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### Audio description as a special form of translation activity

**Abstract.** The article examines the current state of translation activity in Kazakhstan, which is focused on special social group of people in our society: people with special needs. This group of individuals needs special types of translation to communicate with the other people. These special types of translation are defined by the authors of the article as socially-oriented types of translation. Nowadays there are other types of translation for special social group of people such as sign language interpretation and dactylic interpretation which can be also considered as socially-oriented types of translation. The aim of the research is to study the historical and socio-cultural factors that led to the emergence and development of audio description. The main idea of the research emphasizes that socially-oriented types of translation fell out of sight of modern researches of translation and translation activity. As a result, it is necessary to recognize that the issues of creating a methodological base for audio description research as well as training of audio description translators are of particular relevance in modern society as well as in Kazakhstan. The study provided a compare analysis of audio description as a special form of translation activity.

**Keywords:** socially-oriented types of translation, audio description, audiovisual translation, communication, special translation methods and techniques, visual information, translation of data.

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### Introduction

The UN General Assembly adopted the Convention on the rights of Persons with Disabilities by Resolution 61/106 on December 13, 2006 [1]. The goal of the Convention is to promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms of all people with disabilities as well as their inherent dignity. One of the preamble paragraphs of the

Convention states that it recognizes the importance of the principles and guidelines contained in the World Program of Action concerning Disable Persons and in the Standard Rules on the Equalization of Opportunities for Persons with Disabilities [2]. All the above documents noted that people with disabilities should be provided with the opportunity for communication.

Communication is an important part of any person's life. There are no problems in communication for a healthy person in every day events such as cultural recreation, process of education and employment. Each of the above types of human social activity causes difficulties and problems for a person with disabilities and these difficulties are need to be solved.

Quite often blind people can say that they have TV at home or they go to the cinema. People are also surprised to hear the following expression from the blind people "I looked" or "I want to see". First of all, this lack of understanding can be explained by the prevailing stereotypes in society in relation to blind people. Unfortunately, many people believe that lack of vision imposes a large number of limitations on a person and deprives blind people of their opportunities.

It is important to understand that most of today's blind people feel that they are a part of society and use common words and expressions to refer to certain processes. People will agree that the sentences "I heard this movie" or "I want to feel London" may not be entirely appropriate and raise a lot of questions. A person can look and see not only with his eyes but also with the hands and ears. Mostly if people use these verbs, they will not mean directly visual perception – it is rather a reflection of a certain state or experience inherent in a particular phenomenon.

Movies and television are mostly associated with visual information and it is true in general. However, first of all both of them represent unique content that has specific features only in these types of art. It would be at least short-sighted to limit a target audience i.e. to give opportunity only to those who have no problems with vision. Secondly the visual component, television, film and other video materials usually contain a sound sequence which is perceived as a necessary but still complementary one. Taking this audio approach blind people can gain insight into the course of the story or the content of the video.

Naturally a blind person cannot fully perceive those following details of the movie that are calculated purely for visual perception by understanding of the general course of the plot, for instance, special effects, settings or the appearance of people on the screen. In this case perception is mainly based on the verbal component of the sound sequence – monologues, dialogues, exclamations and other voice manifestations of acting persons, as well as sound characteristics of certain actions and phenomena, the so-called significant sounds. There is audio description which can make the perception of video material as complete as possible.

Audio description is a voice-over verbal description of the visual component of a film, performance, television program and other events specially prepared and implemented for blind people. Depending on the situation and needs audio description can be prepared and integrated into the sound sequence (this primarily applies to cinema), as well as live audio description. Live audio description concerns real time events such as performances, television programs and broadcast. The term "audio description" is used to describe the process of creating comments i.e. audio description comments.

Audio description is an auxiliary tool that aims to bring the perception of video content by a blind person as close as possible to the perception of a person with good vision. In other words, audio description cannot exist on its own and be an independent production, it is only an addition to a movie or a play. In this regard it is necessary to take into account that audio description is created in accordance with certain rules and principles. If these rules are complied it will allow taking into account the features of video perception without vision and also integrating as ergonomically as possible into the material.

Audio description should not be considered as a substitute for visual perception. Despite the fact that this technology is designed to make accessible to blind people those types of art that are created primarily with the expectation of vision people should understand that vision and hearing are completely different senses and the nature of the information obtained with their help is radically different from each other. Audio description allows perceiving video content in an alternative way, while preserving its content in full or almost complete volume.

