The pressing issues of pragmatic adaptation in cinematic texts

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Abstract: This article examines the linguistic and cultural aspects of pragmatic adaptation in cinematic texts, analyzing strategies used to preserve communicative intent in subtitling and dubbing. The findings highlight the importance of adaptation in intercultural communication.

Introduction: In today's era of globalization, the art of cinema serves as a crucial medium for representing national cultures. The translation of films allows international audiences to access and appreciate different cultures. However, pragmatic adaptation in film texts ensures the preservation of language and cultural characteristics. It involves adjusting linguistic elements in translation to fit the context of meaning and communication. The primary goal is to convey the communicative intent of the original text comprehensively to the target audience. Unlike direct translation, pragmatic adaptation considers cultural nuances, humor, and idiomatic expressions to enhance audience comprehension [Stepanova & Sinitskaya, 2023, p. 112]. This article examines the specificity and relevance of pragmatic adaptation in film texts, focusing on strategies to overcome various linguistic and cultural constraints.

The significance of this issue is particularly evident in Uzbek cinema. Many Uzbek films struggle to reach an international audience due to ineffective translation and cultural misinterpretations. For instance, in 2019, the film "Ilhaq" faced difficulties in conveying historical and emotional depth when adapted for English-speaking audiences. This highlights the necessity of a well-structured adaptation process that aligns with intercultural communication principles.

METHODOLOGY

The study employed content analysis using samples of subtitled and dubbed films. In writing this article, the films "The Hobbit", "Becoming Jane", and "Ilhaq" were chosen for analysis. The selection of films was based on the translation from English to Uzbek and from Uzbek to English, as well as the need for the partial translation of cultural units, linguistic diversity and genre differences. Additionally, articles about this topic of "The Hobbit" and "Becoming Jane" films were analyzed. Pragmatic transformations were explored based on translations of European and Asian films into English. Methods included:

• **Comparative analysis**: This method is crucial in studying film adaptation as it allows for examination of differences in translation strategies across various adaptations [Zhuravel, 2019, p. 184]. By comparing different versions, researchers can identify how translation choices impact the overall narrative, character development, and audience perception. So, this analysis helps in understanding the effectiveness and accuracy of translation practices.

• **Linguo-cultural approach**: This assesses how cultural elements are retained, replaced, or modified is essential to understand the extent to which the source culture is represented in target language [Arbain, 2020, p. 19]. I think this approach highlights the challenges and strategies involved in preserving cultural nuances, idioms, and references. It provides insights into how translation can bridge cultural gaps and maintain the original film's cultural authenticity.

• **Discourse analysis from a pragmatic perspective**: Investigating how meaning is conveyed through linguistic transformations is important to grasp the subtitles of language use in different contexts [Bai,

2018, p. 48]. This type of method analysis focuses on how language choices affect the intended meaning, tone, and communication between characters and the audience. Also, it helps in understanding the pragmatic aspects of translation, such as politeness, humor, and implied meanings.

In my opinion, by using these methods, this article can aim to provide a comprehensive understanding of the complexities involved in translating films and the impact of these translations on the audience's experience.

Data sources included academic articles, relevant linguistic studies, and specific film translations, such as The Hobbit, Becoming Jane, and Ilhaq (2019).

RESULTS

The findings indicate that pragmatic adaptation in film texts is carried out through the following main aspects:

1. Contextual adjustment: Cultural-reality elements in the original text are replaced or explained with equivalent terms in the translation (explanation of realia) [Zhuravel, 2019, p. 184]. For example, Uzbek idioms are substituted with functionally equivalent phrases in English subtitles.

2. Preserving expressiveness: Stylistic and phraseological tools are used to retain the emotional impact of dialogues [Arbain, 2020, p. 19]. In "Becoming Jane", subtitling strategies adapted idiomatic expressions to suit the target audience's linguistic framework.

3. Adaptation to limitations: In subtitling, reductions are introduced to account for spatial and temporal limitation while maintaining the communicative intent [Zhuravel, 2019, p. 183]. For instance, "The Hobbit" trilogy reduced dialogues in subtitles but ensured their original meaning remained intact.

Moreover, in pragmatic adaptation there are some challenges. They are:

1) Deciding which cultural elements should be replaced or explained [Stepanova & Sinitskaya, 2023, p. 115]. For example, in "Ilhaq", the traditional Uzbek phrase "qo'l uzatish" (literally "extending a hand") signifies offering help or reconciliation. However, this was translated as "helping hand" in English, which slightly alters the depth of the cultural implication.

