

Mouloud Mammeri University - Tizi Ouzou
Faculty of Letters and Languages
Department of Translation and interpretation



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SPECIALTY: Applied Translation Arabic-English-Arabic

**The challenges of subtitling in the drama documentry from
English into Arabic “The Social Dilemma” by Jeff Orlowski as
a case of study**

Presented by :

Aghiles MERBOUTI

Karim BENIDIR

Supervised by:

Dr. Mohamed el amine HADRI

Board of examiners :

Chairman: Abdenmour HADJ AISSA, MAA, UMMTO

Supervisor: Mohamed El Amine HADRI, MAB, UMMTO

Examiner: Salima AKEZOUH, MAB, UMMTO

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Dedications

In the name of Allah, the Most Merciful, the Most Compassionate.

The completion of any arduous undertaking requires both personal dedication and the guidance of respected elders, particularly those close to our hearts.

We take great pride in dedicating this work to our families. They have nurtured us with boundless love, instilled confidence, and provided unwavering support in every step we take towards our success.

To all our friends, especially those closest to us with whom we shared the most memorable moments throughout our academic journey, we offer our heartfelt thanks.

Aghiles

Dedications

In the name of Allah, the Most Merciful, the Most Compassionate.

Thank you God for all your blessings to me and my family. For the strength you give me each day and for all the people around me who make life more meaningful .

I dedicate my dissertation work to my family and many friends, a special feeling of gratitude to my loving parent who encouraged me and never left my side ,I will always appreciate all they have done, without forgetting my binominal aghiles.

karim

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Introduction

Introduction

In recent years, translation has significantly expanded, becoming a crucial link connecting people worldwide and specialists across various fields. It serves as a vital means for the diverse global population to exchange ideas and knowledge, acting as a bridge between different languages. Despite its importance, translation faces limitations, particularly in conveying cultural nuances. It extends beyond transferring words; it builds cultural bridges, offering access to phenomena that might seem distant from one's own cultural perspective. The influence of media on our society is profound, especially with the rise of new technology, giving rise to a unique form of translation known as audiovisual translation. This involves translating content from audiovisual media, such as films and documentaries. Subtitling, a prevalent form of audiovisual translation, has evolved in various forms and serves multiple purposes.

With the expansion of cinema and film due to technological advancements, the need to translate these productions into multiple languages has become imperative for global reach. This goes beyond traditional methods like dubbing and subtitling, allowing viewers to choose their preferred language. Translation, especially in the case of documentary films, has played a crucial role in their global popularity, with translations, including Arabic, meeting high demand.

Documentary films, in particular, offer a valuable resource for scholars in cinema, media, and other disciplines. They provide an educational platform, offering insights into lesser-known aspects and diverse perspectives on cultural topics. Watching documentaries encourages open-mindedness, challenges preconceptions, and expands one's understanding of the world.

Motivated by these considerations, this study aims to explore subtitling strategies using "The Social Dilemma" as a corpus. Our main objectives are to analyze the subtitling strategies employed, investigate the challenges faced by translators and the effectiveness of the translation, and finally bridge the gap between theory and practice by applying these concepts to real-world examples from the documentary. Through this investigation, we aim to delve deeper into the world of audiovisual translation and subtitling practices in documentaries.

The primary question guiding our research is: What subtitling strategies can be employed in the docu-drama "The Social Dilemma" from English to Arabic?

From this question we derived the following sub-questions:

- What are the challenges the translator can encounter while subtitling ?
- Has the translator effectively conveyed the real meaning from English into Arabic ?

To answer these questions, a set of hypotheses were put forward, as follows

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- We assume the Arabic version will incorporate different subtitling strategies, including transfer, paraphrase, imitation...
- Subtitlers face difficulties in accurately conveying the exact meaning from the original language to the target language.

We chose this topic for a couple of reasons. Firstly, we are passionate about movies, especially documentaries, and we want to introduce this exciting area to our community. Our interest in translation of documentaries is driven by our curiosity to explore the audiovisual field, specifically subtitling. We want to understand the various methods translators use in the subtitling process and how they should approach this type of translation.

Secondly, documentaries, and films in general, hold significant importance. They serve as a fantastic way to learn more about the world and broaden our knowledge. Documentaries often delve into lesser-known aspects or provide different perspectives on cultural subjects we might think we know well. Watching documentaries is a great way for everyone to open their minds, question their own thoughts and beliefs, and gain a fresh understanding of the world we all share.

Embarking on our research journey, we have structured our exploration into two insightful chapters, complemented by an introduction and conclusion.

In the initial chapter, we lay the groundwork by diving into the realm of audiovisual translation. We introduce this fascinating field, trace its evolution over time, and categorize the various types it encompasses. Then we take a closer look at the intricate world of subtitling. We begin with an introduction, followed by an exploration of the evolution of subtitling. We then delve into the different types of subtitles, the stages of the subtitling process, the challenges encountered along the way, and the strategies of translation employed in this subtle craft.

Finally, the second chapter represents the applied segment of our thesis. Here, we explore the practical side of our research by studying and analyzing examples from our selected corpus, "The Social Dilemma." From the existing subtitling and this hands-on approach allows us to bring together the theoretical insights gained in the preceding chapters and apply them to real-world examples, enhancing our understanding of the subject matter.

In conclusion, our research seeks to offer a comprehensive exploration of audiovisual translation, especially subtitling, culminating in a practical analysis of examples from "The Social Dilemma."

Introduction

Throughout our research journey, we faced various challenges, notably the scarcity of information about the translator of the documentary. Another hurdle was the extraction of examples for our study, which demanded considerable time for both the original and Arabic versions. Understanding the employed translation strategies required repeated viewing of scenes.

To navigate these challenges effectively, we leaned on valuable resources such as important books and scientific papers. These sources played a crucial role in guiding our research and providing the necessary insights to overcome the obstacles we encountered.

In order to accomplish our work, we are going to proceed using different references:

Gottlieb, H. (2009). *Multidimensional Translation: Semantics Turned Semiotics*. Routledge.

Remael, A., & Diaz Cintas, J. (2007). Audiovisual translation: An overview of its potential. In J. Díaz Cintas & G. Anderman (Eds.), *Audiovisual Translation: Language Transfer on Screen* (pp. 1-18). Palgrave Macmillan.

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Chapter One
Audiovisual translation (AVT) and
subtitling

Audiovisual translation (AVT) involves translating audiovisual content across languages, with subtitling being a prominent method. Tracing the historical evolution of AVT reveals its journey from silent films to modern digital media. Subtitling has progressed from text-based to digital formats, catering to diverse linguistic and cultural needs. Different types of subtitles, including interlingual and intralingual, serve specific functions in enhancing audience comprehension. Key features of subtitling, such as timing and synchronization, are crucial for effective communication. The subtitling process includes various stages like script analysis and quality control, each demanding meticulous attention. However, subtitling faces challenges such as time constraints and linguistic complexities, impacting its implementation and effectiveness. Despite these challenges, subtitling plays a vital role in bridging linguistic barriers and promoting cross-cultural understanding in the global media landscape.

1. Definition of Audiovisual Translation

Audiovisual translation (AVT), as defined by Gottlieb (2009), encompasses the multifaceted process of translating and adapting verbal and non-verbal elements embedded within audiovisual works, including films, television programs, video games, and online multimedia content. This intricate process involves various techniques such as subtitling, dubbing, voice-over, audio description, and localization, each tailored to meet the linguistic, cultural, and accessibility needs of diverse audiences.

According to Remaeland Diaz AVT is defined as: *"The translation of production in which the verbal dimension is complemented by its elements in other media.."*

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Also, Gambir Yves believes that the translation of audiovisual materials falls within the scope of translating media materials in terms of visuals and audio. It also includes adaptation or editing for newspapers, magazines, news agencies, etc. It can also be viewed in the context of multimedia translation affecting electronic services (Internet).

2. History of audiovisual translation

The History of Audiovisual Translation explores how translating movies, TV shows, and other media has changed over time. From early days in cinema to today's digital age, and how translation methods have evolved. By understanding where audiovisual translation comes from, we can see how it shapes the way we watch and understand media today.

2.1.Silent Era and Intertitles

During the silent film era, intertitles served as an early form of audiovisual translation. These textual inserts, placed between scenes, conveyed dialogue and narrative information to the audience. While not a direct translation of spoken words, intertitles laid the foundation for integrating text with visual storytelling in audiovisual works (Gottlieb, 2001, pp. 113-118).

2.2.Emergence of Dubbing and Voiceover

The introduction of sound in cinema led to the emergence of dubbing and voiceover as methods of audiovisual translation. Dubbing involves replacing original voices with translated ones, ensuring synchrony with lip movements and emotional nuances. Voiceover, on the other hand, allows the original audio to remain audible while a narrator provides a translated version (Gottlieb, 2001, pp. 113-118).

2.3.Rise of Subtitling

Subtitling gained prominence as a practical solution for translating films across language barriers, especially during World War II. Subtitles, displayed at the bottom of the screen, enabled audiences to hear the original audio while reading translated text. This approach democratized access to foreign films and paved the way for global cinematic appreciation (Gottlieb, 2001, pp. 113-118).

2.4.Television and Globalization

The advent of television as a global medium further propelled the demand for audiovisual translation services. Dubbing and subtitling techniques expanded beyond cinema to cater to diverse content broadcasted on television. The globalization of media content necessitated sophisticated translation methods to reach broader audiences and foster cultural exchange (Gottlieb, 2001, pp. 113-118).

2.5.Technological Advancements and Accessibility

Advancements in technology, particularly the rise of digital platforms and streaming services, revolutionized audiovisual translation. Subtitling, dubbing, and voiceover processes became more streamlined, enhancing the accessibility of content in multiple languages. The internet facilitated global distribution, necessitating diverse and accurate translation methods to meet audience demands (Gottlieb, 2001, pp. 113-118).