### Literature review

Special theoretical works by such linguists as A.V.Kozulyayev, Y.D. Malenova, S.N. Vanshin, M. Motsazh, J. Diaz Cintas, A. Remail, J. Pujol, H. Gottlieb and others are dedicated to the study of audio description. According to the definition given by J. Pujol, referring to the work of R. Jakobson, audio description is “a form of narration based on the principles of intersemiotic translation with phatic and poetry elements” since firstly audio description performs “the function of maintaining contact (a phatic function instilling confidence in the blind viewer which can be used as a means of communication with other people and the blind viewer cannot miss any important details)” and also “expresses the beauty of the image in words (a poetic function that allows words to compensate for the aesthetic pleasure of contemplating the image)” [3].

Audiovisual work is a polysemiotic product consisting of both visual and audio elements. Compiling audio description all this diversity must be translated into a monosemiotic text. Thus, the number of semiotic systems in the “source language” and “language of translation” differs significantly and allows some authors to call the audio description “hypo-semiotic translation”. Additionally audio description does not allow translating with absolute accuracy from the “source language” (images) to the “language of translation” (words), so some experts call audio description “inspirational translation”. The exact Russian equivalent of this term does not exist yet, it can be conditionally called “translation under inspiration” where the translation result conveys the original “in a free form and less predictably than in a normal translation” [4]. Thus, audio description is a type of translation for a special category of viewers (target audience – people with visual impairments and blind people) with a special purpose to convey the content of a audiovisual work that would otherwise be inaccessible to this category of viewers. As any translation audio description should be as clear as possible for the target audience. At the same time as a kind of audiovisual translation audio description should follow the “theory of Skopos”. If the audio descriptor (audio description translator) describes absolutely everything that he sees without highlighting the main thing, then the description will turn out to be accurate (since it describes all the elements) but incomprehensible and unacceptable for a blind person. Too detailed description “blurs” the scene and confuses the audience. But at the same time too brief description can lead to the same result. Therefore, audio descriptor should focus on the significance of the information helping the viewer to follow the plot.

It should also be taken into account if the film was originally shot in another country the audio descriptor serves as an “intermediary” not only between visual images and people who do not see them but also between the two cultures. The audio descriptor should know “what information needs to be added, changed or removed during the translation process” [5] from a practical point of view. However, the fundamental difference between the concept of audio description and audio comments is in the fact that audio description cannot be considered as a type of translation. In this regard some experts enter into a scientific controversy with audio descriptors. For instance, M. Motsazh referring to the classification of R. Jakobson writes that “Audio description translation is considered in the framework of intersemiotic translation where the narrator-audio descriptor describes in words everything that the viewer sees on the screen.” Thus, audio description becomes a visual-verbal translation. Therefore, it is considered to be appropriate for the term “audio description translation” or “audio descriptive film translation”. In addition, the term “audio description” itself causes complaints. First, one of the main principles of audio description is an unbiased verbal description without personal interpretation and explanation. At the same time “the word commentary contains an element of interpretation and critical observation”. Secondly according to recent data more and more people without visual disabilities prefer to watch movies with audio description. Thus, a verbal description prepared for this audience can hardly be called “audio description.” Thus, we observe a discrepancy with word practice which is compounded by the deliberate displacement of the word “audio description” from the scientific literature and media space in Russian. This has led to the fact that some experts do not know the name of a similar procedure in other countries of the world. There are artificial English words “typhlocommenting” and “typhlocommentator” in the

translated scientific articles in Russian [6]. This does not allow Russian-speaking specialists to get acquainted with world experience and also does not allow foreign colleagues to learn the rich history of adapting audiovisual works for the blind people in our country.

### **Materials and methods**

Modern production activities in Kazakhstan are integrated not only in the known areas of the country's economy. People with visual impairments also need translation services. However, translation for this category of people has its own specific features requires special training of translators mastering methods techniques of translation. This study is aimed to analyze the current state of audio description in our society and as a result of the analysis it is expected to develop recommendations for solving problems in this area of translation.

Visually impaired and blind people have difficulties in linguistic speech communication due to the fact that they are unable to see partially or completely objects, actions or events [7]. Visual, audiovisual, and articulatory information must necessarily be recorded in the form of audio description and only under this condition the blind person can perceive the audio material.

These psychological features require the use of other forms of transmission communication of information to the recipient of the communication process and special types of translation. For example, it is audio description type of translation for blind and visually impaired people and sign language interpretation for people with poor hearing and speech disorders. Each of these types of translation has its own specific methods and techniques aiming at facilitating communication between people with special needs. Unfortunately, translation linguists do not pay much attention to these types of translation. But these types of translation are in the field of view of translation researchers actualizing translation activity. Research and solution of translation problems related to socially-oriented types of translation will allow people with special needs to interact harmoniously with the world around them.

