

DUBBING IN UKRAINE AND AROUND THE WORLD

Introduction. Each of us watches YouTube videos, TV programs, movies, or cartoons in theatres every day. The world operates on the basis of countries sharing their ideas and capabilities, which are then disseminated through various media. Dubbing serves as a tool to aid in a country's comprehension of a particular material.

What is dubbing? The process of dubbing involves replacing the original language of movies, TV shows, and cartoons with a different language through voice acting. This enables viewers to access a wide range of foreign films, Hollywood blockbusters, and other cinematic productions in a language they understand. Dubbing can be performed using a single voice, two voices, or multiple voices. Although Ukrainian dubbing is commonly used nowadays, it is actually a relatively new practice.

Throughout history, Ukraine faced restrictions on broadcasting media content in Ukrainian prior to its independence and for several years after. Censorship often stripped Ukrainian material of its originality and translated it into Russian, which favored the former USSR. This led to a lack of foreign films or TV series being broadcasted in Ukrainian, as the language was still considered rare at that time. Even after Ukraine gained independence, there was still an embargo on broadcasting American films, and for five more years, everything had to be broadcasted in Russian. However, progress was eventually made, and the Ukrainian language can now be heard on television.

Alf, an American sitcom, was dubbed and broadcasted by ICTV in Ukraine in 1996, marking the first of its kind in the country's history. This movie caused a sensation among the audience, everybody was delighted with Oleksa Negrebetsky's incredible translation and became his fans. The audience

enjoyed the series so much that in 2000, they made a decision to broadcast Alf all day long! Many viewers also recall that around the same time as «Alf,» the popular TV series «Friends» premiered and continues to be aired today with its original dual-voice dubbed version.

The Simpsons was the first animated series to be dubbed into Ukrainian. The dubbing of this animated series is considered one of the best in the world. Ukrainian actor Yuriy Kovalenko, also known as «Dr. Sound», voiced an impressive 23 different characters in the series. Meanwhile, Yevhen Malukha lent his voice to the iconic character of Homer Simpson. Another standout performance was Anna Levchenko's portrayal of Bart Simpson, which earned her the «Best Female Voice» award.

In 2006, a turning point came for dubbing. It was a risk of destruction, because:

- the Cabinet of Ministers of Ukraine made a decision on full-fledged dubbing in Ukraine;
- Ukraine was not ready for studios to dub 70% of foreign media at once. The government thought that everything would happen gradually;
- Russian distribution companies were very outraged by this decision;
- Russia was doing everything to eradicate the Ukrainian language from the media, and broadcasting its media on television for the majority of the screen time;
- Russia bought all kinds of Ukrainian dubbing to destroy the Ukrainian market.

But such turning points were useful for Ukraine. At the end of 2006, the Pixar animated film Cars was released in cinemas with Ukrainian multi-vocal dubbing. The translation of this film was recognized as the best in the world, and the audience liked the dubbing so much that it outsold the Russian dubbing by 15%. From there, everyone loved the character of Cheese, who was also voiced by Yuriy Kovalenko, who gave the character a comical voice, many funny memes and delighted children.

Until 2010, dubbing was doing quite well. Of course, at that time, multi-voice Ukrainian dubbing was a rare thing, and the advantage was in pirated dubbing in two voices. During that period, pirated DVD distribution in Russia was a common practice for any new novelty. Ukrainian dubbing was also sometimes pirated, but not as frequently. However, in 2010, the Party of Regions started advocating for the removal of Ukrainian dubbing due to its low quality. The dubbing of foreign media in Ukraine was frozen again, and full-length films with Russian dubbing were released again.

There were no significant changes until 2014 when the Russian-Ukrainian war broke out. After the Revolution of Dignity, and after Viktor Yanukovich fled the presidency, Russian media seemed to put an end to its existence in Ukraine. Ukrainian dubbing began to develop better, and studios such as 1+1 Media or Le Doyen began to gather. Yet, even despite the war, Russian TV series, films with Russian actors, works by Russian directors, Russian advertising, and so on were still broadcast in Ukraine. Of course, we started dubbing them, but not all of them. Only after 2019, when the language law came into force, 45% of Russian media and content in Russian was removed from TV channels. The state did not want to remove or dub the remaining content, so it left it in the original language. After the full-scale invasion on February 24, 2022, absolutely all Russian-language content was banned in Ukraine. But even now, despite the fact that the enemy is attacking us, STB channel wants to broadcast the series «The Last Letter of a Lover» with a Russian actor, but with Ukrainian dubbing.

Since its inception, we have experienced significant growth and achieved the pinnacle of excellence in the field of dubbing. Over the years, our dubbing percentage has soared from 60% in 2010 to more than 95% presently. This success can be attributed to our talented actors who have lent their voices to various characters and films, making our dubbing extremely popular:

Yuriy Kovalenko – Cheese («Cars»), «The Simpsons» (23 characters);

Eugene Malukha – Homer («The Simpsons»);

Liudmyla Ardelyan – Mahidevran Sultan («Rokselana»);
Bogdan Benyuk – Shrek (Shrek 1 2 3 4);
Pavlo Skorokhodko – SpongeBob («SpongeBob SquarePants»), Sid (Ice Age 2,3,4,5), Harry Potter («Harry Potter and the Deathly Hallows»);
Boris Georgievsky – Grut («Guardians of the Galaxy») Optimus Prime («Transformers»);
Andriy Fedinchyk – Ron Weasley («Harry Potter and the Deathly Hallows»);
Andriy Tverdak – Voldemort («Harry Potter and the Deathly Hallows»), Juliag the Man («Menu»).

In addition, there are many other dubbing actors who give the actors different voices and make the audience happy.

In conclusion, while Ukrainian dubbing may not currently be widely recognized on a global scale, we are committed to promoting it to the best of our ability. In the past, we made a mistake by allowing the Russian market to infiltrate Ukraine, but we have learned from this and will never let it happen again. Our aim is for our dubbing to become the standard of Ukraine and a source of national pride within the next five years. Our ultimate goal for the future is to restore not only Ukraine's physical infrastructure and freedoms, but also its rich cultural heritage.

REFERENCES

1. Дивись українською: чому український дубляж найкращий у світі. *Elle – модний жіночий журнал*. URL: <https://elle.ua/ludi/novosty/divis-ukranskoyu-chomu-ukranskiy-dublyazh-naykrashchiy-u-svt/> (date of access: 22.04.2023).
2. Історія дубляжу: Як українська мова 30 років пробивалася до кінотеатрів – *новини Харкова*. *www.depo.ua*. URL: <https://kh.depo.ua/ukr/kh/istoriya-dublyazhu-yak-ukrainska-mova-30-rokiv-probivalasya-do-kinoteatriv-202108221357357> (date of access: 22.04.2023).

3. Історія успіху україномовного дубляжу. *Київ-Інфо*.
URL: <https://kyiinfo.com.ua/ru/istoriya-uspihu-ukrayinomovnogo-dublyazhu/> (date of access: 22.04.2023).

4. Що таке дубляж? Як робиться дубляж для фільмів і мультфільмів | LANET PRODUCTION. *LANET PRODUCTION*.
URL: https://lanet.pro/blog/what_is_dubbing/ (date of access: 22.04.2023).