2.6.Cultural Sensitivity and Adaptation

In the latter part of the 20th century, there was a growing emphasis on cultural sensitivity in audiovisual translation. Translators began focusing not only on linguistic accuracy but also on adapting content to resonate with the cultural nuances of the target audience. This shift

marked a significant development in the field, acknowledging the importance of maintaining cultural authenticity in translation (Gottlieb, 2001, pp. 113-118).

2.7. Audio Description and Inclusivity

Audio description emerged as a vital aspect of audiovisual translation, aiming to make visual content accessible to individuals with visual impairments. Narrated descriptions of scenes, characters, and actions provide an enhanced auditory experience, ensuring inclusivity and accessibility for all viewers (Gottlieb, 2001, pp. 113-118).

2.8. Contemporary Challenges and Opportunities

In the digital age, audiovisual translation faces new challenges and opportunities. While machine translation tools aid human translators in managing vast content, maintaining cultural subtleties and artistic expression remains paramount. Human translators play an irreplaceable role in capturing nuances and ensuring the fidelity of audiovisual translations amidst technological advancements (Gottlieb, 2001, pp. 113-118).

3. Types of audiovisual translation

Audiovisual translation encompasses various techniques that facilitate understanding and accessibility across different languages and cultures. This study explores the evolution and significance of these methodologies in enhancing global comprehension and engagement with media content.

3.1. Dubbing

Dubbing is a technique in audiovisual translation where the original voices in a video or film are replaced with translated versions in the target language. This process involves matching the lip movements and emotional nuances of the original dialogue to ensure a seamless viewing experience (Gottlieb, 2001, pp. 113-118).

3.2. Voiceover

Voiceover involves a narrator speaking over the original audio in a video or film to provide a translated version of the dialogue. This technique is commonly used in documentaries or news broadcasts and allows viewers to hear the original tone while receiving a translated narrative overlay (Gottlieb, 2001, pp. 113-118).

3.3. Subtitling

Subtitling involves the presentation of translated text on the screen, typically at the bottom, to convey dialogue and sometimes other audio cues such as sounds or music. It enables viewers to read the translation while simultaneously experiencing the original audio, making it a

widely used method for translating audiovisual content across language barriers (Gottlieb, 2001, pp. 113-118).

3.4.Audio Description

Audio description is a method of audiovisual translation aimed at making visual content accessible to individuals with visual impairments. It involves a narrator providing descriptive narration of key visual elements, such as scenes, characters, and actions, to enhance the auditory experience for those relying on auditory cues (Gottlieb, 2001, pp. 113-118).

3.5.Localization

Localization involves adapting audiovisual content to suit the cultural preferences and linguistic nuances of a specific target audience. This process may include translating dialogue, altering visuals, adjusting cultural references, and modifying content to resonate with the target culture, thereby enhancing audience engagement and comprehension (Gottlieb, 2001, pp. 113-118).

3.6.Sign Language Interpreting

Sign language interpreting is a form of audiovisual translation aimed at bridging the communication gap for individuals who are deaf or hard of hearing. Interpreters translate spoken words into sign language, either on-screen or through dedicated channels, to ensure seamless access to audiovisual content for the deaf and hard of hearing community (Gottlieb, 2001, pp. 113-118).

4.the Evolution of Subtitling

The Evolution of Subtitling presents a compelling journey through the historical development and transformative shifts within the practice of subtitling. As a cornerstone of audiovisual translation, subtitling has undergone significant evolution driven by technological advancements, linguistic considerations, and shifting audience preferences.

4.1.Silent Era Beginnings

During the silent film era, the nascent form of subtitling emerged through the utilization of intertitles, which served as textual inserts between scenes. Despite not directly translating spoken dialogue, intertitles played a foundational role in integrating textual elements with visual storytelling, thereby laying the groundwork for subsequent advancements in subtitling methodologies (Gottlieb, 2001).

4.2.World War II Impact

The onset of World War II catalyzed a significant paradigm shift in the trajectory of subtitling, particularly owing to its indispensable role as a pragmatic solution for surmounting

language barriers in audiovisual content. The global upheaval precipitated by the war necessitated innovative approaches to make films accessible to diverse audiences, thereby propelling advancements in subtitling techniques to the forefront of audiovisual translation practices (Gottlieb, 2001).

4.3. Technological Advancements

The advent of the digital era heralded a revolutionary transformation in the landscape of subtitling, driven by unprecedented technological innovations. These advancements facilitated the seamless integration and customization of subtitles across a myriad of digital platforms, consequently democratizing access to audiovisual content and enhancing the global viewing experience for diverse audiences (Gottlieb, 2001).

1.4. Cultural and Linguistic Conduit

Subtitling assumes a pivotal role as a conduit for linguistic and cultural exchange, bridging the inherent gaps between languages and cultures to facilitate audience engagement with content in their vernacular while preserving its cultural authenticity. This quintessential function underscores the indispensable nature of subtitling in facilitating cross-cultural communication within the ever-evolving global audiovisual landscape (Gottlieb, 2001).

1.5. Future Prospects and Challenges

Looking towards the future, the trajectory of subtitling delineates a trajectory poised at the nexus of tradition and innovation. While ongoing technological advancements continue to redefine the contours of subtitling practices, the indispensable role of human translators in navigating intricate cultural nuances and ensuring linguistic fidelity remains paramount (Gottlieb, 2001).

5. Types of Subtitles

There are various types of subtitles play essential roles in facilitating accessibility and comprehension for diverse audiences. This discussion provides an overview of these subtitle types, encompassing interlingual, intralingual, open captioning, closed captioning, and SDH. Each type serves distinct purposes, catering to specific viewer needs and preferences, ultimately contributing to a more inclusive and accessible audiovisual landscape.

5.1. Interlingual Subtitling

Interlingual subtitling is the process of translating spoken or written dialogue from one language into another within audiovisual content. This intricate task involves conveying the original meaning and nuances accurately while ensuring synchronization with the audiovisual

material. It demands linguistic proficiency, cultural sensitivity, and meticulous attention to timing and readability (Gottlieb, 2001).

5.2. Intralingual Subtitling

Intralingual subtitling involves transcribing spoken language into written form within the same language. It serves multiple purposes, including aiding comprehension, providing additional information, or catering to viewers with hearing impairments. This type of subtitling plays a vital role in making audiovisual content accessible to diverse audiences (Gottlieb, 2001).

5.3. OpenCaption

Open captioning refers to the permanent display of subtitles on the screen, which cannot be turned off by the viewer. These subtitles are typically visible to all viewers and are commonly used in scenarios where accessibility is paramount, such as educational videos or public spaces. Open captions ensure inclusivity and equal access to audiovisual content for individuals with hearing disabilities (Gottlieb, 2001).

5.4. ClosedCaption

Closed captioning involves the inclusion of subtitles that viewers can toggle on or off as needed. Unlike open captions, which are always visible, closed captions offer flexibility, allowing viewers to choose whether to display subtitles. This feature benefits individuals who may not require subtitles but prefer the option for clarity or comprehension (Gottlieb, 2001).

5.5. SDH (Subtitles for the Deaf and Hard of Hearing)

SDH, also known as subtitles for the deaf and hard of hearing, are subtitles specifically designed to meet the needs of individuals with hearing impairments. In addition to transcribing dialogue, SDH subtitles include descriptions of non-verbal sounds, speaker identification, and other auditory cues to provide a comprehensive viewing experience. SDH plays a crucial role in promoting accessibility and ensuring equal participation in the consumption of audiovisual content (Gottlieb, 2001).

6. Features of subtitling

Subtitling serves as a crucial component of audiovisual translation, bridging linguistic and cultural gaps to make content accessible to diverse audiences worldwide. This investigation delves into the inherent features of subtitling, exploring its multifaceted nature encompassing accuracy, clarity, readability, accessibility, consistency, and cultural sensitivity.

6.1.Accuracy

Subtitles must accurately convey the spoken dialogue or content without omitting or altering the original meaning. This ensures consistency and fidelity to the source material. Accuracy is crucial for providing viewers with an authentic viewing experience (Gottlieb, 2009).

6.2.Transcribing

Professional subtitling often begins with transcription, which involves translating spoken dialogue into written text. This process can be challenging, especially when dealing with factors like background noise, multiple speakers, or poor audio quality. Accurate transcription forms the foundation for creating subtitles that align closely with the audio content (Gottlieb, 2001).

6.3.Clarity

Subtitles should be formulated with clear wording, appropriate fonts, text sizes, and screen placements to facilitate understanding for viewers. Clarity in subtitles enhances readability and comprehension, particularly in translated content where linguistic nuances must be conveyed effectively (Gottlieb, 2009).

6.4.Readability

Subtitles must be presented at a pace that allows viewers to read comfortably without feeling rushed or overwhelmed. Proper pacing ensures that viewers can follow the dialogue or content smoothly without missing any information. Readability is essential for enhancing the viewer's overall viewing experience (Gottlieb, 2001).

6.5.Accessibility

Subtitles need to be accessible across various platforms to accommodate diverse audiences and ensure widespread accessibility to audiovisual content. Accessibility features such as subtitles enable viewers with hearing impairments or those watching content in noisy environments to engage with the material effectively (Gottlieb, 2009).

6.6.Consistency

Maintaining consistency in terminology, style, and formatting throughout subtitles is essential for ensuring coherence and avoiding confusion among viewers. Consistent subtitles contribute to a seamless viewing experience and help reinforce key themes or messages within the content (Gottlieb, 2009).