Recently there have been many positive changes in the sphere of translation activities in Kazakhstan. This is due to various factors. The first factor is the process of globalization of the world's economic situations and digitalization as a result of the integration of information technologies into all spheres of human life and activity. The second factor is the change in the political status of Kazakhstan in the international political arena and this factor has a more significant impact on translation, methodology of translation and practical translation activities in Kazakhstan. The changes in the status of Kazakhstan as a state led to a change in the fundamental trends of the country's development in various areas of domestic and foreign policy and economy. These processes in turn have affected translation activities in Kazakhstan as international relations have expanded significantly. The third factor is that modern translation activities and related scientific research are taking on a new technological appearance and are aimed at solving new urgent problems.

There is a strong impression that in the process of progressive changes in Kazakhstan the study of the state of socially-oriented types of translation is not carried out and the specific of these types of translation require intensifying scientific research from the translation specialists.

Currently the situation requires a comprehensive analytical review of translation activities in the field of communication of people with special needs as well as the collection and analysis of statistical data in the following areas:

- the number of people who need socially-oriented types of translation in the Republic of Kazakhstan;
- the number of translators who know different methods and techniques of socially-oriented types of translation in the Republic of Kazakhstan;
- the number of translators who possess the skills of audio descriptors in the Republic of Kazakhstan;
- the number of universities and colleges that train the specialists of socially-oriented types of translation in the Republic of Kazakhstan;



- the number of other educational institutions that train the specialists of socially-oriented types of translation in the Republic of Kazakhstan;
- other statistic data.

According to the data of the International Agency for the Prevention of Blindness in 2020 there were 285 million people with visual impairments all over the world including 39 million of blind people. According to the data of World Health Organization nowadays 160 thousand of people with visual impairments live in Kazakhstan including 20 thousand invalids with poor vision. The public association “Kazakh Society for the Blind” has registered 17 thousand of people with visual impairments. This association has branches in all cities and regions of Kazakhstan. Thus we can imagine how many people in Kazakhstan need audio description due to this data [8].

Such methods as analysis of scientific literature, comparative analysis of audio description state in our country and abroad, sociolinguistic analysis of statistic data are used in the process of the research.

The combination of these materials and methods allows gaining a comprehensive understanding of audio description notion as a special type of translation.

### **Results and Discussion**

Audio description translation is related to audiovisual translation. Audiovisual translation is a separate type of translation. It is based on the features of film production, animation, computer games and other types of video audio recordings. This is a completely new type of translation the appearance and study of which became possible only with the advent of innovative technologies in the life of mankind. A.V. Kozulyayev notes that “A specialist in the field of audiovisual translation translates works where semantic content is transmitted not only in textual verbal form but also in non-verbal. The specific feature of this type of translation as it was established by experimental studies is that only 30% of human brain capacity at the time of viewing an audiovisual work is occupied with processing of verbalized information. And the remaining 70% is occupied with various extralinguistic and non-verbal information flows. No other types of translation depend on non-linguistic factors so much” [9]. Thus, with the advent of various audiovisual products a new type-audiovisual translation has appeared in addition to the traditional types of oral and written translation. Nowadays when an innovative technological process is actively transforming the life of all mankind audiovisual translation is becoming more relevant. The twenty first century dictates the implementation of research and development of new types of translation including socially-oriented types of translation.

One of the modern research on audio description Floriane Bardini notes “Audio description turns the visual into verbal to make audiovisual products accessible to blind and visually impaired people. It began some thirty years ago, audio description has been gaining importance in the audiovisual landscape as well as in cultural venues and events” [10].

Speaking about audiovisual translation we deliberately draw the attention of professional translators, translation specialists and all the interested parties to the fact that new types of translation are being formed and developed in modern society. New types of translation are becoming the object of close attention and scientific study, methods of training translators in new types of translation are being developed and methodology for teaching translation is being formed taking into account social challenges and modern technological innovations. We believe that new types of translation should also include socially-oriented types of translation and audio description as one of the main types.

Audio description is a description or associative information about an object or event, action, place, surrounding atmosphere, space and other things which can surround a blind person. Socially-oriented types of translation including audio description have not being the object of scientific and sociological research till these days. In the Kazakh society as well, no one has yet asked how visually impaired and blind people communicate with the outside world.

