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SUBTITLE LOCALIZATION IN FILMS AND ITS KEY CHALLENGES AND PROBLEMATIC ASPECTS

Audiovisual translation has become an essential component of global media distribution, enabling films to reach international audiences. One of the most widely used forms of audiovisual translation is subtitle localization, which involves adapting spoken dialogue into written text while taking into account linguistic and cultural differences. Subtitle localization is not merely a process of direct translation; it requires careful consideration of context, audience expectations, and technical constraints.

Subtitle localization can be defined as the process of translating and adapting film dialogue into subtitles that are synchronized with the visual and auditory elements of a film. According to Díaz Cintas (2012, 274-275), subtitles must convey the original meaning while fitting within strict spatial and temporal limitations. This makes subtitle localization fundamentally different from other types of translation, as translators must condense information without losing essential meaning.

One of the main challenges in subtitle localization is the limitation of space and time. Subtitles are typically restricted to two lines with a limited number of characters, and they must appear on screen long enough for viewers to read them comfortably. As a result, translators often need to shorten or simplify the original dialogue. Gottlieb (1992, 166-167) notes that this process frequently involves omission, condensation, and reformulation, which can lead to partial loss of meaning or stylistic nuance.

Another significant challenge is the translation of culture-specific elements. Films often contain references to cultural practices, historical events, or social norms that may not be familiar to foreign audiences. In such cases, translators must decide whether to preserve the original reference or adapt it to the target culture. Caniato (Caniato, 2017)

emphasizes that strategies such as substitution, generalization, and explicitation are commonly used to deal with culture-bound references. However, each of these strategies involves a trade-off between authenticity and comprehensibility.

Humor and wordplay also present considerable difficulties in subtitle localization. Jokes often rely on linguistic features such as puns, ambiguity, or phonetic similarity, which may not have direct equivalents in the target language. As Chiaro (2010, 10-12) points out, humor translation often requires creative solutions, including rewriting or replacing the original joke with a culturally appropriate alternative. Despite these efforts, it is sometimes impossible to fully reproduce the humorous effect of the original.

In addition, subtitle localization must account for differences in linguistic structure between languages. For example, English tends to use shorter and more concise expressions than many other languages, which can create challenges when translating into languages with longer syntactic constructions. Baker (2018, 15-18) explains that translators must balance accuracy and readability, ensuring that subtitles remain clear and natural for the audience.

Another important issue is the synchronization of subtitles with the visual and auditory elements of a film. Subtitles must appear and disappear in coordination with speech, and they should not distract viewers from the visual content. This requires not only linguistic competence but also technical skills. According to Díaz Cintas and Remael (2014, 88-90), proper timing and segmentation are crucial for effective subtitle localization, as poorly timed subtitles can negatively affect the viewing experience.

Furthermore, the growing popularity of streaming platforms has increased the demand for high-quality subtitle localization. Global platforms require subtitles in multiple languages, often within tight deadlines. This has led to the use of automated translation tools and crowdsourcing, which can compromise quality if not properly managed. O'Hagan (2019, 25-27) notes that while technology can assist in the

translation process, human expertise remains essential for ensuring accuracy and cultural appropriateness.

In conclusion, subtitle localization is a complex and multifaceted process that goes beyond simple translation. It involves linguistic, cultural, and technical challenges that require specialized skills and strategies. Despite these challenges, subtitle localization plays a crucial role in making films accessible to global audiences. As the demand for audiovisual content continues to grow, the importance of high-quality subtitle localization will only increase.

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SHAPING THE DIGITAL SOCIETY: CHALLENGES, RISKS, AND OPPORTUNITIES

Digitalization is one of the defining trends of the 21st century, fundamentally transforming the structure and functioning of modern society. It encompasses the integration of information and communication technologies into all spheres of human