

# A Comparative Study of the Discourse Nuances in Voice-Over Translation of the Rhetoric in Wildlife Documentaries: A Case Study Of The David Attenborough S Narrations

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## Abstract

The current study demonstrated that was a new field of Voice Over (VO). Taken as a whole, voicing wildlife documentaries interpreted source language (SL) changed into inflection target language (TL) in which exhibited the generation of the adequate intonation in the TL, was called lip-synchronization. More broadly, One scholar explained that revelation concerning the technology change is severely purpose-built films (Matamala,2016). She stated, was selected English transcripts of the narrations of the documentaries and their VO two translations in Persian (in an Iranian context), was being converted the one via Islamic republic Iran broadcast. To endeavor theory's Toury's model shed light on perceiving and comparing the discourse nuances in voice over translation's the wildlife documentaries and was recommended that was trained a translatable non-fiction products for both voice over and off screen dubbing. Thus, the VO had been revealed translation process's techniques and strategies of the limitation. According to David Attenborough embodied many restrictions. One's the key issues the public service media should be defined and perceived as a one.

**Keywords:** “Audiovisual translation”, “Audio description”, “Dubbing”, “Speech synthesis”, “Voice-over”.

## Introduction

This thesis topic is aimed at providing comprehensive voice-over (VO) that implements new technology in multimedia format and up to now many studies have been conducted a survey in this field. There is abruptly fast-moving technological European society. Most film production companies have been accustomed the innovative way to

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communicate ideas, which trades in products the like (television series, documentaries, video games) throughout the global, thus overcoming cultural, linguistic, and linguistic difference. As regular readers of the journal of geography in higher education (JGHE) know that the journal has a strong interest in the use of film as an educational resource.

Series like Life on Earth (1979), Planet Earth (2006) and Frozen Planet (2011) invoke justifications for the permit and propose as a way of uncontroversial examples of the elevation to which public-service broadcasting can aspire [1]. Semi-automatic is increasingly present in community. Scholars need to take much effort at implementation of voice-over technologies.

Many researchers decline that voice-over does not have involvement with any automatic voice-over is considered by the strategic research agenda for Multilingual Europe 2020:

Challenging is the automatic production of sign-language translation and dubbing that will be hard task since it requires the interpretation of the source language, the inflection in the source language (SL), the generation of the adequate intonation in the target language (TL), and finally lip-synchronization. Eventually we measure the voice-over in domain-specific dubbing that tends to apply to fiction. The main objective of the study is to be the aspect of inquiries from climate change. Otherwise, around the world, protect the environment and main question is what problems arise when the narrator speaks the dialogue with literal synchrony in the wildlife documentaries? Thus the objective of exploring is the based on synchrony techniques and strategies which utilizes in the voice over wildlife documentary and other question is about What discourse nuances can be found in the translation of the David Attenborough? And third question is about relationship between voice-over and audio description of the wildlife documentaries

### Sampling Method

This segments can collect the matters of the documentaries in which is based on the one planet. After choosing IRIB is voice over documentaries (Our planet-One planet and the two Persian documentaries, episode 1) is being narrates via David Attenborough, the data collection and analysis of the present study are being carried out in following steps:

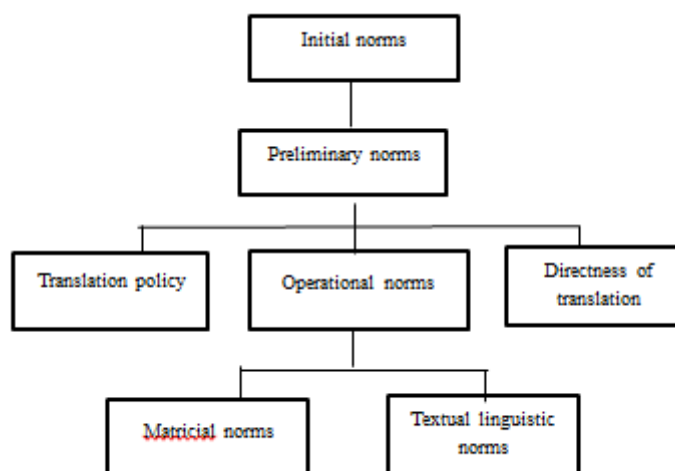
In the first stage, the documentaries are acquired from Internet or the documentary television channel's site, and the original videos are downloaded from the Internet. Next, 12-minute samples (Our planet-One planet documentary: 12-minute from the middle of the documentary and the Persian documentaries that is episode 1 documentary: 12 minute from the middle of the documentary) from each Persian translation documentary that voice-over are selected for analyzing, and the translation of documentaries (Persian) are transcribed via listening. In spite of that the availability of original documentary, is voice over the one, English translation, and moreover Islamic republic Iran broadcast such genres are reasons for choosing. The transcription of the original documentaries is transcribed via using original English subtitles. Then, both original and carefully checked to avoid errors such as typing errors, deletion, etcetera. Finally, original and translated documentaries are compered, focusing on the Toury's norms in order to reply the research questions.