6.7.Cultural Sensitivity

Subtitlers must navigate cultural nuances and adapt content accurately to resonate with diverse audiences while maintaining cultural authenticity. Cultural sensitivity ensures that subtitles are culturally appropriate and respectful, enhancing the audience's engagement and understanding of the content (Gottlieb, 2009).

7.The stages of Subtitling

Subtitling, an essential facet of audiovisual translation, involves a series of intricate stages that transform spoken dialogue into written text, making content accessible to diverse audiences worldwide. This concise yet comprehensive exploration delves into the fundamental stages of subtitling ;as follow

7.1.Preparation and Analysis

During this initial stage, the translator engages in comprehensive preparation and analysis of the source material. This involves understanding the linguistic, cultural, and contextual nuances of the audiovisual content to facilitate accurate translation and effective communication (Gottlieb, 1997).

7.2.Spotting

The spotting stage entails identifying the timing and duration for each subtitle. Translators meticulously determine the optimal points for subtitle placement, ensuring that text appears and disappears synchronously with the corresponding audiovisual elements (Gottlieb, 2001).

7.3.Translation

Translation involves rendering the spoken dialogue or textual elements from the source language into the target language. Translators must navigate linguistic challenges while preserving meaning, style, and cultural references, striving for clarity and fidelity in conveying the intended message (Gottlieb, 2004).

7.4.Text Adaptation

Text adaptation focuses on condensing and rephrasing translated text to fit within the constraints of subtitle length and readability. Translators employ linguistic creativity and precision to convey meaning effectively while adhering to timing and space limitations (Gottlieb, 2009).

7.5.Technical Aspects

The technical aspects stage encompasses the implementation of subtitles within the audiovisual medium. Translators utilize specialized software to synchronize subtitles with the

audio and video components, ensuring seamless integration and optimal viewer experience (Gottlieb, 2001).

8.Challenges in Subtitling: The Story Behind the Struggle

In the realm of subtitling, various challenges arise that demand careful consideration and adept navigation by translators. These challenges encompass linguistic, cultural, technical, and creative dimensions, influencing the quality and effectiveness of the translated subtitles. Gottlieb (2001) sheds light on these challenges, emphasizing the complexities inherent in the subtitling process.

8.1.Linguistic Complexity

Translating spoken dialogue from one language to another while maintaining clarity, accuracy, and coherence poses a significant linguistic challenge in subtitling. The concise nature of subtitles necessitates the use of succinct and precise language, often requiring translators to convey complex ideas within limited space and time (Gottlieb, 2001).

8.2.Cultural Nuances

Subtitling involves more than just linguistic translation; it requires translators to navigate cultural nuances and references embedded within the source material. Cultural context plays a crucial role in conveying meaning accurately, and translators must possess cultural sensitivity and awareness to effectively transfer cultural elements into the target language (Gottlieb, 2001).

8.3.Technical Constraints

Subtitling entails adherence to technical constraints such as subtitle length, timing, and readability. Translators must synchronize subtitles with the audiovisual elements seamlessly, ensuring that text appears and disappears in harmony with the dialogue and visuals. Technical proficiency in using subtitling software and understanding audiovisual production techniques is essential to overcome these challenges (Gottlieb, 2001). N

8.4.Creative Adaptation

Balancing fidelity to the original dialogue with creative adaptation poses a creative challenge in subtitling. Translators often encounter situations where literal translation may not capture the nuances or humor of the source language adequately. They must employ creative strategies to convey the intended meaning while maintaining coherence and resonance with the target audience (Gottlieb, 2001).

8.5. Time Constraints

The time-sensitive nature of subtitling imposes constraints on translators, requiring them to work efficiently and effectively under tight deadlines. Meeting strict turnaround times without compromising the quality of translation demands meticulous planning, organization, and prioritization of tasks (Gottlieb, 2001)

9. The importance and benefits of subtitling

Subtitling plays a pivotal role in audiovisual translation, offering accessibility, cultural exchange, educational value, and preservation of artistic integrity. Subtitling has importance and profound impact on global understanding and appreciation of diverse languages and cultures in audiovisual media.

9.1. Accessibility

Subtitling enhances accessibility by providing a means for individuals with hearing impairments to access audiovisual content. Additionally, subtitles can facilitate comprehension for viewers who may struggle with the auditory aspect of the content (Gottlieb, 2001).

9.2. Multilingual Reach

Subtitling enables the expansion of content's reach to diverse linguistic communities by offering translations in multiple languages. This broadens the audience base and enhances global dissemination of audiovisual works (Díaz Cintas & Remael, 2007).

9.3. Cultural Exchange

Subtitling facilitates cultural exchange by allowing viewers to experience content from different cultures without language barriers. It preserves the authenticity of the original dialogue while providing translated text that conveys cultural nuances (Chaume, 2004).

9.4. Educational Value

Subtitling serves an educational purpose by aiding language learning and cultural understanding. Viewers can improve their language skills by watching subtitled content in foreign languages, and gain insights into different cultural contexts (Gambier & Gottlieb, 2001).

9.5. Preservation of Artistic Integrity

Subtitling preserves the artistic integrity of audiovisual works by conveying the intended meaning of the dialogue while respecting the original performance and context. It ensures that

the subtleties and nuances of the original content are accurately conveyed in translation (Gottlieb, 2004)

10.The Challenges of Subtitling Documentaries

Documentaries offer a wealth of information, but translating them for wider audiences presents unique challenges. Here, we explore the key characteristics of effective subtitling in documentary films.

10.1.Accuracy and Precision: Capturing the Essence Without Error

Documentaries often delve into complex topics, using specialized terminology, scientific terms, or historical references. Subtitlers must meticulously choose words that not only convey the intended meaning but also maintain the factual accuracy of the information. A single misstep can alter the entire message of the documentary (Venuti, 2012, pp. 113-114).

10.2.Capturing Nuance and Authenticity: Beyond the Words

Documentaries frequently incorporate interviews, discussions, or dialogues with real people. Subtitlers face the challenge of capturing the essence of these interactions, including the speaker's tone, emotions, and unique expressions. Maintaining authenticity in the subtitles is crucial to preserving the documentary's realism and connecting the audience with the individuals featured in the film (Díaz Cintas &Remael, 2007, pp. 76-77).

10.3.Pacing and Timing Considerations: Keeping Up with the Flow

Documentaries often include fast-paced sequences, rapid dialogue, or moments of intense visual and auditory stimulation. Subtitlers must skillfully manage the timing of subtitles to synchronize with the on-screen action. This ensures that viewers can seamlessly follow both the visuals and the translated text, avoiding any disconnect between what they see and hear (Díaz Cintas &Remael, 2007, pp. 108-109).

10.4.Condensation and Information Balance: Less is More

Documentaries frequently involve multi-layered narratives and intricate storytelling techniques. Subtitlers face the challenge of condensing and conveying these complex narratives within limited screen space and time. The subtitles must strike a balance between providing essential information and allowing viewers to fully engage with the visual elements of the film (Díaz Cintas &Remael, 2007, pp. 116-117).

11.Techniques of Subtitling

Subtitling in audiovisual translation involves employing a variety of techniques to convey meaning accurately while adapting to linguistic and cultural differences. These methods aim

to ensure coherence and comprehension for the target audience, balancing fidelity to the source material with readability and technical constraints. Through a systematic exploration of these approaches, this research aims to shed light on the intricate process of subtitling and its impact on cross-cultural communication in multimedia contexts.

11.1.Expansion (توسيع)

Expansion involves augmenting the translation with additional explanation or context when the source language dialogue lacks clarity or cultural nuances, ensuring audience comprehension. It aims to bridge the gap between the source and target languages by providing supplementary information that may be inherent to the source culture but not readily understandable to the target audience (Gottlieb, 1992, p. 166).

11.2.Paraphrase (إعادة الصياغة)

Paraphrase entails the rephrasing of the original text in the target language while preserving its intended meaning. This strategy is employed when direct translation results in awkward syntax or when cultural or linguistic differences between the source and target languages require a creative adaptation to maintain fidelity to the original dialogue (Gottlieb, 1992, p. 166).

11.3.Transfer (نقل)

Transfer refers to the faithful translation of the source language into the target language without altering cultural nuances or expressions. It aims to retain the integrity and authenticity of the original dialogue, ensuring that the essence of the source text is accurately conveyed to the target audience (Gottlieb, 1992, p. 166).

11.4.Imitation (تقليد)

Imitation involves replicating proper nouns, names, places, or specific forms exactly as they appear in the source language. This strategy is employed to maintain consistency and authenticity in the translation, especially when dealing with culturally significant or contextually relevant terms that carry specific connotations or meanings (Gottlieb, 1992, p. 166).

11.5.Transcription (نسخ)

Transcription is used to represent unusual terms, third languages, or nonsensical language elements present in the source dialogue. This strategy aims to accurately convey the phonetic or graphical representation of such elements in the target language subtitles, ensuring clarity and comprehension for the audience (Gottlieb, 1992, p. 166).

11.6. Dislocation (تشويش)

Dislocation prioritizes the translation of special effects or stylistic elements over the literal content of the source dialogue. It aims to recreate the impact or emotional resonance of such effects in the target language subtitles, even if it requires deviating from a word-for-word translation to capture the intended effect (Gottlieb, 1992, p. 166).

11.7. Condensation (تكثيف)

Condensation involves succinctly summarizing or shortening the translation to fit within the limitations of subtitle lines. This strategy aims to maximize efficiency and readability by eliminating redundancies or repetitions while preserving the core message or essence of the original dialogue (Gottlieb, 1992, p. 166).

11.8. Decimation (اختصار)

Decimation entails the omission of extreme forms or elements from the translation to prevent confusion or adhere to cultural sensitivities. This strategy aims to strike a balance between fidelity to the original dialogue and the need for adaptation to suit the target audience's cultural and linguistic context (Gottlieb, 1992, p. 166).