2) Balancing linguistic accuracy with audience comprehension [Sabtan, 2022, p. 157]. In "Mahallada duv-duv gap" (1960), humor rooted in Uzbek societal norms was difficult to convey in English subtitles, leading to loss of cultural resonance.

3) Variations in adaptation strategies across different film genres and language pairs [Bai, 2018, p. 50].

Historical dramas like "Ilhaq" often require more explanatory subtitles, whereas comedies such as "O'gay ona" face the challenge of translating humor effectively without losing its cultural context.

Practical examples and analysis

For example, "The Hobbit" trilogy (Zhuravel, 2019) shows that subtitling and dubbing employ critical strategies to preserve the cultural and emotional essence of the original text. Character dialogues were condensed in subtitles but underwent linguistic adjustments to retain their meaning. For instance,

Bilbo: "I'm going on an adventure!"

Gandalf: "I think you'll find that you're quite capable, Bilbo."

Translation:

Uzbek subtitles: "Men sarguzashtga chiqyapman!"

"Menimcha, Bilbo, sen bunga qodir ekansan."

In this dialogue, great attention is given to maintaining both linguistic and emotional expression. However, in Uzbek, the phrase "sarguzashtga chiqyapman" remains faithful to the original, while requiring some cultural and linguistic adaptation. This adjustment ensures that the phrase is more understandable to the Uzbek audience, incorporating slight changes to make it more relatable.

Another example is "Becoming Jane" where idiomatic expressions were adapted in subtitles to ensure better reception by the target audience (Arbain, 2020).

For example,

Jane: "You speak of things you do not understand."

Tom: "And you, Miss Austen, pretend to know everything."

Translation:

Uzbek subtitles: "Siz tushunmaydigan narsalar haqida gapirasiz."

"Siz esa, Miss Austen, hamma narsani bilgan bo'lib turing."

This dialogue clearly demonstrates irony and linguistic shifts in English. The Uzbek translation conveys the correct meaning, but phrases like "tushunmaydigan" and "bilgan bo'lib turing" have been culturally adapted for better comprehension.

And also, Uzbek cinema presents unique challenges. In "Ilhaq" (2019), historical references and traditional Uzbek sayings posed difficulties in adaptation. Translators had to choose literal translation and cultural equivalence, often opting for explanatory subtitles rather than direct translation.

Recommendations

The following recommendations are provided in order to effectively implement pragmatic adaptation:

• For translators: develop a strong understanding of pragmatic and cultural nuances and apply this knowledge in practice.

• Use of technology: employ automated tools, such as AI-based translation software in subtitling and dubbing.

• Educational programs: design training and educational programs for translators to enhance their linguistic and pragmatic competencies [Stepanova & Sinitskaya, 2023, p. 116].

CONCLUSION

This study provides an in-depth analysis of pragmatic adaptation in cinematic texts, exploring the linguistic and cultural aspects of the process. The findings highlight the significant role of cultural, linguistic, and pragmatic elements in film translation and subtitling. Proper pragmatic adaptation ensures that the original content and intent are preserved while adapting it to the target language. This process plays a crucial role in ensuring that cinematic texts are effectively and successfully received on a global scale.

Moreover, the article holds significant importance not only in the academic field but also in the film industry. In particular, the growing emphasis on improving communication across different languages and cultures, as well as implementing effective translation methods, is becoming increasingly important. This issue is continuously evolving due to changing global demands and the growing ability of audiences to understand diverse cultural contexts.

In the future, further researches are needed to explore how AI (Artificial Intelligence) technologies can advance the process of pragmatic adaptation. AI technologies could demonstrate their potential in making subtitling and dubbing processes more efficient and faster. In turn, this could provide innovative approaches to better understand and convey differences between languages and cultures. Furthermore, we believe that AI could enable translators and subtitling professionals to perform their tasks at a higher quality, facilitating real-time translation and adaptation processes. However, challenges in this regard are also inevitable. For instance, the lack of equivalent translations for culture-specific elements can create significant problems when maintaining the original meaning in translations. To address this, AI databases should incorporate unique cultural elements, such as non-equivalent lexicons, lacunae, and the explanatory meanings of realia, and integrate these with AI translators. Only then will translators be able to preserve the essence of the original content at a higher level in the translation.

Additionally, future research should focus on identifying how AI can create effective approaches and innovations to improve pragmatic adaptation in subtitling and dubbing processes. The examples and analyses demonstrate that pragmatic adaptation in film texts not only improves translation quality but also facilitates effective communication with a global audience. Customized strategies play a significant role in overcoming cultural and linguistic barriers.

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