

## AUDIO DESCRIPTIVE COMMENTARY AS TRANSLATION TOOL FOR VISUALLY IMPAIRED PEOPLE

Anastasiya Gerasimenok

VSU named after P.M. Masherov, Vitebsk, Belarus

Audio description has already gone far beyond the cinematography and formed a part of government policy which aim is to create an inclusive environment for visually impaired people.

Full or partial loss of vision is a huge problem for a person, especially for a child, who finds it really difficult to satisfy their cognitive abilities without a visual contact with the object of interest. So, the auditory channel of perception, where comprehension of the outside world occurs through sounds, is the only way for the blind to stay in touch. Any object or phenomenon can be described in words, and a visually impaired person perceives this information, conjuring up a picture through the description in mind.

The article considers some peculiar properties of audio description as part of translation studies. The purpose is to state the key aspects to be considered for a translator acting as a commentator to enhance the life of the visually impaired and blind.

**Material and methods.** Experience and best examples of audio-description as translation activity served as basis for the research. Through extensive theoretical analysis, overview and synthesis of various scientific sources, the key aspects have been singled out.

**Findings and their discussion.** Like any other type of audiovisual translation, audio description should be extremely clear and comprehensible for the target audience. If a translator describes everything he sees without highlighting key points, the description will turn out to be accurate to the fact that all the elements are described, but incomprehensible and unacceptable from the point of view of the end-user. An overly detailed description blurs the scene and confuses the audience. However, at the same time too brief descriptions can lead to the same result. That's why the audio descriptor should focus on the significance of the information to help the viewer to keep track of the plot. From a practical point of view, the audio descriptor must know what information needs to be added, changed or removed during the translation process. Accurate observation and classification, selection and consideration of the information in the description is essential for an audiovisual message to be understood by the blind or impaired. Thus, in order to make a correct and understandable comment on what is going on the screen, the audio descriptor can follow certain guidelines:

1) first, the commentator should study the video fragment thoroughly, highlight the main information. Here, theme and rheme relationship is of great use.

2) during the credits, audio descriptor introduces the main characters, giving only their key characteristics, which are essential for understanding the plot.

3) it is necessary to describe everything according to a clear scheme: the place of action, time and what is on the screen.

4) there's no need to interpret the behavior of the characters in one's own way and present the conclusions or opinions. The translator must be impartial and objective.

5) it's better to use a monotonous or smooth intonation pattern so that not to spoil the atmosphere of the film.

6) descriptions should fit among dialogues: the commentator needs to comply with timing between the lines of characters.

7) it isn't advisable to repeat the information contained in dialogues and non-verbal sounds.

8) read the title, opening and ending credits (if it's possible).

9) the simpler the better: it's better to use present tense for narration, to avoid long complex sentences and metaphors to make the speech comprehensible.

The process of text edition is of great importance. To have enough time for comment and to make everything understandable, audio descriptor should change the text by making some transformations. Usually some insignificant words and fragments that will not affect the audience's understanding of the plot are omitted. If a large piece of information needs to be mentioned, the commentator can compress the text, that is, reduce the number of words by omitting some inessential pieces of it. If a description is blurred or incomprehensible, there is room for additional explanations and constructions that link statements with each other.

The profession of audio commentator appeared relatively recently, but interest in it is growing based on the demands of modern society. The blind themselves use the word "watch", when they speak about films, because thanks to the inclusive nature audio descriptions, they consider themselves to be fully integrated into the society people. Another study suggests the peculiarities of audio-visual description in a non-native language where other factors, like crosscultural and idiomatic character of languages, should be considered. Thus, a translator as a follows the same guidelines though has to comply with other aspects related to translation.

**Conclusion.** Despite the fact that the profession is relatively new, it has already developed many nuances and rules that must be followed. In order to become an audio descriptor (both, translator and commentator) a person needs to have certain knowledge in the field of world cinematography, be able to carry out audio commentary in different versions, including prepared and direct audio commentary on TV shows, sports competitions, public events; have a good command of the language, have a large vocabulary, be able to see the picture as

a whole, remove inessential details and comment on the most important things; use only precise and colorful wording, etc.

It should be noted that modern life involves ensuring equal access to culture for all citizens. The introduction of the service of audio commentary with simultaneous translation allows the visually impaired be informed and feel inclusive with the fast-paced world. It can solve the issue of adaptation for blind people on the emotional and artistic level of perception, which will engage them as full-fledged members of society.

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### THE ROLE OF THE DIALOGUE OF CULTURE IN TEACHING FOREIGN LANGUAGES

Mariya Goncharova

VSU named after P.M. Masherov, Vitebsk, Belarus

Nowadays a successful and fruitful contact with representatives of other cultures is achieved through practical skills in intercultural communication. The role of language in overcoming barriers in communication between representatives of different cultures is of great importance: it is impossible to understand the peculiarities and profound meaning of another culture without knowing its language well.

The aim of the research is to study the role of the dialogue of culture in learning a foreign language.

**Material and methods.** The methodological basis of the research is as follows: the works of local and foreign linguists on the question of the relationship between language and culture: “The role of culture in language teaching. Dialogue on Language Instruction” by Krasher I., “Culture and learning foreign languages” by Elizarova G.V, “Социокультурный подход к обучению иностранным языкам” by Safonova V.V. and others.

The descriptive research method and the method of organization theoretical material have been used in this paper.

**Results and discussion.** In the process of communication language performs not only the function of encoding information, but also plays a role in obtaining new information about the world, storing and transmitting of this information. Owing to these functions language is an important instrument not