateur subtitlers.

This is why, it is expected to discover irrelevant equivalent with reference to SL abbreviation in the TT version of Arabic. It is worth noting that the application of the sixth, seventh and eighth strategies along with the technical aspects will produce incorrect fansubbing.

5. Data Collection

The current section is about presenting all abbreviations forms of the American movie Angels and Demons along with their translated products by fansubbers from English into Arabic:

5.1. Data of Angels & Demons Movie

Abbreviations	ST Dialogue and Timing	#	TT Fansubbers	No. of Lines	Number of Characters Per Line	Start/End	Time
LHC	Attention, control group going online for LHC beam event.	1	انتبه إلى الجميع المفاعل أصبحت محظورة الآن	2	L1 17 / L2 31	Start	00:03:59,811
						End	00:04:04,682
		2	انتبه إلى الجميع منطقة المفاعل أصبحت محظورة الآن	2	L1 17 / L2 31	Start	00:03:59,800
						End	00:04:04,600
Start	00:03:59,321	3	مطلوب اخلاء منطقة الاختبار	1	L1 26	Start	00:04:01,197
End	00:04:04,321					End	00:04:04,576
LHC	Powering on LHC magnets	1	بداية سلسلة التفاعل	1	L1 19	Start	00:04:51,097
						End	00:04:52,753
Start	00:04:54,334	2	بداية سلسلة التفاعل	1	L1 19	Start	00:04:51,000
						End	00:04:52,700
						Start	...
End	00:04:58,546	3	......	...	...	End	...

LHC	Filling the LHC				Start	-----
Start	00:06:03,904	1	-----	-----	End	-----
End	00:06:07,406	2	-----	-----	Start	-----
				-----	End	-----
		3	-----	-----	Start	-----
LHC	LHC injecting protons, beam one.	1	-----	-----	End	-----
			1	L1 23	Start	00:06:19,714
					End	00:06:21,437
Start	00:06:22,255	2	قم بتفعيل مدخل الجسيمات	1	Start	00:06:19,700
				L1 23	End	00:06:21,400
					Start	00:06:21,400
End	00:06:27,255	3	شغل الحاقن:	1	Start	00:06:18,874
				L1 10	End	00:06:20,821

Label	No.	Source	No.	Target	No.	Lines		Time
CMS	1	ATLAS at CMS, check.	---	-------	---	---	Start	---
							End	---
Start	2	00:05:22,112	---	-------	---	---	Start	---
							End	---
End	3	00:05:24,155	---	-------	---	---	Start	---
							End	---
UVF	1	The UVF protesting the visit of a Catholic archbishop.	1	ماتت عائلتي جراء تفجير في "الستر" اعتراضا على زيارة أسقف كاثوليكي	2	L1 32 / L2 31	Start	01:03:52,021
							End	01:03:56,523
	2	01:06:38,034	2	ماتت عائلتي جراء تفجير في "الستر" اعتراضا على زيارة أسقف كاثوليكي	2	L1 32 / L2 31	Start	01:03:52,000
							End	01:03:56,500
Start	3	01:06:41,495	3	الباسك احتج على زيارة رئيس الاساقفة الكاثوليكي	2	L1 21 / L2 24	Start	01:03:52,345
End							End	01:03:55,892

CERN		That would give us another 24 hours to get it safely back to CERN.				Start	00:26:31,484
	Start	00:27:39,114	1	سيعطينا ذلك 24 ساعة لإعادتها سالمة إلى "سيرن"	2	L1 19	End	00:26:35,122
						L2 25	Start	00:26:30,400
	End	00:27:44,114	2	سيعطينا ذلك 24 ساعة لإعادتها سالمة إلى "سيرن"	2	L1 19	End	00:26:35,100
						L2 25	Start	00:26:30,268
			3	وهذا يعطينا 24 ساعة أخرى لإعادة كيانها إلى...	2	L1 19	End	00:26:33,605
						L2 21		

Table (5.1.) Data of Angels and Demons Movie

6. Discussion and Results

The first abbreviation is (**LHC: Large Hadron Collider**) which means (المسارع النووي الكبير أو مصادم الهدرونات الكبير) in Arabic. It is mentioned four times in the English version. As for the first mention, all the three fansubbers failed to produce an equivalent term representing the abbreviation mentioned above in the TL. In other words, they employed total omission strategy. However, the first two fansubbers used two-line subtitle, they are as follows (L1: 17 cs and L2: 31 cs) and (L1: 17 cs and L2: 31 cs) respectively. Besides, their two-line subtitle lasted on the screen 6 seconds. While the third fansubber made use of one-line subtitle of 26 cs which lasted for 3 seconds only. In other words, they applied the technical constraints and failed to convey the meaning. They produced incorrect fansubbing products in the rendering the first mention of the abbreviation into TL. Speaking of the second mention of the abbreviation, the fansubbers also resorted to total omission strategy. Besides, the first two ones employed one-line subtitle of 19 cs that remained on the screen for one second and a half. But the third fansubber failed to apply all the technical constraints. In other words, the first two fansubbers applied the technical constraints and conveyed no meaning of the abbreviation into the TL, they produced incorrect fansubbing products. While the third one applied no technical