11.9. Deletion (حذف)

Deletion involves the removal of parts of the text, such as repetitions or filler words, to enhance readability and clarity. This strategy aims to streamline the translation by eliminating extraneous elements while preserving the essential meaning and coherence of the original dialogue (Gottlieb, 1992, p. 166).

11.10. Resignation (تنازل)

Resignation occurs when a suitable translation solution cannot be found, resulting in an inevitable loss of meaning in the translation. This strategy acknowledges the inherent challenges and limitations of translation, especially in cases where cultural nuances or linguistic subtleties cannot be adequately conveyed in the target language (Gottlieb, 1992, p. 166).

II. Chapter two

**The analysis of subtitling in the docu-
drama “The Social Dilemma”**

In this chapter, we will be taking a close academic look at how subtitles were used in the docu-drama "The Social Dilemma." We will begin with the reasons behind Netflix's big deal in entertainment. Then, we'll dive into what the documentary is all about. After that, we will explore the people behind the scenes, like the writer, director, and actors. Finally, we will examine some specific examples from the documentary and analyze how the subtitles were done. This chapter aims to give us a deeper understanding of the role subtitles play in "The Social Dilemma" and how they affect the viewer's experience.

1.Documentary and Docu-Drama: Exploring Reality Through Film

Documentaries and docu-dramas are both powerful tools for exploring the real world, but they differ in their approach to portraying reality.

1.1.Documentaries

Documentaries stand as a powerful and multifaceted form of filmmaking. They delve into the real world, exploring a vast array of subjects with the goal of both educating and entertaining audiences. This unique approach prioritizes factual information, presenting it in a compelling and engaging way.

At their core, documentaries differ from fictional films by focusing on real-world events, people, and situations. Filmmakers strive for an accurate portrayal of reality, avoiding fabrication or manipulation (Nichols, 2001). However, documentaries aren't just passive recordings. They employ creative techniques like interviews, narration, archival footage, and editing to shape the narrative and guide the viewer's perspective (Grierson, 1933). This creative treatment allows for a variety of styles, ranging from observational documentaries that capture events as they unfold to expository documentaries that use narration and interviews to present information (Chatterjee, 2010).

Documentaries serve a multitude of purposes. They can be powerful educational tools, informing audiences on historical events, social issues, scientific discoveries, and diverse cultures. By offering in-depth exploration and analysis of complex topics, they can significantly enhance our understanding of the world (Winston, 2008). Beyond education, documentaries can be captivating and entertaining. They can evoke emotions, spark curiosity, and inspire viewers to learn more about the world around them (Renov, 2004). Furthermore, many documentaries serve as platforms for social commentary and advocacy. They raise awareness about social issues, challenge injustices, and promote social change, giving voice to marginalized perspectives (Nichols, 1991). Ultimately, documentaries play a vital role in shaping public discourse, fostering critical thinking, and promoting empathy. They offer a

unique window into different realities, cultures, and experiences, leading to a deeper understanding of the world we inhabit.

1.2.Docu-Dramas

Docu-dramas, on the other hand, blur the lines between documentary and fictional storytelling. They use real-world events and historical figures as a foundation, but they dramatize these events using actors and scripted dialogue (Chatterjee, 2010). Docu-dramas may incorporate interviews with real people involved in the events or experts offering commentary, but the core narrative is often fictionalized for dramatic effect.

The primary purpose of docu-dramas is to make historical events or complex issues more accessible and engaging for a wider audience. By dramatizing events, docu-dramas can create a more emotional connection with the viewer and bring historical figures to life (Renov, 2004). However, this dramatization can also lead to concerns about accuracy. Because docu-dramas involve fictional elements, viewers need to be critical of the portrayal of events and characters (Nichols, 2001).

1.3. Differences Between Documentaries and Docu-Dramas

Here's a table summarizing the key differences between documentaries and docu-dramas:

Feature	Documentary	Docu-Drama
Focus	Real-world events, people, and situations	Real-world events and historical figures dramatized
Goal	Educate and entertain, prioritize factual info	Make historical events more accessible and engaging
Approach	Non-fictional, strives for accuracy	Fictionalized elements for dramatic effect
Techniques	Interviews, narration, archival footage, editing	Interviews, narration, archival footage, acting, scripted dialogue
Examples	<i>Ken Burns' Vietnam, Planet Earth</i>	<i>The Crown, The Social Dilemma (dramatized)</i>

In conclusion, documentaries and docu-dramas offer unique ways to explore the real world. Documentaries provide a more objective lens on reality, while docu-dramas leverage fictional elements to create a more engaging experience. By understanding the differences between these two approaches, viewers can become more critical consumers of the information they encounter on film.

2. The Rise of Netflix

From DVDs by Mail to Streaming Giant The story of Netflix is one of innovation, adaptation, and cultural impact. From its humble beginnings as a DVD-by-mail service to its current status as a global streaming behemoth, Netflix has transformed the way we consume entertainment. This essay delves into the rich history of Netflix, exploring its key milestones, strategic decisions, and impact on the entertainment industry.

2.1. Early Days: A Disruptive Innovation (1997-2007)

In 1997, Reed Hastings and Marc Randolph co-founded Netflix in Scotts Valley, California. Initially, the company focused on renting DVDs through the mail, a novel concept that challenged the traditional brick-and-mortar video rental model. Netflix offered a wider selection, lower prices, and unparalleled convenience, quickly gaining traction among movie enthusiasts. A crucial turning point came in 1999 when Netflix adopted a subscription-based model, eliminating late fees and encouraging repeat business. This shift proved highly successful, attracting millions of subscribers and solidifying Netflix's position as a disruptive force in the industry (Milligan & Smith, 2019).

2.2. Streaming Revolution: Redefining Entertainment (2007-2013)

In 2007, Netflix launched its streaming service, initially offering a limited selection of movies and TV shows on personal computers. Despite technical limitations and content restrictions, the convenience and affordability of streaming resonated with audiences. Netflix's focus on personalized recommendations and a curated library further fueled its growth. By 2013, Netflix had become a major player in the streaming market, boasting over 30 million subscribers and a vast library of content. Its original programming ventures, such as "House of Cards" and "Orange is the New Black," marked a significant shift in the industry, blurring the lines between traditional television and new media (Doyle, 2015).

2.3. Global Expansion and Content Explosion (2013-Present)

Netflix's ambition extended beyond the US market. By 2023, the platform had expanded to over 190 countries, offering localized content and multilingual interfaces. This global reach, coupled with strategic investments in original programming, solidified Netflix's position as a cultural phenomenon. Netflix's content library exploded in recent years, encompassing diverse genres, languages, and formats. From documentaries and reality shows to critically acclaimed dramas and international productions, Netflix catered to a wide range of audience preferences. This content explosion not only attracted new subscribers but also fueled critical acclaim and award recognition, further solidifying Netflix's cultural significance (Ha, 2019).

2.4. Challenges and the Future of Streaming

Despite its immense success, Netflix faces challenges in the increasingly competitive streaming landscape. Rising production costs, content licensing issues, and subscriber churn are some of the hurdles the company must navigate. Additionally, the emergence of new streaming platforms like Disney+ and HBO Max necessitates constant innovation and adaptation. Looking ahead, Netflix's future hinges on its ability to maintain its competitive

edge. Continued investment in high-quality original content, strategic partnerships, and technological advancements will be crucial for the company to retain its subscriber base and cultural relevance.

3. Corpus of the Social Dilemma

The Social Dilemma, released in 2020 and spanning 1 hour and 34 minutes, ignited a firestorm of discussion and introspection around the impact of social media on our lives. While presented as a documentary, it's more accurate to view it as a carefully constructed "corpus" of narratives, raising critical questions about social media's ethical dilemmas rather than delivering definitive answers. The documentary weaves together interviews with tech insiders, former product designers, and academics, painting a picture of an industry grappling with the unintended consequences of its creation. These narratives unveil the "algorithmic labyrinth" that drives engagement on platforms like Facebook and Twitter, highlighting its manipulation of users' attention and emotions. We learn about techniques like "social validation loops" and "fear mongering algorithms" designed to keep us glued to our screens, often at the expense of our well-being and mental health

Additionally, The Social Dilemma serves as a mirror reflecting wider societal issues, exploring how social media platforms amplify misinformation, filter bubbles, and political polarization, contributing to a fragmented and often toxic online environment. However, it isn't simply a dystopian portrayal of an industry out of control. The documentary also presents hopeful narratives, such as ethical design changes advocated by whistleblower Tristan Harris, emphasizing the importance of individual awareness and digital literacy (The Social Dilemma, 2020). It's crucial to recognize that The Social Dilemma's "corpus" isn't without its critics, as some argue that it oversimplifies complex issues and relies on emotional manipulation tactics itself (The Social Dilemma, 2020). Instead of viewing it as a definitive truth, it's best understood as a starting point for a crucial conversation, engaging with the questions it raises and exploring diverse perspectives (The Social Dilemma, 2020).

3.1. The Writer

"The Social Dilemma," a thought-provoking docu-drama directed by Jeff Orlowski, is distinguished by the profound narrative crafted by the writer, Davis Coombe. Coombe's pen skillfully weaves together the fictionalized accounts of a family ensnared in the digital web, expert interviews, and real-world scenarios. His narrative prowess humanizes the tech dilemma, effectively conveying the intricate challenges posed by social media and technology on society.

3.2.The Director

Jeff Orlowski, the visionary director behind "The Social Dilemma," brings a compelling vision to the screen. Renowned for his work in environmental documentaries like "Chasing Ice," Orlowski delves into a new frontier with this exploration of the impact of technology on humanity. His directorial finesse in combining fictional storytelling with expert insights not only educates but deeply resonates with audiences, sparking crucial conversations about the digital age.