During the next stage, the initial norm (adequacy or acceptability) is used; in other words, the initial norm (adequacy or acceptability for perceiving which of the documentary genres are source-oriented and which ones are target-oriented. Thus the selected segments are (12-mintue samples) analyzed.

### Theoretical Framework

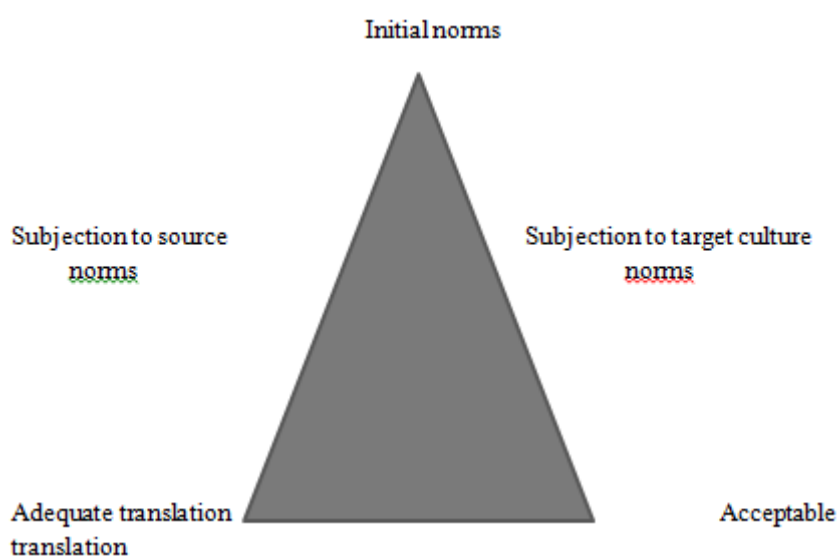
According to Gideon [2] has been clearest theory of framework. Thus a detail description that hypothesis is the norms in the translation of a particular text can be extracted from two types of source (p. 55) that is expression:

1. From the examination of texts, the products of norm-governed activity. This wants to appear, regularities of behavior (p. 55). It means that starts trends of relationship and correspondence between ST and TT segments. It points to the processes adopted via the translator and, hence, the norms that have been in operation.
2. From the explicit statements make information about norms via translators, publishers, reviewers and other participants in the translation act.



**Figure (1) Toury's initial norm and the translational norms**

Initial norms are general choices made via translators. Thus, translators can subject themselves to the norms of the ST or to the norms of the target culture or language. If it is towards the ST, then the TT will be adequate; if the target culture norms prevail, then the TT will be acceptable (p. 57). Shifts—obligatory and non-obligatory are inevitable, norm-governed and, a true universal of translation [2] is emphasized that initial norms are being selected via translation that divides the subjection source text into subjection target text in the culture that is equaled merely the adequate or acceptable translation.



**Figure (2) Translational divide of norms**

Preliminary norms are concerned with translation policy, and with directness of translation, where translation policy refers to the choice of works (of authors, genres, schools, etc.) to be translated, and directness of translation refers to the tolerance for translating from a translation in another language rather than from the ultimate source text.

Operational norms is explained that matricial norms involve the completeness of the TT that is omission or relocation of passages, textual segmentation, and the addition of passages or footnotes. Textual—linguistic norms govern the selection of TT linguistic material: lexical items, phrases, and stylistic features.

