

ABSTRACT

Title: “Features of the translation of audiovisual texts from English into Russian on the material of the Gossip Girl series”.

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Relevance of the research topic: Cinema, as an art form, has existed for over a hundred years. With its appearance and distribution throughout the world there was a need for its translation. Sound film gradually replaced silent cinematography, understandable to everyone in their own ways. In a short time, cinema has grown into a major industry, becoming a popular form of entertainment for audiences throughout the world. Cinema as media has been used for education, propaganda and entertainment. Today, audiovisual media are taking up too much of our time, and there is a fundamental shift from written to visual sources. Film producers and distributors are looking for solutions to make films available to international audiences. The relevance of the study is due to the need for high-quality translation of audiovisual material. Nowadays the modern viewer has become more than selective in the choice and evaluation of acting skills and translation versions of films – for him the priority is to receive information and perceive emotions similar to those of the audience of the original version. Audiovisual translation has grown in demand more than ever. Every year hundreds of foreign films appear in the Russian box office, and there is a need for their translation and adaptation for the Russian audience.

Purpose: comparative analysis of two versions of the translation with the original of the series "Gossip Girl".

Objectives of the study:

- Define the concept of audiovisual translation and consider its main types.
- Reveal the specificities of the translation of audiovisual products.
- Analyze the main techniques and transformations used in translation and organize them.
- Identify, describe and correct mistakes made in translations.

Theoretical and practical significance of the research. The theoretical significance of the research lies in the systematization of scientific knowledge in the field of audiovisual translation, as well as in the generalization of recommendations for the translation of audiovisual products. The practical significance of the study is due to its possibility of using it as a guide for teaching translators the basics of audiovisual translation. Alongside that the results of the study can serve as a basis for a comprehensive analysis of audiovisual materials when directly working on them.

Research results. We have systematized the main ways of translating audiovisual materials and conducted a comparative analysis of the two versions of the translation from English into Russian of the TV series "Gossip Girl", and also identified the linguistic features and the difficulties encountered by the translators.

Recommendations. The comparative analysis of the two versions of the translation of the series can become a conceptual basis for further study of the technology of audiovisual translation. The results of this work can serve as a guide for teaching novice translators the basics of translating audiovisual materials.