

Translation clutter: A study on Indian audio, visual advertisements.

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ABSTRACT

Promotion is a mode to convince and impact the purchasers psyche to work as per that of the merchant. It is a sound or visual type of advertising correspondence that utilizes a straightforwardly supported, non individual message to advance or offer an item, administration or thought. In a multi phonetic Nation like India, Audio and video promotions are to a great extent named into local dialects to fill the need of influence and advertising among general society. Commercial, marking and promoting are devices to pull in potential and existing shoppers or purchasers. In any case, when named they once in a while fill the need of it. Dubbing is a process of replacement or augmentation of an original sound track of an audio or video sequence in a language other than its original. For the purpose of it, scripts are translated into the other intended languages and recorded with the initial audio or the visual component. Translation is a process of translating words or text from one language into another. It is a process of conversion of a text, without changing its meaning from source language to a target language. The study deals with translation clutter in audio and visual advertisement and their interpretation by the consumers, with special reference to Hindi to Malayalam translated advertisements. The study strives to find the efficiency of such translated or dubbed Indian ads, which are ambiguous and fallacious in nature. The methodology used in this study is content analysis of pertinent advertisements. When scripting of an ad, certain parameters ought to be considered, which will empower its adaptability to be changed over into different dialects in future. The ethnic-social government must be watched and respected regarding the particular commercial.

Key words: Advertisements, ambiguity, multi-linguistic, translation

INTRODUCTION

Advertisement is any non-personal form of presentation by any paid sponsors for any good, services or ideas. The main purpose of advertisement is to disseminate the information to maximum views. This presented or disseminated idea or piece of message is known as advertisement. Advertisement as opposed to public relation is paid and it is not directed to a particular individual. Advertisement could be communicated or passed on through various modes like; TV, radio, newspapers, hoardings. New media is now finding its place in today's world. As, it is much faster and cheaper in comparison with the traditional form of media and this presentation of message or data is called as an 'ad' or an advertisement. Always these messages are indented to influence and inform the receiver. Translation as a purposive process conveys the meaning or meaning of a provided linguistic discourse from one source language to another. It can be stated in terms of sameness of meaning across languages. However, many scholars and researchers claim that absolute correspondence between two languages is

impossible. Therefore cannot be completely translated. On a hindsight, translation to an extent is possible. The incurred meaning is unique and not replicable as it is formed on each occasion of linguistic interaction. Translation is a cognitive process which dictates creativity and good linguistic competence in both Source Language and Target Language, on the part of the translator. Translation as a process involves loss and gain of textual meanings. The reason for the clutter of dubbed or translated advertisements being, conversion or translation of the exact words instead of its meaning. The most tragic accident while translating is when translators offer performance or interpretation of the text in a phrase rather than its meaning, alibi the fact that the derived text makes no sense in the language they are being translated into. The major rational reason for the loss and gain of meanings and text in translation is the cultural differences between two languages, which results in linguistic differences. Thus, failing to understand the audiences and their cultural, regional backgrounds while translating leads to ambiguous or unclear advertisements. The texts with significance of cultural specific meanings directly or indirectly refer to the culture form which they are derived and are very much in use or familiar to its cultural specific audiences.

Grammatical and syntactical errors too contribute to clutters in advertisements. Here, these refer to the structure of words and their combination with other words to form meaningful phrases and sentences. While translating an advertisement, there is a proclivity of losing rhetorical minor clause format, along with its emotional involvement, as it does not preserve the interjection of the source language text. . Even in a stylistic analysis form of translation meanings are lost. However, the sense could be preserved in Textual and Cognitive format. They are as follow:

- Sound System
- Grammar and syntax
- Semantics
- Narrative
- Ideology of the audience and translator.

Video or audio advertisements are generally made in one or two languages and then dubbed to other languages and dialects to reach a larger spectrum of audiences, without checking the referential meanings and their interpretations in its target languages. The recognition of the Indian identity and Identifying the targeted language and their culture in isolation might result in better form of translated or dubbed advertisements. Misinterpretation or exaggeration of media texts is the major fail by the translator. Reading of the texts in black and white, where there are only two alternative states as the only possibility, when there are more by the translator and interpretation will lead to fallacies in advertisements. Publicizing is regularly centered on moving an inclination, a state of mind or a demeanor notwithstanding an activity. It is layered impressively that an instructional manual needs. Diversion is regularly used to extraordinary impact in promoting. What's more, promoting duplicate frequently depends intensely on popular culture references and other social signs to pick up significance to the perusers. It endeavors to meet the intended interest group where they are in life and address them as they may address each other. Publicizing presents a one of a kind and testing venture for any interpreter.