### **Data Analysis**

The main research methods have inspired confidence in the department. In this study, the norms governing translation behavior of selected documentaries are aimed to be reconstructed. To describe how the norms have governed the translation of selected documentaries, the collected data needs to be precisely and objectively analyzed. For this purpose, the gathered data is analyzed based on different classifications of Toury for behavioral norms of translation. As far as initial norms are concerned, the collected data is analyzed one via one to check if the translator is the tendency to be bound with source language or the translator has been subjected toward target language and culture to finally

answer the first research question. To decide about translator's tendency, the examination of equivalents taken for each source text item could clarify the point.

## Results

Naturally, attempted to exhibit the descriptive matter that utterance of text, embodied the results of analysis and able to be sought information of the data from text. Obviously, it is noticeable that investigation of the voice-over and dubbing were related to the audiovisual. The results of these studies were mixed, with evidence that demonstrated the mentioned above table. Collectively, attempted to select one of the David Attenborough of wildlife documentary, was called the planet that the survey covered all the issues to make sure the original language rather than two translation Persian that could be dealt with any translation procedure. Besides, recognizable as voice over and isochrony was comparative in the strategies of the wildlife documentary and expressed the techniques for acting each other. Certainly, the original soundtracks and the corresponding voice over versions were set in tables to compare, analyze and describe the isochrony of the one versions, followed by the analysis of literal synchrony. In the following was selected the case points, that could obtain from the corpus of collection [2] that was presented the translational norms. In the meantime, environmental issues the David Attenborough had expressed extremely useful for world people. If we had payed attention to his discourse extremely well, we able to save the Earth planet. Therefore attempted to explain how our environment was impacted on health and safety of all over the world. Consequence of events were created a lot of problems that knew to be caused our all humans such as global warming, air pollution, water pollution etcetera. Such an explanation of the three research questions would be answered that knew about those precisely.

### Response to Research Question One

What problems arise when the narrator speaks the dialogue with literal synchrony in the wildlife documentaries?

As regards, In reply to research question the first could have been two segments and consider the original text, changed into target text in the translation Persian [3, 4].

First of all, consideration of voice over synchrony that divided into four ways.

1. Voice-over isochrony was meant that adapted the length of the text.
2. Action synchrony was meant that was synchronizing text and visuals.
3. Kinetic synchrony was meant that was synchronizing text and body language. Since the first letter was as B, P that demonstrated great resilience.
4. Literal synchrony was meant that was the synchronizing text and time.

Secondly, this needed to analyzed the voice-over that be involved the initial norms. Since the original text was different to the target text and the statement of culture, was caused shift and triggered and set into motion. Thus the Persian translations were precisely analyzed from the viewpoint of the one. Then the correct reply demonstrated decrease in the voice-over. Therefor was related to the Literal synchrony.

Finally, as a consequence of the study had case of the isochrony and literal synchrony. Therefore utterance had talked the word at the beginning and even at the end and this was what could be heard before the translation version began. Generally, there were different genres and contexts in the wildlife documentary, whichever method involved the mentioned above.

### Response to Research Question Two

What discourse nuances can be found in the translation of the David Attenborough?

In reaction to research question the second was fundamental to study that was perceived the discourse nuances in translation of the wildlife documentary's selection David Attenborough. According to Gideon [2] explained that needed to refer to investigation of the operational norms which was the way to perceive and investigate discourse nuances in translation. Since during the act of translation was effective in the text. It meant that operational norms were divided into matricial and textual-linguistic norms. Matricial norms were investigated in four axes of omission, relocation of passages, textual segmentation and addition and textual linguistic ones were scrutinized under three axes of selection of lexical items, selection of phrases and translation of stylistic features. Conversely, the Persian translations were perceived the initial norms. Thus voice-over translation of the selected documentary genres on Iran's television.

Such explanation of process was adopted the system of target culture that shifted in the target text. Thus this issue could overlap with source norms that was observance's the translation's adequacy or acceptability in which compared to the source text.

### Response to research question three

Is there any relationship between voice-over and audio description of the wildlife documentaries?