In connection with this situation, it is necessary to emphasize that the issue of creating a methodological base for audio description research as well as training specialists in audio description are of particular relevance.

## Conclusion

Scientific and technological achievements have not been considered as information and communication technologies that could find their application in the process of socialization of persons with disabilities. Currently social communication resources make it possible to disseminate and introduce translation practices into the institutional environment in order to reach and involve people with disabilities in social and cultural interaction. We believe that scientific research on audio description with development of the terminological base on the study of the world experience, translation of terms associated with this type of translation in Kazakh language and identification of innovative technologies that can optimize the process of audio description is urgently needed in Kazakhstan today. We all understand that this system of communication which makes it possible to find points of contacts between people with different historical, cultural, social structure and ethnic mentalities is a system of cross-cultural communication carried out by translators. It is possible to consider society where people live in isolation from all important and interesting processes in society. We consider that serious scientific research of socially-oriented types of translation and implementation of the results of this research will help to reduce the distance of misunderstanding between ordinary people and people with disabilities as much as possible. It should also be noted that the main thing in audio description is to create a description of the visual content that will help a blind person to perceive all objects and events as close and vivid as possible. Although audio description is only the addition to the completed product it is a creative work that requires non-standard solutions.

## Conflict of interests

The research paper contains no conflict of interests.

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## Аудиодескрипция аударма қызметінің ерекше формасы ретінде

**Аңдатпа.** Мақалада қоғамымыздың ерекше әлеуметтік тобына – ерекше қажеттіліктері бар адамдарға бағытталған Қазақстан Республикасындағы аударма қызметінің қазіргі жағдайы қарастырылады. Басқа адамдармен қарым-қатынас жасау үшін бұл топқа аударманың ерекше түрі қажет. Аударманың бұл ерекше түрлерін мақала авторлары әлеуметтік аударма түрі ретінде анықтайды. Қазіргі уақытта ерекше әлеуметтік топтағы адамдар үшін сурдоаударма және тифлоаударма сияқты аударманың басқа түрлері де кездеседі, оларды әлеуметтік аударма түрлеріне де жатқызуға болады. Зерттеудің мақсаты -аудиодескрипцияның қалыптасуына және дамуына себеп болған тарихи және әлеуметтік-мәдени факторларды зерттеу. Зерттеудің негізгі

идеясы әлеуметтік аударманың аударматану және аударма қызметі саласындағы заманауи зерттеулердің назарынан тыс қалғанын көрсетеді. Осыған байланысты аудиодескрипцияны зерттеу үшін әдіснамалық база құру, сондай-ақ аудармашы-аудиодескрипторларды дайындау мәселелері қазіргі қоғамда да, Қазақстан Республикасында да ерекше өзекті болып табылатынын мойындау қажет. Зерттеу жұмысында аудиодескрипцияға аударма қызметінің ерекше түрі ретінде салыстырмалы талдау жасалды.

**Түйін сөздер:** әлеуметтік аударма, аудиодескрипция, аудиовизуалды аударма, коммуникация, аударманың арнайы әдістері мен тәсілдері, көрнекі ақпарат, деректерді аудару.

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### **Аудиодескрипция как особая форма переводческой деятельности**

**Аннотация.** В статье рассматривается современное состояние переводческой деятельности в Республике Казахстан, которая ориентирована на особую социальную группу людей нашего общества – людей с особыми потребностями. Для коммуникации с другими людьми этой группе людей необходим особый вид перевода. Эти особые виды перевода авторы статьи определяют как социально-ориентированный перевод. В настоящее время существуют и другие виды перевода для людей особых социальных групп, такие, как сурдоперевод и тифлоперевод, которые также можно отнести к социально-ориентированным видам перевода. Цель исследования – изучить исторические и социокультурные факторы, которые привели к появлению и развитию аудиодескрипции. Основная идея исследования подчеркивает, что социально-ориентированный перевод выпал из поля зрения современных исследований перевода и переводческой деятельности. В связи с этим необходимо признать, что вопросы создания методологической базы для исследования аудиодескрипции, а также подготовки переводчиков-аудиодескрипторов являются особенно актуальными как в современном обществе, так и в Республике Казахстан. В исследовании проводится сравнительный анализ аудиодескрипции как особого вида переводческой деятельности.

**Ключевые слова:** социально-ориентированный вид перевода, аудиодескрипция, аудиовизуальный перевод, коммуникация, специальные методы и приемы перевода, визуальная информация, перевод данных.

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