EARLIER STUDIES

Advertisement as a field of study was undertaken by many individuals. That includes Richar Buskrik, William J. Stanton, etc. Richard Buskrik was the director of the USC entrepreneur program for ten years, was an educator, a consultant and a businessman. What he states about advertisement is that it's a non-personal form of presentation by any paid sponsors for any good, services or ideas.

In the book, Arthur Asaa Berger (Berger, 1991) begins by examining crucial four techniques of media interpretation. All four techniques are the one that the author considers critical for creative people to

understand, which enables them to translate their text to the real world. The description of these four techniques-semiotic theory, psychoanalytic theory, Marxist theory, and sociological theory-have been elaborately discussed and has also included myth and media, race and representation, and the importance of narratives in media. Berger was a Professor Arts at San Francisco State University for Broadcast and Electronic Communication. In a study, Gideon Toury (Toury, 1995) put forth a defense for Descriptive Translation Studies as an academic action and also a branch of the teach, having prompt results for issues of both a hypothetical and connected nature. Methodological discourses are supplemented by a variety of contextual investigations of different extensions and levels, with accentuation on the need to contextualize whatever one embarks to concentrate on. In his book (A.Nida, 1964) ; Eugene A.Nida put forth an exceptional reference to standards and techniques required in book of scriptures interpreting. This book was first distributed in the year, 1964 with much significance. It describes the major components of translating by setting the translated text into the context of historical changes of principles and procedures over the last twenty years. His much expertise of forty years of being an anthropologist and a linguist has elaborated how a text to be understood with its socio-cultural contexts. His theory is substantiated by with much added illustrative examples. In his book (Holmes, 1975) James s Holmes acknowledged as did few others that the 1950s had proclaimed an upheaval in interpretation considers. Holmes highlighted the presence of 3 fundamental hindrances to the further advancement of the train: researchers and specialists scattered in various fields and accordingly absence of basic channels of correspondence. Holmes infers that: the most appropriate name for the discipline in English is TRANSLATION STUDIES (TS), for this term would avoid a lot of "confusion and misunderstanding"; "to portray the wonders of deciphering and translation(s) as they show themselves in the realm of experience" (Descriptive Translation Studies, DTS) "to build up general standards by methods for which these marvels can be clarified and anticipated." (Translation Theory, TTh) Holmes' study embarked to situate the insightful investigation of interpretation. It advanced a reasonable plan that recognized and interrelated huge numbers of the things that should be possible in interpretation ponders, visualizing a whole future train and viably animating work gone for building up that teach. Truly, this was a noteworthy stride forward, none the slightest in light of the fact that it included a frontal assault on the dim yet confident classes that had for quite some time been utilized to judge interpretations. This book is an extended form of a paper exhibited in the Translation Section of the Third International Congress of Applied Linguistics, held in Copenhagen, 21-26 August 1972. James Holmes (1924 – 1986) was an American interpretation scholar of the early stage and he himself was a writer and interpreter. Expelling the idea of comparability he kept up that the referent of the interpreted work was not the same as that of the SL message yet a phonetic detailing. He obtained this thought from Roland Barthes who made a refinement between works (for the most part scholarly) that portray an outside world and works (like those in artistic feedback) that remark about another work. A discourse on another bit of writing is the thing that he implies by a semantic definition. The dialect of the last is "meta-dialect"; deciphered along these lines, interpretations too would go under the class of works that utilization meta-dialect. Holmes was particularly intrigued by verse interpretation. He contended that verse interpretation is a one of a kind type of meta-dialect on the grounds that the made an interpretation of ballad tries to be a show-stopper in its own particular right. It is meta-writing since it remarks upon another abstract work however it is likewise producing another artistic work that welcomes basic remarks. Interpretation along these lines has a double reason as "meta-writing and as essential writing" and the term that best suits a verse interpretation would be "metapoem"

In a journal published by Magdy M. Zaky, (Zaky, 2000) , he talks about the first type of meaning. Which is the meaning of reference or they could be even called as the 'referential' meaning or the 'conceptual' meaning. According to the journal there is always differentiation between the referential meaning of a word and the contextual meaning of the same word.

