

## عنوان مقاله:

Analysis of Translation Strategies Employed in Awards-winning Subtitled Dramas

## محل انتشار:

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## خلاصه مقاله:

The increasing impact of audiovisual media and film industry in particular has led researchers to think of audiovisual translation strategies. Huge investments in film industry need global markets. Hence, there is a need for qualified translations and systematic studies dedicated to this area are in great demand. This study aims to investigate translation strategies adopted in the translation of two awards-winning dramas. The selection criterion is based on winning international awards or compliments received in the target community. Although some may argue that these successes are rooted in the selected movies' ideologies, the role of an accurate translation in transferring such elements is undeniable. The present study analyzes the translation strategies employed in the subtitled version of the following films: A Separation and I Daniel Blake. The theoretical framework of the current study is based on Gottlieb's (۱۹۹۲) Classification of Interlingual Subtitling. The obtained results depicted that except dislocation and transcription, all Gottlieb's strategies were applicable. The results also showed that the film's genre plays an influential role in translators' decisions. As these films were warmly welcomed by the target audiences, the frequent translation strategies will be useful and practical for the future of audiovisual translation industry.

## کلمات کلیدی:

Audiovisual Translation (AVT), Subtitling, Gottlieb's Model, Film, Awards-Winning Dramas

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