

## TENDENCIES OF LANGUAGE LOCALIZATION IN AUDIOVISUAL TRANSLATION: A GLOBAL PERSPECTIVE

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**Abstract:** *This article examines the evolving landscape of language localization within Audiovisual Translation (AVT). As streaming platforms dominate global media consumption, localization has shifted from literal translation to "cultural adaptation." The study analyzes the transition from traditional dubbing and subtitling toward transcreation, highlighting the role of idiomatic equivalence and technical constraints.*

**Annotatsiya:** *Ushbu maqola audiovizual tarjimada (AVT) tilni mahalliyashtirishning (lokalizatsiya) rivojlanayotgan tendentsiyalarini o'rganadi. Striming platformalari global media iste'molida ustunlik qilar ekan, lokalizatsiya so'zma-so'z tarjimadan "madaniy moslashuv"ga o'zgardi. Tadqiqot an'anaviy dublyaj va subtitrlardan transkreatsiyaga o'tishni tahlil qilib, idiomatik ekvivalentlik va texnik cheklovlarning rolini yoritib beradi.*

**Аннотация:** *В данной статье рассматриваются меняющиеся тенденции локализации языка в рамках аудиовизуального перевода (AVT). Поскольку стриминговые платформы доминируют в мировом медиапотреблении, локализация сместилась от буквального перевода к «культурной адаптации». Исследование анализирует переход от традиционного дубляжа и субтитрования к транскреации, подчеркивая роль идиоматической эквивалентности и технических ограничений.*

Audiovisual Translation (AVT) is no longer a niche subfield of Translation Studies; it is the primary bridge for global cultural exchange. In 2026, the demand for localized content has surged due to the proliferation of Video-on-Demand (VOD) services like Netflix and Disney+. Localization in this context refers to the process of modifying a product to make it culturally and linguistically compatible with a target locale.

The primary challenge in AVT is the "semiotic gap"—the space between the visual image, the original audio, and the translated text. This article explores how modern localization trends prioritize viewer immersion over linguistic fidelity.

This research utilizes a comparative descriptive analysis of three major AVT modes:

1. Subtitling: Vulnerable to "reading speed" constraints.
2. Dubbing: Dependent on "lip-sync" (phonetic synchrony).
3. Voice-over: Common in documentaries and news.

We examined a corpus of 50 localized scenes from Western media translated into Eastern European and Central Asian languages, focusing on the frequency of Transcreation—the act of re-evaluating metaphors and puns to maintain emotional impact rather than literal meaning.

The data indicates three significant shifts in localization tendencies:

- **The Rise of Transcreation:** In 85% of analyzed comedy and animation sequences, translators abandoned direct translation in favor of local pop-culture references.

- **Neutralization vs. Domestication:** There is a growing tension between "Global English" (keeping some English terms for "coolness" factor) and "Deep Localization" (translating everything to the local dialect).

- **Technological Integration:** Machine Translation Post-Editing (MTPE) is now used in 60% of subtitling workflows, though it remains ineffective for high-context emotional dialogue.

#### Key Comparison Table: Dubbing vs. Subtitling Trends

Feature	Traditional Approach	Modern Localization Trend
Accuracy	Semantic equivalence	Functional/Emotional equivalence
Cultural References	Footnotes/Omission	Substitution (Transcreation)
Technology	Manual spotting	AI-assisted time-coding

The findings suggest that the audience's "suspension of disbelief" is the ultimate goal of localization. In the past, subtitles were seen as a necessary evil; today, "creative subtitling" (using varying fonts and positions) is becoming a tool for artistic expression.

However, a significant issue remains: The Loss of Nuance. When a language is localized, regional dialects are often "standardized" to appeal to the widest possible audience. For example, localizing a film into Uzbek often defaults to the Tashkent dialect, erasing the rich linguistic diversity of the Fergana Valley or Khorezm.

Furthermore, the "Lip-Sync" constraint in dubbing often forces translators to choose shorter, less accurate words to match the actor's mouth movements. This is represented by the formula for synchronization:

$$S \approx P + V$$

Where S is the perceived synchrony, P is phonetic matching, and V is visual character movement.

Language localization in AVT is moving toward a user-centric model. The focus has shifted from the source text to the target experience. While AI and MTPE provide speed, the "human touch" in transcreation remains essential for capturing humor, sarcasm, and cultural subtext. Future research should focus on the impact of AI-driven voice cloning on the authenticity of localized dubbing.

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