TRANSLATION AS A PROCESS

Interpretation is a shockingly troublesome assignment, so a vigorous dialect interpretation process is required.

In particular, for each expression or segment of content to be made an interpretation of they have to:

1. Read and comprehend the source content
2. Keep the significance or message of that content at the top of the priority list
3. Select the most fitting vocabulary in the objective dialect
4. Use the syntactic structure of the objective dialect
5. Compose that importance/message in the objective dialect
6. Make beyond any doubt the new content is worded actually

It's hard to both effectively pass on all the significance, and expression it in normal sounding dialect across the board go. Fundamentally, an interpreter pretty much needs to focus on one viewpoint more than the other. On the off chance that exclusive focus more on effectively passing on all the significance, the objective dialect wording can regularly be somewhat stilted and unnatural.

What's more, if focus on making great wording, it's not entirely obvious a subtlety or part of the message in the interpretation. In any case, the rationally requesting nature of the errand implies slip-ups can without much of a stretch be made.

That is the reason an interpretation ought to never be viewed as finished after a solitary pass. Despite everything it needs intensive checking and amendment to guarantee nothing has been missed, and altering to make the wording regular and exquisite.

Adjustment of Text + Image + Praxis = Localization

The keys indicate take after for a successful interpretation;

- Dealing with nakedness and adjusting it to the way of life ("obscuring" the model's trunk).
- The composing style (the undulating and shaded calligraphy)
- The format of the getting line (composing/perusing course)

Challenges emerge at whatever point interpretation administrations are required. In any case, certain types of correspondence present a greater number of difficulties than others. Clear content that is instructional or useful requires an alternate concentration than something like publicizing duplicate.

OBJECTIVES

1. To analyze Hindi to Malayalam dubbed advertisements.
2. To compare advertisements of the dubbed versions, Malayalam and also its original version, which is Hindi
3. To discover the exactness of interpretation of such promotions.

METHODOLOGY

The methodology used in the study is content analysis. It is a heterogeneous and wide set of manual or computer-assisted techniques used in communication processes for contextualized interpretations of documents produced in the strict sense signification processes or phrase. Because of the way that it can be connected to analyze any bit of composing or event of recorded correspondence, content examination is utilized as a part of expansive number of fields, going from showcasing and media studies, to writing and talk, ethnography and social reviews, sexual orientation and age issues, human science and political science, brain research and intellectual science, and in addition different fields of request. Moreover, content examination mirrors a cozy association with socio-and psycholinguistics, and is assuming a vital part in the improvement of computerized reasoning.

Universe of the study: Indian advertisements

Population of the study: Indian advertisements from 2010

FINDINGS AND ANALYSIS

1. This public awareness ad by the central govt., aims to discourage smokers. The promotion kicks off with a smoking man working in office. The smoker comes home and greets his family. The assumed chain smoker is seen to watch TV with his daughter, while smoking. A public awareness campaign comes in their TV screen with a dying smoker's testimony. The daughter looks up at her smoking father with an accusing and pleading face. He gets up from there and decides to quit smoking. At the end, the message indented to send was, 'smoking costs our life'. But when dubbed into Malayalam, it was interpreted as 'smoking is expensive.'

Fig 1 here

2. Again a public awareness ad by the central govt. to discourage open defecation. The scene starts with a village wedding. The bride gets thirsty and lifts up her veil to drink some water. For this her new family chides and reproaches her to pull her scarf down her face. The shy bride asks a fellow female to show her the bathroom. She urges the mother in law of the bride to lead her and the mother-in law ask her to do it in open. The female friend points out the irony of the whole situation and insisnt on building a toilet. But when dubbed the message from 'jahaan soch wahaan shauchalay' became to 'evide chintikunnu avide shauchalayam', totally destroyed the purpose of the advertisement.

Fig 2 here

3. An ad by OLX about the typical Indian mentality of procrastination and skinflint. The ad opens up by an implore wife pleading her husband to get a new TV by selling the old one and the husband finding reasons to not to do so. Another scene with a family of four going out in their old two wheeler bike. The same story repeats where the wife insist on buying a car and selling off their bike. A man is shown in a wedding venue trying to take selfies with friends. His friends get fed up with him for not having a smart phone and ask him to get a new one. Even he follows the same sequence as shown in the other scenes and make up excuses to not buy. A new scene with a large family trying to sit and fit into a small couch. This too follows the same tale and mad the same excuse of procrastination. All these scenes are shown in the background of a narrative form of song which importune all these lazy misers to sell their old belongings in OLX and get a new one. When dubbed into Malayalam missed the point of logic. As, they did word by word translation, the text became incoherent and illogical.