3.3.The Actors and cast

While "The Social Dilemma" predominantly features interviews with experts and former tech industry insiders, the dramatized portions include a cast that breathes life into the fictionalized narrative. The cast includes: Dramatized Cast, Interviewees / Industry Experts.

4.Analysis Methodology for Translation Strategies

This analysis methodology aims to systematically evaluate the translation strategies employed in a text. It focuses on identifying the specific techniques used, their effectiveness in conveying meaning, and potential areas for improvement.

4.1.Procedure:

1. ContextDepiction:

- Describe the situation in which the source language text is uttered (e.g., interview, narration, dialogue).
- Identify the speaker and their role.

2. Targeted Segment Analysis:

- Select a specific segment of the source language text for analysis.
- Note the duration (if applicable) of the segment.

3. Translation StrategyIdentification:

- Construct a table with four columns:
 - **Duration:** Timeframe of the segment in the source language (optional).
 - **Source Language:** The original text in the source language.
 - **Target Language:** The translated text in the target language.
 - **Technique:** The specific translation strategies used (e.g., transfer, imitation).
- Analyze the chosen segment and identify the translation strategies employed for each element (e.g., sentence structure, vocabulary).

4. Strategy Explanation:

- Define and explain each identified translation strategy in detail.
- Reference relevant translation theory sources (e.g., Gottlieb, 1992) to support your explanations.

5. Dictionary Verification:

- Utilize reputable online dictionaries (e.g., Reverso Context, Cambridge Dictionary) to verify the translations of specific words or phrases, particularly proper nouns or technical terms.

6. Translation Commentary:

- Provide a concise evaluation of the translation choices.
- Assess whether the strategies effectively convey the intended meaning in the target language.
- Consider potential alternative strategies and their impact on meaning or clarity.

This methodology provides a structured framework for analyzing translation strategies, offering valuable insights into the translator's decision-making process and the effectiveness of their choices.

5. Analysis of the examples

➤ Example 01

❖ Contextual analysis

In this scene Sandy was talking with the interviewer and asked to talk about his career then he

Duration	Source language	Target language	Technique
01:00 - 01:02	I worked at facebook in 2011 and 2012	عملت في فيسبوك في عامي 2011 و2012	Transfer Imitation

said: I worked at facebook in 2011 and 2012.

❖ method

Transfer:The literary translation of the sentence in the source language “I worked at facebook in 2011 and 2012”is: “عملت في فيسبوك في عامي 2011 و 2012”in the target language.here the translator translated the sentence as it is without omitting or adding, For that reason, this is categorized as transfer. It is line with Gottlieb (1992)that states transfer is the strategy when the translator translates the sentence in source language accurately and completely into target language, without additional information.

Imitaion:The word “facebook” has been translated as “ا فيسبوك”. The translator rewrites the words in the original text, which is “facebook”, and facebook is a name of a tech company. Therefore, he used imitation strategy. As stated by Gottlieb (1992), imitation is a strategy in which the translator rewrites the words in the original text as they are for maintaining the same structure, usually for the names of people or places.

❖ Dictionary definition

-The word “Facebook” means ,according to combridge dictionary is: the name of a website where you can show information about yourself, and communicate with groups of friends.

Example: Facebook application made by mark zuckerberg

<https://dictionary.cambridge.org/dictionary/english/facebook>

-The word “facebook” is a loanword and new in the Arabic language.

-Thetranslation of the word “facebook”in Arabic according to reverso context is:

فيسبوك.

مثال:ضع منشورًا على فيسبوك اطلب فيه المساعدة من أصدقاء الفيسبوك.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/facebook>

❖ commentary

based on our concemption the translator accurately translated this text while maintaining its original meaning.

➤ Example 02

❖ Contextual analysis

In this scene Bailey was talking with the interviewer and asked to talk about herself then she said:” I was one of the really early employers in istagram”.

Duration	Source language	Target language	Technique
01:02 - 01:04	I was one of the really early employers in istagram	كنت من أوائل الموظفين في انستغرام	Condensation Imitation

❖ Method

condensation: in this sentence , the translator compressed the expression in the subtitles where the expression “really early” is translated into “أوائل”. The literal translation is “أوائل حقا”. The translator reduced the word but the meaning still conveyed. Based on this explanation, this is condensation. Gottlieb (1992) states condensation is the strategy that aims to compress the content so that the simplicity and effectiveness of the subtitles are maintained, and the meaning is conveyed.

Imitaion: The word “instagram” has been translated as “انستغرام”. The translator rewrites the words in the original text, which is “instagram”, and instagram is a name of a company. Therefore, this example used imitation strategy. As stated by Gottlieb (1992), imitation is a strategy in which the translator rewrites the word in the original text as they are for maintaining the same structure, usually for the names of people or places.

❖ Dictionary definition

In this extra the word “instragram” is a loanword and new in the Arabic language.

-“Instagram” according to combridge dictionary is: the name of a social media service for taking, changing, and sharing photographs and video.

Example: Instagram is one of the best app to make digital content

<https://dictionary.cambridge.org/dictionary/english/instagram>

-The translation of the word “Instagram” in Arabic according to reverso context is:

انستغرام.

مثال: تعرفي حالة الانستغرام، يكفي أن يكون لديك حساب عادي والبدء بالتشر

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9-%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9/instagram>

❖ commentary

based on our understanding the translator accurately translated this text while maintaining its original meaning.

➤ Example 03

❖ Contextual analysis

In this extra Tristan was talking with the interviewer about his attempts to convince his colleagues about the danger of social media on people and the results of their reaction, then he said :When I was there ,I always felt like fundamentally was force for good

Duration	Source language	Target language	Technique
01:58 - 02:03	When I was there ,I always felt like fundamentally was force for good	اثناء عملي هناك شعرت دوما بانها قوة للخير بشكل أساسي	Paraphrase

❖ Method

Expansion: The sentence in source language is “And then...nothing”;the translator translated it as “لم يتغير أي شيء”Based on this explanation, this extra is expansion. Gottlieb (1992) defines expansion strategy as the addition. This strategy has the meaning of adding an explanation in the translation. This is due to differences in cultural nuances or grammatical features or to remove ambiguity.

❖ Dictionary definition

In this data the word “nothing”according to the combridge dictionary is: not anything.

Example: I have nothing new to tell you.

<https://dictionary.cambridge.org/dictionary/english/nothing>

-The translation of the word “nothing” in Arabic according to reverso context is:

لا شيء.

مثال: صحيح أنه مستودع كبير، لكنه لا شيء مما تتوقعونه.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/nothing>

❖ Commentary

In this translation the translator succeeded in conveying the essential meaning from the S.L into the T.L, However from our perspective we would prefer if he translated it in its original state "ثم... لا شيء" thus the audience could have a better understanding of the scene.

➤ Example 04

❖ Contextual analysis

In this extra Tristan was talking with interviewer about the three main goals of technology companies and he explained each one of them thus; he said: ‘There is the growth goal’ then he continued the explanation.

Duration	Source language	Target language	Technique
19:04 - 19:06	There is the growth goal	هناك هدف النمو	transfer

• Method

Transfer: The sentence in source language is “There is the growth goal” then translator translated it as "هناك هدف النمو", For that reason, this extra is categorized as transfer. It is in line with Gottlieb (1992) that states transfer is the strategy when the translator translates the sentence in source language accurately and completely into target language, without additional information.

❖ Dictionary definition

In this extra the word “growth” means: an increase in the size or the importance of something according to combridge dictionary.

Example: The rapid growth of opposition to the plan has surprised the mayor.

<https://dictionary.cambridge.org/dictionary/english/growth>

-The translation of the word “growth” in Arabic according to reverso context is:

نمو.

مثال: عد صفائح النمو الموجودة حول الركبة هي الأكثر حساسية للإصابة.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/growth>

❖ commentary

Based on our view the translator precisely translated this text while maintaining its original meaning.

➤ Example 05

❖ Contextual analysis

In this extra Tim was talking with interviewer about the strategies used by Mark Zuckerberg to invate and gain more money by using ads and so on; in facebook and istagram; then he said, “I mean at these companies there is that level of precision”

Duration	Source language	Target language	Technique
19 :55 - 19 :59	I mean, at these companies there is that level of precision	ثمة هذا المستوى من الدقة في كل تلك الشركات	deletion dislocation

❖ Method

Deletion:The sentence in source language is “I mean” then the translator deleted it .Based on the explanation, this extra used deletion as strategy. Gottlieb (1992) states that deletion is a strategy that eliminates part or all of the text. This was done when the dialogue is considered less efficient.

Paraphrase:The sentence in source language is” at these companies there is that level of precision”has been translated into *ثمة هذا المستوى من الدقة في كل تلك الشركات* ;therefore this is paraphrase. Gottlieb (1992) states that paraphrase is the strategy when the translator explains part of the sentence according to its own understanding. The sentence structure in source language cannot be rearranged in target language.

❖ Dictionary definition

The term “precision” in this extra means the quality of being exact according to the combridge dictionary.

Example: Great precision is required to align the mirrors accurately.

<https://dictionary.cambridge.org/dictionary/english/precision>

-The translation of the word “precision” in Arabic according to reverso context is:

دقة.

مثال: ما زلنا بعيدين للغاية عن أي دقة في يومنا هذا.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/precision>

❖ commentary

From our viewpoint, the translator accurately translated this extra while maintaining its original meaning.