In answer to research question three could be supported clarify the point. As a result, consideration about the omission and addition were relevant to the translator who tended to make decision to apply the ones of the methods as per the norms of target language. Additions were made for a better understanding of target text reader and omissions were made whenever the information was considered unnecessary for target text of the audiences, was based on target language limitations and structures, regardless of source language and free from that connected to the source language. Since audio description which ensured, the audio faded at the beginning and at the end of the recording, in order to make sure that the translation fitted into the available space and could be comfortably read via the voice talent, reading it aloud was recommended. Moreover, this subject could prove the free rather than literal translation, besides, it was attachment to the source text. By the mean, this had evidence for rendering idioms and stylistic features [5] explained that was categorized the partial translation. This explanation issues approved of two Persian translations.

### Discussion

Attempted to find issues analysis dealt with overall condition, naturalness and comprehensibility of each voice. Therefore present section sought to discuss the contents of matter in the chapter two. The experiment presented in this dissertation, was carried out with the aim of statement of the voice-over and dubbing translation, besides, detection and identification of bilingual content. On the other hand, this subject discuss the matter what had for general comprehension was consistent neither original of English text nor target of Persian text. Of course, attempted to consider two translation Persian whether to have changed into discourse each other. Therefore the statement of the nature and role of norms in translation provided the material norms that utilized the model techniques and strategies and knew this norms where applied in the sentences and introduced the significant points of strategies. By the way, comparative analysis of information that was being demonstrated full isochrony, initial isochrony, final isochrony, no isochrony via diagram. At the same time, attempt to provide the issue of climate change in the segment that was expository meaning of the one. Thus it was important that knew the reason why had increased the temperature all over the world.

### Conclusions

All the evidence points to the conclusion that discussion of issues that deals with events daily. Well, we have heard unexpected events of media, this is really disaster. Scientists attempt to alarm crises of environment or the best filmmaker in the universe explains people that environment is the inceptive destruction. They can make film disturbed about the latest situation. The race to be first with film footage has highest photographs that indicates evidence. At the conclusion of the voice-over, the scholars ask participants domain of specific one. They have much greater awareness of these problems. And they find this information to be relevant. For instance, Baltic countries, Poland, Russia, one reason being the relative economy of resources, can obtain prestige and profit. One objective of attempts to reply to the three questions of research hypotheses, have aspects and parts of the field of translation studies lead to the boom of voice-over. Preferably in a way of the voice-over and dubbing share the fact that both of them are oral renderings of audiovisual content, has been prepared in advance. However synchronization constraints differ in each case. By the way, a fundamental property of the role of isochrony divides full isochrony, initial isochrony, final isochrony, no isochrony, literal isochrony that is current approaches in speech perception in noise [6]. Exactly, when having heard to speech material David Attenborough, thoroughly, attempt to search for academic words that implies those with articulation and written. Thus the comprehensible items translation is impression reality experienced via last years that be able to seek different books, articles and booklet of notebooks.

### Implication

According to Khoshsaligheh and Ameri [3], Iran is a dubbing country. Nevertheless, in non-fiction genres (documentaries and news reports), voice over translation is utilized. It seems that voice over and the documentary have not received much attention in comparison with other types of audiovisual translation in Iran. The present study is one of the fewest of its kind about voice over translation in Iran. The accomplishment of the current study can demonstrate mentioned below:

- This help the IRIB translators to make the translation, which is based on Franco et al. [7], Sepielak [8] and Sepielak [4] theoretical frameworks. Therefore, it hopes that this will help Iran to achieve professional standards in voice over translation such as dubbing.
- This sheds light on the significance of voice over translation and helps the companies improve the condition of documentary translations.
- Furthermore, this helps to increase a voiced over documentaries. Actually, the scholars is the best knowledge, most of the documentaries are dubbed. In fact, documentaries need to the voiced-over to justify audience authenticity.



- This helps dubbing and voice over directors, translators, voice over narrators or actors, and sound carries to improve the condition of voice over translation in both voice over isochrones and literal synchrony.
- The perceiving can concrete the way for the students of translation, media and film to learn voice over more technically.