Fig 3 here

.4. An ad by mosquito killing Hit gel stick begins off with two moderately aged companions sitting in front of the TV. One of the companions appreciates the performing artist's "entrance" into the scene. When she transparently respects the entrance, the other companion advises her by indicating out the "section" of cockroaches in her kitchen and points the finger at her for not seeing it. She insinuates her that that is the reason her child gets wiped out constantly.

The advertisement initially scripted and shot in Hindi, when dubbed into Malayalam becomes a shameful botch. A dialogue when dubbed to Malayalam became too long that it was spoken too fast for anyone to comprehend.

Fig 4 here

5. Another dishonorable mess up by Hit mosquito killing spray. The promotion gets off with an assertive girl, toil and strain to be a beauty pageant. She goes from heaven and back Earth to achieve her dream. But, her carelessness costs her. She was bit by a mosquito and got malaria. The whole advertisement is in narrative format with a voice over. When in Hindi, the voice over statement was '*kuch bee jeeth sakthi thee, par asli jeeth tho machar ki hui*'. This sentence was deciphered word-by-word and dubbed into Malayalam as, '*enthum jaikan sadhicheney, pakshe yedhartha jayam kothukinteythayi*', this is a phrase which is not in common and syntactically incorrect.

Fig 5 here

6. An advertisement by Bru coffee, which was indented to be charming and cute, when dubbed into Malayalam became a worst parody. The advertisement is about a husband trying to make coffee with the supervision of his wife. She is singing him out the procedures to make a coffee by playing piano from her balcony. When the song was constructed into Malayalam, with the initial Hindi tune, it turned out to be an uncomfortable and nonplussed 'rhyme sounding' ditty.

Fig 6 here

CONCLUSION

Diverse procedures must be embraced keeping in mind the end goal to compensate for the loss of printed importance during the time spent interpretation in any types of commercial. Interpreter ought to concentrate more on the socio-social setting of dialect, rather than its importance of the lexical-syntactic design.

Since publicizing makes such a test, machine interpreters just can't deal with the occupation adequately. "Lexicon definition" interpretations can make humiliating blunders that are then seen on a worldwide stage. An interpreter must be knowledgeable in the ranges of culture and custom and additionally dialect and it has an innovative personality for critical thinking, as well.

Clearly, dialect aptitudes are a need for interpreting promotion duplicate. The interpreter ought to have broad information of both the source dialect and the objective. This forestalls blunders and mistranslations that could befuddle the intended interest group or humiliate the sponsor. Be that as it may, dialect aptitudes are not by any means the only prerequisite. Information of nearby traditions and the way of life are similarly as essential as a comprehension of colloquialisms and sentence structure.

Nearby culture and traditions can impact ads. The interpreters must have a strong comprehension of the objective dialect's way of life. He needs to make duplicate that passes on similar emotions or inspirations in a way that is reasonable and relatable to the intended interest group without being hostile.

Matters of social offense are no chuckling matter. What is amusing in one culture can be profoundly hostile in another. Items can be prohibited in specific nations if their advertisements are considered excessively unrefined or excessively suggestive for the way of life. The outcome can demolish to an organization. It's up to the interpretation specialists to highlight anything that may be regarded wrong for the traditions of the objective market.

An inventive personality is required to bypass such issues. Critical thinking abilities are vital for this sort of interpretation. The interpreter might be entrusted with discovering contrasting options to the publicist's mottoes or content that will be satisfactory in the social mores of the intended interest group.

Promotions are intended to bring out a specific reaction. Compelling interpretation will help the sponsor make a similar invitation to take action in another dialect or even a few dialects. A human personality is expected to ensure that call is heard and deciphered in the way the sponsor planned.

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Fig 1 No smoking Video ad (2010)



Fig 2 build toilet campaign ad(2016)



Fig 3 Olx ad(2016)



Fig 4. Hit gel(2017)



Fig 5 Hit mosquito killing spray (2013)



Fig.6 Bru instant coffee (2016)