➤ Example 06

❖ Contextual analysis

In this extra Sandy was talking with the interviewer about the impact of social media and tech companies in general on people and he said “We are just zombies, and they want us to look at more ads so they can make more money”

Duration	Source language	Target language	Technique
27:51 - 27:54	We are just zombies, and they want us to look at more ads so they can make more money.	نحن مجرد اشخاص لا يفكرون ويريدوننا ان نشاهد المزيد من الإعلانات حتى يجنوا المزيد من المال	Paraphrase Transfer

❖ Method

Paraphrase: The sentence “we are just zombies” has been translated into نحن مجرد اشخاص لا يفكرون; the translator translated the word zombies into اشخاص لا يفكرون to share the real meaning of what sandy want to say to his audience not the word as it is. For that reason, ; therefore this is paraphrase. Gottlieb (1992) states that paraphrase is the strategy when the translator explains part of the sentence according to its own understanding. The sentence structure in source language cannot be rearranged in target language.

Transfer: The sentence "and they want us to look at more ads so they can make more money ; the translator translated into “ويدوننا ان نشاهد المزيد من الإعلانات حتى يجنوا المزيد من المال” For that reason, this is categorized as transfer. It is line with Gottlieb (1992) that states transfer is the strategy when the translator translates the sentence in source language accurately and completely into target language, without additional information.

❖ Dictionary definition

In this extra the word “zombies” does not have an equivalent in the Arabic language, it is a foreign term related to western culture.

According to Cambridge dictionary the word “zombies” means a dead person who is believed, in some Caribbean religions, to have been brought back to life by magic.

Example: without sleep you will become a zombie at work.

<https://dictionary.cambridge.org/dictionary/english/zombie?q=zombies>

-The translation of the word “zombies” in Arabic according to Reverso context is:

الزومبي, الكسالى.

مثال: ولربما كان الزومبي متخيلاً ولكن الرعب والخوف كانا حقيقيين.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/zombies>

❖ **commentary**

The translator in this extra had a several suggestions in his translation, however he chose the لا “ which is not far from the accurate meaning of the source text. ”expression يفكرون

➤ **Example 07**

❖ **Contextual analysis**

In this extra Jaron was talking with the interviewer about the Z generation and the impact of technology on their lives then he said “So we have created an entire global generation of people who are araised within a context where the very meaning of communication very meaning of culture is manipulation”

Duration	Source language	Target language	Technique
21:36	So we have created an entire global generation of people who are araised within a context	لذا انشأنا جيلا عالميا كاملا من الأشخاص الذين تم تربيتهم داخل اطار	Transfer
- 21:47	where the very meaning of communication very meaning of culture is manipulation	حيث ان معنى التواصل والثقافة هو التلاعب	Condensation

❖ **Method**

Transfer: this sentence “So we have created an entire global generation of people who are araised within a context”the translator translated into لذا انشأنا جيلا عالميا كاملا من الأشخاص الذين تم تربيتهم داخل اطار For that reason, this is categorized as transfer. It is line with Gottlieb (1992) that states transfer is the strategy when the translator translates the sentence in source language accurately and completely into target language, without additional information

Condensation: this sentence “where the very meaning of communication very meaning of culture is manipulation” has been translated it into ”حيث ان معنى التواصل والثقافة هو التلاعب” here

the translator he did not transfer the message as it is but he reduced it ; Based on this explanation, this is condensation. Gottlieb (1992) states condensation is the strategy that aims to compress the content so that the simplicity and effectiveness of the subtitles are maintained, and the meaning is conveyed.

❖ Dictionary definition

The term “manipulation” in this extra means controlling someone or something to your own advantage, often unfairly or dishonestly, according to the Cambridge dictionary.

Example: They have been accused of fraud and stock market manipulations.

<https://dictionary.cambridge.org/dictionary/english/manipulation>

-The translation of the word “manipulation” in Arabic according to Reverso context is:

تلاعب. استغلال.

مثال: فشل السوق هو ممكن عندما يحدث احتكار أو تلاعب في أسواق.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/manipulation>

❖ commentary

From our perspective, the translator accurately translated text data while keeping its original meaning.

➤ Example 08

❖ Contextual analysis

In this extra, Tristan was talking with the interviewer about his magic tracks when he was little and he wanted to compare that tracks with the technological companies tracks, and how they fool users.

Duration	Source language	Target language	Technique
22:41 - 22:46	And I could fool adults, fully grown adults with like phds	ويمكنني خداع كبار السن الحاصلين على الدكتوراة	Expansion transfer

❖ Method

Transfer: this sentence “And I could fool adults” the translator translated it as it is **ويمكنني خداع كبار السن**; For that reason, this is categorized as transfer. It is line with Gottlieb (1992) that states transfer is the strategy when the translator translates the sentence in source language accurately and completely into target language, without additional information

Expansion: in this sentence “,fully grown adults with like phds” the translator translated it **الحاصلين على الدكتوراة** so here expend the meaning of phds which is abbreviation of ‘Doctor of Philosophy’. Based on this explanation, it is expansion. Gottlieb (1992) defines expansion strategy as the addition. This strategy has the meaning of adding an explanation in the translation. This is due to differences in cultural nuances or grammatical features or to remove ambiguity.

❖ Definition dictionary

-The term “phds” in this extra is an abbreviation for doctor of philosophy, the highest college or university degree, or someone who has this, according to the combridge dictionary.

Example: Susannah has a PhD in Italian literature.

<https://dictionary.cambridge.org/dictionary/english/phd?q=phds>

-The translation of the word “PhD ” in Arabic according to reverso context is:

شهادة الدكتوراه. درجة الدكتوراه.

مثال: أنا خبير أحمل شهادة الدكتوراه في تاريخ الأديان.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/phd#%D8%B4%D9%87%D8%A7%D8%AF%D8%A9+%D8%A7%D9%84%D8%AF%D9%83%D8%AA%D9%88%D8%B1%D8%A7%D9%87>

❖ commentary

From our perception, the translator accurately translated text data while sustaining its original meaning.

➤ **Example 09**

❖ **Contextual analysis**

In this extra Sandy was talking with the interviewer about Tristan being one of the prominent figures who was in Silicon Valley learning how to make technology more persuasive, thus he said: “There are many prominent silicon valley figures who went through that class-key growth figures at facebook and uber and other companies”.

Duration	Source language	Target language	Technique
23:57- 24:06	There are many prominent silicon valley figures who went through that class-key growth figures at facebook and uber and other companies	ثمة العديد من الشخصيات البارزة في سيلكون فالي الذين حضروا ذلك الدرس شخصيات رئيسية في فيسبوك و اوبر وشركات أخرى	Transfer Imitation

❖ **Method**

Transfer: The sentence “There are many prominent silicon valley figures who went through that class-key growth figures at facebook and uber and other companies” ; has been translated into ثمة العديد من الشخصيات البارزة في سيلكون فالي الذين حضروا ذلك الدرس شخصيات رئيسية في فيسبوك و اوبر " For that reason, this is categorized as transfer. It is line with Gottlieb (1992) that states transfer is the strategy when the translator translates the sentence in source

language accurately and completely into target language, without additional information

Imitation: :The words “Facebook” and “uber”and Silicon Valley”, have been translated as " "فيسبوك" و "اوبر سيلكون فالي". The translator rewrites the words in the original text, which are “facebook” and “uber”, and those are names of companies and “silicon valley” is a name of a region. Therefore, this extra used imitation strategy. As stated by Gottlieb (1992), imitation is a strategy in which the translator rewrites the words in the original text as they are for maintaining the same structure, usually for the names of people or places.

❖ **Dictionary definition**

-The term “prominent” in this extra is: very well known and important, according to the combridge dictionary.

Example: a prominent member of the Saudi royal family.

<https://dictionary.cambridge.org/dictionary/english/prominent>

-The translation of the word “prominent ” in Arabic according to reverso context is:

برز. مرموق.

مثال: قد قام دائماً بدور بارز في أعمال المرافق العامة.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/prominent>

❖ commentary

we are of the opinion that the translator attained a correct translation of this extra whereas maintaining its original meaning.

➤ Example 10

❖ Contextual analysis

This extra was an acting scene where the dramatized cast were playing this scene to illustrate how persuasive technology works then in the middle of the scene there was a teacher explaining a certain lesson, thus he said: “The population of san Francisco was only....”.

Duration	Source language	Target language	Technique
25:12- 25:15	The population of san Francisco was only.....	عدد السكان في سان فرانسيسكو كان	Imitation Deletion

❖ Method

Imitation: The expression “san Francisco”, have been translated as " سان فرانسيسكو ". The translator rewrites the expression in the original text, which is “san Francisco” and this is a name of a region. Therefore, this extra used imitation strategy. As stated by Gottlieb (1992), imitation is a strategy in which the translator rewrites the words in the original text as they are for maintaining the same structure, usually for the names of people or places.

Deletion: The sentence in source language is “The population of san Francisco was only” then it was translated into: "عدد السكان في سان فرانسيسكو كان"we notice that the word "only " was deleted. Based on the explanation, this extra used deletion as strategy. Gottlieb (1992) states that deletion is a strategy that eliminates part or all of the text. This was done when the dialogue is considered less efficient.

❖ Dictionary definition

-The term “population” in this extra is: all the people living in a particular country, area, or place, according to the combridge dictionary.

Ten percent of the population lived in poverty.

<https://dictionary.cambridge.org/dictionary/english/population?q=+population+>

-The translation of the word “population” in Arabic according to reverso context is:

عدد سكان,يسكان

مثال: ازداد عدد سكان مصر بشكلٍ سريع خلال العقود القليلة الماضية

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/population>

❖ Commentary

Based on our comprehension the translator attained a correct translation of this extra while preserving its authentic meaning.