Indeed, the voice-over helps companies to produce more documentaries and other non-fictional programs in a short time because it is the low-cost mode of translation compared to dubbing [7] and unlike dubbing, preparation of voiced-over program is not time consuming [9]. Consequently, the voice-over demonstrates the translation studies, and film studies in the voice-over has being stated closely related to voice-over and dubbing in the audiovisual. Thus this subject expresses that is the practical and theoretical. There are questions in the dissertation that one of them is including null hypotheses that is surveyed results. In fact, the hypotheses which puts in question, is to be retained facts. It will have to undergo modification and the specification of circumstances which is kind of behavior tends to occur or subsequently withdraw from strategies. It is important that implies the pedagogical implications of teaching translation. Additionally, aimed at this project attempts to illuminate the issues of environment. All the people of the world are embroiled in many problems of environment.

### Replying to One Research Question

What problems arise when the narrator speaks the dialogue with literal synchrony in the wildlife documentaries?

Clearly, in order to provide the answer to this question that is the three selected documentaries and their corresponding two Persian translations, is precisely analyzed from the viewpoint of initial norms. Since the basic decision of translator whether to lean towards source language or culture or towards the target ones are reconstructed from the examination of text. If the narrator or translator tends to demonstrate the priority to the source and its network of connections, the narrator or translator will consider to be more toward the pole of adequacy. If, on the other hand, the process of translation is more in favor of making target norms more dominant then the translation will consider to be more oriented to the pole of acceptability; Therefore, this method can be revealed to provide the target oriented the one [2].

Furthermore, another of aspect is surveyed isochrony and literal synchrony. Since the first isochrony is the voice that releases the narrator from translation in which should fit in the available time. The translation can be read aloud.

The second literal synchrony is the few words that may be audible at the beginning and at the end of the utterance should be translated literally. Thus the utterance is common to the initial isochrony in the selected documentary genre. The literal synchrony keep in extremely low number of segments and a proper syntactic structure which are familiar to audiences, is maintained. In contrast to earlier perceiving [2] demonstrates that the audible words are literally translated in the voiced-over version in all documentaries, and all proper nouns are literally translated most of the time. In most cases, the beginning of the inter literally renders when the original soundtrack is heard. There are no differences from each other in the voice over translations of the selected documentary genres on Iran's television from synchronization point of view.

Consequently, these issues consistent with the recent studies on voice over translation [3, 4].

### Replying to Two Research Question

What discourse nuances can be found in the translation of the David Attenborough?

Distinctly, in order to perceive the discourse nuances in translation of the selected documentary and this corresponds two Persian translations is precisely analyzed from the viewpoint of the operational norms in which is divided into matricial norms and textual-linguistic norms. Thus the first metrical norms that investigates in four axes of omission, relocation of passages, textual segmentation and addition and textual linguistic ones are scrutinized under three axes of selection of lexical items, selection of phrases and translation of stylistic features. As far as omission is concerned, different materials of source language that is called the binomial expressions are that there is a general tendency to omit one of the combining words instead of rendering both. Moreover, unnecessary explications are omitted whenever words or phrases can be inferred from the text and context. Since this is caused to lead into disorganization of meaning in the translation. As regards a relocation of passages, many conditions are identified in which a movement of materials is observed that changes in the place of the ones are occasionally met among many items, demonstrate subordinate clauses within the sentence, for initial phrases within sentences. Thus, this is based on which materials is presented in a text, is frequently changed in transfer of materials from source language text to target language text. Since the explanation of translation is adequacy or acceptability that demonstrates voice over translation of the selected documentary genres on Iran's television.

The second textual-linguistic is the selection of target text linguistic materials. Considering the main axis, which is selection of lexical items, some general attitudes are explored. One of them are consistency the analysis which reveals, there is a general propensity to select the same equivalent for a particular lexical item repeated in source text. This cases are synonym and repetition word that the narrator or translator has tendency to avoid them in the target text [2].

### Replying to Three Research Question

Is there any relationship between voice-over and audio description of the wildlife documentaries?

