Audiovisual Texts:
Translating in Constrained Time and
Confined Space

Wan Halizawati Wan Mahmood
University Sains Malaysia

Puteri Roslina Abdul Wahid
University Of Malaya

ABSTRACT
Translating for screen and audiovisual materials is different from translating printed or written texts. Books, newspapers, comics and other written products are simply meant to be read. Although they may contain illustrations such as pictures, graphs, diagrams and others, these generally serve to complement or enhance the verbal content. On the other hand, screen translation is primarily concerned with conveying verbal and non-verbal audio codes of an audiovisual product into other languages. Thus, its products are made to be seen, heard and read. This article explores the complexity of audiovisual texts as well as the translation of this type of text. It mainly depicts the issue of dubbing in children’s animated cartoons within a constrained and confined space and time, looking into some technical aspects such as the concept of synchronization, as well as the selection of voices and language in children’s dubbing. A sample of a local animated cartoon aired on Malaysian television channels was selected and analyzed. The findings of this research will provide a reasonable opportunity for dubbing translators in Malaysia to employ firm and appropriate approaches, strategies and methods of translation. It is hoped that this article would