➤ Example 11

❖ Contextualanalysis

In this extra, Sandy was talking with the interviewer about the impact of technology espacially social media apps on people, thus he said, “You are lab rat, we are all lab rats”

Duration	Source language	Target language	Technique
27:50-	You are lab rat	نحن جميعا فنران تجارب	Condensation
27:53	We are all lab rats		

❖ Method

Condensation: this sentence “You are lab rat, We are all lab rats” has been translated "نحن " جميعا فئران تجارب"; here the translator condensed the first part “you are lab rat” which is in Arabic "انت فأر تجارب" with the second part “we are all lab rats” which is in arabic "نحن جميعا فئران تجارب"; To consolidate the two sentences into one cohesive statement; he did not transfer the message as it is but he reduced it. Based on this explanation, this is condensation. Gottlieb (1992) states condensation is the strategy that aims to compress the content so that the simplicity and effectiveness of the subtitles are maintained, and the meaning is conveyed.

❖ Dictionary definition

-The term “lab rat” means, according to the Cambridge dictionary, a rat (= an animal like a large mouse) that is used in a scientific experiment.

Example: At very high levels, the chemical has killed lab rats who breathed it.

<https://dictionary.cambridge.org/dictionary/english/lab-rat>

-The translation of the word “lab rat” in Arabic according to Reverso context is:

فأر مختبر, فأر تجارب.

مثال: لا أريدها ان تكون فأر تجارب

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9-%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9/%D9%81%D8%A3%D8%B1+%D8%AA%D8%AC%D8%A7%D8%B1%D8%A8>

❖ commentary

Based on our observations the translator attained a correct translation of this extra while preserving its authentic meaning.

➤ Example 12

❖ Contextual analysis

In this extra Tristan was talking with interviewer about the methods used by tech industries to influence on people’s brains especially artificial intelligence then he said “So it really is this kind of prison experiment”.

Duration	Source language	Target language	Technique
28:52 - 28:53	So it really is this kind of prison experiment	كأنها تجربة سجن	Decimation

❖ Method

Decimation :this sentence “So it really is this kind of prison experiment” has been translated into "كأنها تجربة سجن" instead of "اذن فهي حقا من هذا النوع من تجارب السجن" the duration of this extra is only one second. Therefore, the translator deviate from the main meaning so that subtitle still appears on frames. Considered from this, this extra is decimation. Gottlieb (1992) defines decimation as extreme compression. This strategy tends to eliminate meaning so that subtitles can still be read on frames that run too fast.

❖ Dictionary definition

-The term “experiment ”means; a test done in order to learn something or to discover if something works or is true according to the combridge dictionary.

Example:experiment on Some people believe that experiments on animals should be banned.

<https://dictionary.cambridge.org/dictionary/english/experiment>

-The translation of the word “experiment” in Arabic according to reverso context is:

الاختبار، التجربة

مثال: غالباً ما يُنظر إلى التجربة الحقيقية على أنها دراسة مختبرية.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9->

<https://context.reverso.net/%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/experiment>

❖ commentary

we are of the opinion that the translator attained a correct translation of this extra whilst keeping its original meaning.

➤ **Example 13**

❖ **Contextual analysis**

In this extra Chamath was talking with the interviewer about how the tech companies tries to attract people in order to join their applications by playing on the pleasure pain balance then he said; “So we want to psychologically figure out how to manipulate you as fast as possible and then give you back that dopamine hit”.

Duration	Source language	Target language	Technique
29:03- 29:10	So we want to psychologically figure out how to manipulate you as fast as possible and then give you back that dopamine hit	نريد ان نعرف من الناحية السيكلوجية كيفية التلاعب بكم بأسرع ما يمكن ثم نعطيكم ما يجعلكم تدمنون	transfer Paraphrase

❖ **method**

transfer :The sentence “So we want to psychologically figure out how to manipulate you as fast as possible” ; has been translated into نريد ان نعرف من الناحية السيكلوجية كيفية التلاعب بكم بأسرع ما يمكن “For that reason, this is categorized as transfer. It is line with Gottlieb (1992) that states transfer is the strategy when the translator translates the sentence in source language accurately and completely into target language, without additional information

Paraphrase: The sentence “ then give you back that dopamine hit” translated in Arabic into " ; ثم نعطيكم ما يجعلكم تدمنون" to share the real meaning of what Chamath wanted to say to the interviewer not the word as it is. Therefore this is paraphrase. Gottlieb (1992) states that paraphrase is the strategy when the translator explains part of the sentence according to its own understanding. The sentence structure in source language cannot be rearranged in target language.

❖ **Dictionary definition**

-The term “dopamine” means a hormone (= chemical substance) that is made naturally in the body and may also be given as a drug according to the combridge dictionary.

Example:It releases a shot of dopamine into your brain which gives you a warm glow.

<https://dictionary.cambridge.org/dictionary/english/dopamine>

<https://www.collinsdictionary.com/sentences/english/dopamine#:~:text=Your%20body%20gives%20you%20a,you%20soon%20get%20hooked%20on.&text=Our%20brains%20release%20more%20dopamine%20planning%20a%20vacation%20than%20taking%20it.>

-The translation of the word “dopamine” in Arabic according to reverso context is:

دوبامين.

مثال : ويرتبط العديد من اضطرابات الصحة العقلية بمستويات منخفضة من الدوبامين

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/dopamine>

commentary

from our perspective the translator attained a correct translation of this extra whereas keeping its authentic meaning.

➤ Example 14

❖ Contextual analysis

In this extra Cathy O’Neil was talking with the interviewer about Algorithms and how the tech companies use it to know more about people then she said;

Duration	Source language	Target language	Technique
47:45- 47:48	And then algorithms are not objective	الخوارزميات ليست موضوعية	Deletion Imitation

❖ Method

Deletion :this expression “And then”has been not translated into target language; Based on the explanation, this extra used deletion as strategy. Gottlieb (1992) states that deletion is a strategy that eliminates part or all of the text. This was done when the dialogue is considered less efficient.

Imitation: The sentence “And then Algorithms are not objective”, has been translated as "الخوارزميات ليست موضوعية". The translator rewrites the expression in the original text, which is “Algorithms” as it is in target language “الخوارزميات”. Therefore, this extra used imitation

strategy. As stated by Gottlieb (1992), imitation is a strategy in which the translator rewrites the words in the original text as they are for maintaining the same structure, usually for the names of people or places.

❖ Dictionary definition

-The term “algorithm” means a set of mathematical instructions or rules that, especially if given to a computer, will help to calculate an answer to a problem according to the Cambridge dictionary.

Example: A computer algorithm then classified people according to the behaviour.

<https://dictionary.cambridge.org/dictionary/english/algorithm>

<https://www.collinsdictionary.com/sentences/english/algorithm#:~:text=They%20then%20used%20a%20computer%20algorithm%20to%20guess%20possible%20patterns.&text=A%20computer%20algorithm%20then%20classified,algorithm%20that%20issues%20new%20coins.>

-The translation of the word “Algorithm” in Arabic according to Reverso context is:

خوارزمية

مثال: وعادةً ما تختار الخوارزمية نفسها الأسئلة ذات الأهمية العالية.

<https://context.reverso.net/%D8%A7%D9%84%D8%AA%D8%B1%D8%AC%D9%85%D8%A9/%D8%A7%D9%84%D8%A5%D9%86%D8%AC%D9%84%D9%8A%D8%B2%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9/algorithm>

❖ commentary

Based on our comprehension the translator attained a correct translation of this extra while preserving its genuine meaning.

In this chapter, we have conducted a comprehensive analysis of the docu-drama "The Social Dilemma" through various lenses, including its depiction within the context of Netflix's rise in the entertainment industry. We explored the corpus of the documentary, dissecting its thematic content and narrative structure to uncover underlying messages. Additionally, we scrutinized the contributions of key creative figures, such as the writer, director, and actors, in shaping the overall production. Furthermore, we engaged in a detailed examination of practical examples from the subtitles, aiming to discern the techniques employed by the

Chapter two

translator. By dissecting these examples, we gained valuable insights into the subtitling process and its impact on the viewer's interpretation of the documentary. Through this interdisciplinary analysis, we have deepened our understanding of the multifaceted nature of "The Social Dilemma" and its portrayal within the realm of audiovisual translation.

III. conclusion

Conclusion

In conclusion, the process of translating movies and shows plays a crucial role in facilitating mutual understanding among diverse audiences. Subtitling, a fundamental aspect of this process, makes cinematic content more accessible to a broader spectrum of viewers while still respecting cultural nuances. Subtitlers carefully select words to ensure that the translation precisely captures the core of the original dialogue, regardless of whether it is an action-packed scene, a comedic moment, or a profound documentary. As technological advancements continue to shape our world, the importance of translation in fostering global connections and empathy cannot be overstated. Through the dedicated efforts of translators, translated content enables improved communication and encourages appreciation for diverse viewpoints, ultimately bringing people closer together as a global community. By examining "The Social Dilemma" as a case study, we have witnessed the following results:

- Subtitlers face the challenge of condensing dialogue to fit screen constraints while maintaining the essence and context of the content. why we used condensation strategy. They also must ensure precise timing of subtitles with spoken dialogue and visual signals. Furthermore, linguistic disparities between source and target languages require meticulous attention to ensure accurate and culturally relevant translations.
- Overall, the translator managed to capture the intended impact in both the English and Arabic versions. By skillfully using subtitling techniques, they ensured that the essence of the content was transmitted effectively in both languages.
- As we analyzed the subtitles, we observed a consistent use of certain methods, such as transfer, imitation, and paraphrasing, and this is due to the language simplicity in the documentary.
- High-quality preserves the integrity of dialogue, conveying nuances and cultural contexts precisely. It facilitates comprehension for viewers with hearing impairments and expands the global for content creators.
- The subtitler needs to be proficient in the working languages. the use of strategy mechanisms in subtitling can be highly advantageous, providing a foundation for subtitles that can be further refined by the subtitler. When seeking strategy mechanisms, the subtitler must act swiftly and wisely to address challenges encountered during the subtitling process.
- Through examining real instances of subtitling from English into Arabic within this documentary, we acquired a more profound comprehension of the intricacies and methods involved in the subtitling process.