Obviously, in order to perceive that consequently are elaborated in details in omission and addition are concerned the translator tended to take decisions to apply these methods as per the norms of target language. Thus the first additions make for a better understanding of target text reader. The second omissions are made whenever the information is considered unnecessary for target text audiences based on target language limitations and structures, regardless of source language and freedom from the ties of source text. Besides, the cases including relocation of the passages and manipulation of text demonstrate that distribution of materials in target text is dependent on the way audio description, are made in English. A lot of changes are freely made in the way. Sentences are designed such as separation and integration. Thus, the bounds of source text didn't greatly influence the distribution of materials in target text.

Use of freedom rather than literal translation is another clear evidence to demonstrate lack of desire to fully stick to source text. Moreover this moving away from literal translation is witnessed in rendering idioms and stylistic features that provides further to even omit the figurative senses of these idioms and rhetorical devices whenever there is the risk of amount adherence to source text and mislay the meaning [10] explains that is categorized the partial translation. This explanation issues approved of two Persian translations.

### Suggestion for Further Readings

Providing information about events of future demonstrated that knowledge of any courses in voice-over translation is useful. But some scholars have still carried out a survey of voice-over. While it is true inception of translation studies is new. Cover translation studies can be phase of setting up terminology, organizing more training and competence development. Audiovisual or media which have been grown academic field and industry mainly provided the fact that are an intrinsic part of the information society. As the result voice-over is practical and theoretical. The translator for voice-over everywhere situational and cultural factors are restricted, due to culture specific conversations as well as culture communities are caused disorder and use of the wrong set of signs may interfere with the same functionally.

Investigation of details presents between fiction and nonfiction documentary series. The aspect of the examination is revealed performance of voice-over how to do research, such as dubbing, interview. Moreover, it is important that watches documentary carefully, people may learn something and know language, word, and culture. Even, direct effect on learning terminology has based on intelligence operations of people. Moreover Research can be conducted on the voice over or norms in different documentary genres or the same genres. Another research can be performed specifically on comparing the voice over with other audiovisual modes such as subtitling and dubbing in future studies. Additionally, future work should concentrate the terminological problem which translators are faced in the voice over translation or teaching the one in Iran, forby, it is recommended that the acceptability of the one for audiences can be studied. Finally, further research needs with broader samples, other languages, and content and it is more extendable excerpts to provide more conclusive results.

### Suggestions for Further Activities of Environment

The aims and objectives of dissertation provides environmental awareness. If world people know about details of environment, they will make less mistakes.

Well, it depends on teaching people. Newly, Scientists have been gathered to expostulate the cases of peril of environment in the Glasgow international community. Therefore attempt to elucidate the main points of the mind.

The first step, we must keep the global average temperature rise to well below two degrees to safeguard future living conditions. Alternatively, we need to improve our public transportation. Indeed, the automobile industry should change. We can utilize the new technologies.

The second step, we must be prevented from cutting the forest trees by human. Alternatively, we should perform the law against profiteers. So that we should be cultivated tree and plant.

The third step, we must stop hunter from killing or hunting animal that is causing species in danger of extinction. When we see marks loss of biodiversity flora and fauna, it can be damaged to life human. Alternatively, we should build shelter for animal and support people who efforts conservation of wildlife and nature. In this statement, human can cooperate with each other when attempting to save our generation in the future.

The fourth step, it is important to encourage environmental conservation and awareness. Recycling trash need to attempt people to control separable from each other such as plastic, glass, paper, etc.

According to the statement of David Attenborough, we can do now to ensure, putting nature at the heart of our decisions. If we take care of nature, we will take care of us. We should change our attitude of living style. Hence, governments and businesses must support the realm of environment. Alternatively, Enhancement the level of environmental awareness of people who affects their opinion and manner. One of ways outcome of problem should

provide positive reinforcement science and technology for the world people. We can make the best plan of television to carry advertisements for the benefits of protection from environment.

Finally, we need to promote environmentally sustainable of resources.

The latest addition to all us know that COVID-19 disease impacts of economics and societies in the world. This is caused to demonstrate the section of production wildlife documentaries in which forbid programs. We have still taken care for several years. We encounter with pandemic mutation of corona virus. In spite we have enormous problems that encounter climate change can be dangerous. Thus it is obvious that you observe how changes our environment. Human activity and other factors that have a huge impact on the one.

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