constraints and rendered no meaning of the abbreviation in question into Arabic, he produced incorrect technical fansubbing product. This is not the case when it comes to the translation of the third mention of the abbreviation mentioned above into Arabic subtitle because all the fansubbers resorted to total omission strategy and they applied no technical constraints as well, all of them produced incorrect technical fansubbing products. The fourth mention was rendered by them as follows (**مدفع الجسيمات والحاقن**). In other words, they adopted irrelevant equivalent strategy in conveying the meaning of the abbreviation.   However, the first two fansubbers employed one-line subtitle of 23 cs that lasted 2 seconds, whereas the third one also used one-line subtitle of 10 cs that lasted 2 seconds as well. In other words, all the fansubbers applied the technical constraints and gave irrelevant equivalents, they produced incorrect fansubbing products. The second abbreviation is about (**CMS: The Compact Muon Solenoid**) which means (لولب مركب للميون) in Arabic. All the fansubbers without any exception failed to render it on the meaning and technical levels because they applied no technical constraints nor conveyed the meaning of the abbreviation mentioned above due to the fact that they employed total omission strategy. Therefore, they produced incorrect technical fansubbing products. As for the third abbreviation, it is (**UVF: Ulster Volunteer Force**) which stands for (قوة متطوعين

اولستر). The first two fansubbers copied and pasted each other when it comes to the TL content. Besides, they added a lot of irrelevant details to their subtitles not to mention making use of partial omission strategy in rendering the meaning of the abbreviation mentioned above because they used the word (الستر) only. Technically speaking, both of them applied two-line subtitle where (L1: 32 cs and L2: 31 cs), they were present on the screen for 4 seconds. The third fansubber employed irrelevant equivalent strategy because he used (الباسك) as the representative of the abbreviation in the TL which is not correct. On the top of it, he resorted to two-line subtitle, it is explained as follows (L1: 21cs and L2: 24) it remained on the screen for 3 seconds. In other words, they applied the technical constraints and failed to transfer the meaning of the abbreviation into the TL. This is why, the first two fansubbers produced incomplete fansubbing products while the third one produced incorrect fansubbing product. The last abbreviation of the Angel and Demon film is concerned with (**CERN: Conseil Européen pour la Recherche Nucléaire**", (French) or **European Council for Nuclear Research**. (English)) which refers to (المجلس الاوروبي للبحوث النووية).

The first two fansubbers duplicated each other when it comes to the content of subtitle in the TL. However, they applied

transliteration strategy in rendering the abbreviation in question into Arabic as in (سيرن). In other words, they caused confusion among viewers because its meaning is neither understood nor coined in the Arab countries. Speaking of the technical constraints, both of them made use of two-line subtitle as in (L1: 19 cs and L2: 25 cs) which lasted for 2 seconds only. They failed on both levels because they failed to produce an appropriate meaning of the abbreviation in the TL and the number of seconds were not enough to comprehend the entire subtitles. They produced incorrect technical fansubbing products. While the third one is different from the abovementioned fansubbers because he adopted total omission strategy when it comes to rendering the abbreviation into Arabic. Though, he applied the technical constraints when he resorted to two-line subtitle as in (L1: 19 cs and L2: 21 cs) which lasted 2 seconds on the screen he produced incorrect fansubbing product.

6.1. The quantitative analysis of Angels and Demons movie

The researchers presented in the table below the quantitative results of the analysis of the fansubbing products of English abbreviation forms found in the body of the abovementioned movie into Arabic. besides, they found the total rate of success is (zero %) while the rate of failure is (100 %).

No.	Abbreviation Form	Fansubbers (Teams or Individuals)	Results on the linguistic level	Results on the technical level	Final Product
1	LHC	First	F	S	F
		Second	F	S	F
		Third	F	S	F
2	LHC	First	F	S	F
		Second	F	S	F
		Third	F	F	F
3	LHC	First	F	F	F
		Second	F	F	F
		Third	F	F	F
4	LHC	First	F	S	F
		Second	F	S	F
		Third	F	S	F
5	CMS	First	F	F	F
		Second	F	F	F
		Third	F	F	F
6	UVF	First	F	S	F
		Second	F	S	F
		Third	F	S	F
7	CERN	First	F	F	F
		Second	F	F	F
		Third	F	F	F
	Total Results	Rate of Success: 0 %		Rate of Failure: 100%	

Table (6.1.) Angels and Demons Movie Quantitative Analysis

Conclusions

The researchers have found out that all the three fansubbers involved in the process of fansubbing the American movie Angels and Demons into Arabic faced complete failure on the linguistic level (meaning level) and partial failure on the technical level. They failed on the meaning level because they employed partial omission, total omission and irrelevant equivalent strategies while the technical failure is attributed to the fact that they did not use the technical aspects with the total omission strategy which is employed mostly in the fansubbing process of the movie in question. It is understood that fansubbers in question could not make a happy marriage between the linguistic and technical aspects through the fansubbing process of each abbreviation form from English into Arabic. Therefore, their products were not successful in Arabic.

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