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Appendices

The official poster of social dilemma



Jaron lanier's book about social media

5.1.Dramatized Cast



Skyler Gisondo

- Skyler Gisondo: Actor portraying the character Ben in the dramatized segments. Represents a teenager grappling with the addictive nature of social media.



Kara Hayward

- Kara Hayward: Actor portraying the character Isla in the dramatized segments. Represents a young girl navigating the digital landscape.



Vincent Kartheiser

- Vincent Kartheiser: Actor portraying The Social Dilemma Algorithm in the dramatized segments. Represents the unseen forces manipulating online experiences.

5.2. Interviewees / Industry Experts



Tristan Harris

- Tristan Harris: Former Google Design Ethicist and co-founder of the Center for Humane Technology. Known for his advocacy on ethical design in technology to address issues like digital addiction and the manipulation of user behavior.



Jeff Seibert

- Jeff Seibert: Former Director of Monetization at Twitter. Contributed to the film's exploration of the business and monetization aspects of social media platforms.



AzaRaskin

- AzaRaskin: Co-founder of the Center for Humane Technology. An interface designer and computer scientist known for his work in user experience design and his commitment to creating more ethical technology.



Tim Kendall

- Tim Kendall: Former Director of Monetization at Facebook. Shared insights into the economic model of social media and its impact on user behavior.



Jaron Lanier

- Jaron Lanier: Virtual Reality Pioneer and Computer Scientist. Renowned for his work in virtual reality and his critical perspectives on the effects of social media and digital technology on society.



ShoshanaZuboff

- ShoshanaZuboff: Author and Professor. Known for her extensive work on the social, political, and economic implications of surveillance capitalism, as explored in her book "The Age of Surveillance Capitalism."

JARON LANIER

TEN ARGUMENTS
FOR DELETING
YOUR SOCIAL
MEDIA ACCOUNTS

RIGHT NOW



Director : jeffor lowski-yang

Producer : larissa rhodes



The Social Dilemma won and garnered recognition through various awards and categories. Here's a breakdown:

Wins:

73rd Primetime Creative Arts Emmy Awards (2021):

Outstanding Writing for a Nonfiction Program



Outstanding Picture Editing for a Nonfiction Program





Nominations:

73rd Primetime Creative Arts Emmy Awards (2021):

Outstanding Documentary or Nonfiction Special

Outstanding Music Composition for a Documentary Series or Special (Original Dramatic Score)

Outstanding Sound Editing - Nonfiction (Single or Multi-Camera)

Cinema Eye Honors Awards (2021):

Outstanding Achievement in Graphic Design or Animation

Cinema Eye Audience Choice Prize

Additional Recognition:

Mark Crawford, the composer, was nominated for an ASCAP Composer's Choice Award for his work on the film.

Appendices

The film generated widespread discussion and critical acclaim, raising awareness about the potential negative impacts of social media.

GLOSSARY

1. Glossaries

English –Arabic Glossary

A

Action	أكشن
Adaptation	تكيف
Audio description.	وصف سمعي
Audiovisual	سمعي بصري
Bilingual	ثنائية اللغة
Borrowing	اقتراض

C

Challenges	تحديات
Cinema	سينما
commentary	تعليق
Condensation	تكثيف
Copy	نسخ
Crime	إجرام
Cultural adaptation	تكيف ثقافي
Culture	ثقافة

D

Dialect	لهجة
---------	------

Glossary

Drama دراما

Dubbing دبلجة

Dynamicequivalence تكافؤ ديناميكي

E

Equivalence تكافؤ

Event حدث

Expansion توسع

F

Fact واقع

Fiction خيال

Field مجال

Film فيلم

Formalequivalence تكافؤ شكلي

Free commentary تعليق حر

G

Generalization تعميم

H

History تاريخ

Horror رعب

Humor فكاهة

Translation	ترجمة
I	
Imitation	محكاة
Input	إدخال
Interlingual subtitling	سترجة بين اللغات
Interpretation	ترجمة فورية
Interpreter	مترجم
Intralingual subtitling	سترجة داخل لغة واحدة
K	
Karaoke	كاراوكي
L	
Legal	قانوني
Literal adaptation	تكيف حرفي
Literal translation	ترجمة حرفية
Live subtitling	سترجة حية
M	
Media	وسيلة اعلام
Movie	فيلم
N	
Narration	سرد

O

Omission	محو
Original film	فيلم أصلي

P

Paraphrase	إعادة الصيغة
Polysemiotic	متعدد المعاني
Program	برنامج

R

Recording	تسجيل
Revision	مراجعة
Romance	رومانسية

S

Screen	شاشة
Semiotic	سيمائية
Source language	لغة الأصل
Stage	مرحلة
Strategy	مرحلة
Subtitling	سترجة
Subtitling for deaf and hearing	سترجة للصم و ضعفي السمع
Superscript	حرف علوي

T

Target language	لغة الهدف
-----------------	-----------

Glossary

Technical	تقني
-----------	------

Theory	نظرية
--------	-------

Transfer	نقل
----------	-----

Transition	انتقال
------------	--------

TranslatedFilm	فيلم مترجم
----------------	------------

V

Video	فيديو
-------	-------

Viewer	مشاهد
--------	-------

Arabic - English Glossary

أ	
Crime	إجرام
Event	إجرام
Strategy	إستراتيجية
Voice over	نعليق صوتي
Revoicing	إعادة الصوت
Paraphrase	إعادة الصيغة
Film	فيلم
Borrowing	إقتراض
Action	أكشن
ب	
Program	برنامج
ت	
Challenge	تحدي
Decimation	ترجمة بالانتقاء
Literal translation	ترجمة حرفية
Recording	تسجيل
Commentary	تعليق
Slicing	تقطيع
Technical	تقني
Equivalence	تكافؤ
Dynamicequivalence	تكافؤ ديناميكي
Condensation	تكثيف
Adaptation	تكيف
Cultural adaptation	تكيف الثقافي

Glossary

Expansion	توسع
ث	
Culture	ثقافة
Bilingual	ثنائياللغة
ح	
Superscript	حرف علوي
خ	
Fiction	خيال
د	
Dubbing	دبلجة
Drama	دراما
ر	
Romantic	رومانسية
س	
Live subtitling	سترجة حية
Subtitling for deaf and hearing	سترجة للصم وضعفي السمع
Narration	سردي
Audiovisual	سمعي بصري
Cinema	سينما
ش	
Screen	شاشة
ف	
Humor	فكاهة
Video	فيديو

Glossary

Original film	فيلم اصلي
Translated film	فيلم مترجم
ك	
Comedy	كوميدي
ل	
Source language	لغة الأصل
Target language	لغة الهدف
Dialect	لهجة
م	
Polysemiotic	متعدد المعاني
Omission	محو
Revision	مراجعة
Stage	مرحلة
Viewer	مشاهد
ن	
Copy	نسخ
Theory	نظرية
و	
Fact	واقع
Media	وسيلة الاعلام
Audio description	وصف سمعي

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ABSTRACT

This study explored the use of subtitles in documentaries, focusing on the American docu-drama "The Social Dilemma." We investigated how audiovisual translation, particularly subtitling, influences both individual and societal understanding of documentaries. By analyzing existing examples of Arabic captions in "The Social Dilemma," we aimed to understand the subtitling techniques employed and evaluate the translator's skill. Drawing on the work of Henrik Gottlieb, the analysis focused on specific examples with accompanying commentary to reveal the significant role of subtitling and its historical development. The study found the translator of the Arabic captions to be highly skilled, utilizing various techniques, primarily paraphrase and imitation. This interdisciplinary exploration provided valuable insights into how translation shapes the portrayal of documentaries for viewers with different linguistic backgrounds.

Keywords: documentary, subtitling, audiovisual translation, social Dilemma

خلاصة

يهدف هذا البحث الى استكشاف دور الترجمة السمعية البصرية، وبشكل خاص الترجمة النصية او السترجة وذلك بدراسة أسسها للكشف عن الدور المهم الذي تلعبه الترجمة النصية وتطورها عبر الزمن، عن طريق مناقشة الدراما الوثائقية "المعضلة الاجتماعية" الذي يطرح الازمة العويصة التي مست العالم المعاصر وكيف تلعب الوثائقيات دور مهم في توعية المجتمع. وناقشنا في البحث بعض من الأمثلة المترجمة أساسا الى اللغة العربية بهدف فهم أساليب او تقنيات الترجمة النصية او السترجة المستخدمة وتقييم كفاءة المترجم. استند التحليل إلى منهجية الباحث المنظر هنريك جوتليب في مجال أساليب الترجمة النصية. ثم التركيز على تحليل أمثلة محددة مصحوبة بشرح توضيحيو أظهرت الدراسة أن مترجم النصوص العربية يتمتع بمهارة عالية، حيث استخدم تقنيات متنوعة، على رأسها إعادة الصيغة والمحاكاة وأتاح هذا البحث الموسع حول الترجمة السمعية البصرية وبالأخص السترجة رؤى قيمة حول أهميتها في الاعمال الوثائقية ونشر الوعي بين الناس لاسيما موضوع بحثنا حولتاثير وسائل التواصل الاجتماعي على الفرد والمجتمع.

كلمات مفتاحية: وثائقي، ترجمة فورية، ترجمة سمعية وبصرية، المعضلة الاجتماعية