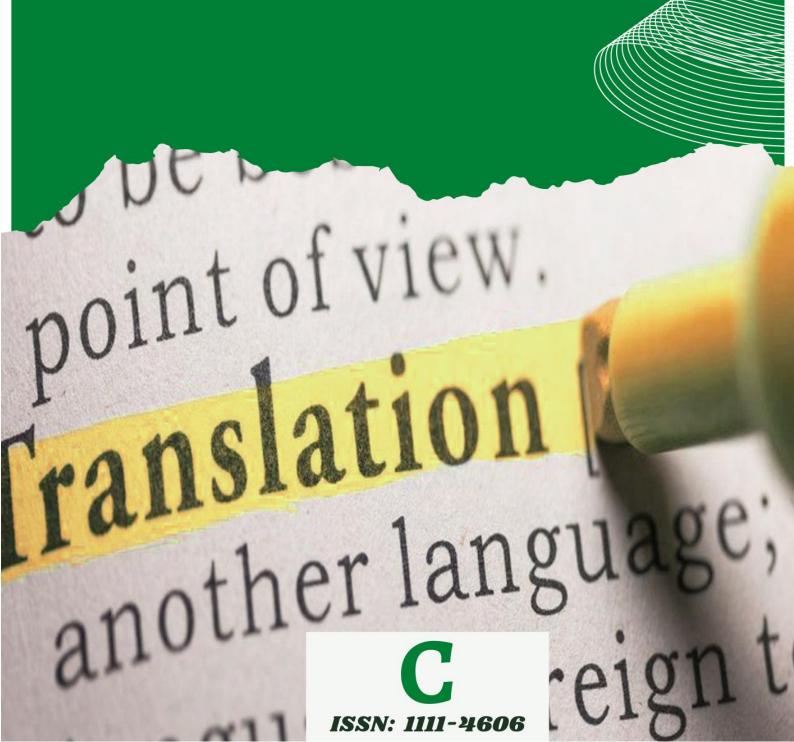
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الفهرس

1	ثقافة المترجم الأدبي وتأثيرها في مسار الفعلخميسة علوي
12	المعضلات الأخلاقية في الدراسات الترجمية الحسن الغضبان، عديلة بن عودة، ياسمين قلو
25	صيغ التعجب وإشكالية نقلها إلى اللغة العربية
44	تعليمية الترجمة الأدبية و خصائصهافتيحة جماح
62	تقنيات ترجمة مصطلحات الصيرفة الإسلامية إلى الفرنسية
76	حالة الترجمة السمعية البصرية في الجزائر وآفاقها الحسين الغضبان ،عديلة بن عودة، ياسمين قلو
87	دراسة في ترجمة المفاهيم القانونية الشرعية على ضوء نظرية التلاعب في الترجمة إيمان أمينة محمودي
110	ترجمة معاني الإشاريات التداوليةحالة النص الشعريسهيلة مريبعي
	ترجمة مصطلحات الهندسة الطبية الحيوية من اللغة الإنجليزية إلى اللغة العربية: دراسة تحليلية وصفية لنماذج من معجم
124	المصطلحات الطبية انجليزي-عربي انموذجاالمصطلحات الطبية انجليزي-عربي انموذجا
150	ترجمة غريب اللفظ في القرآن الكريم إلى اللغة الإنجليزيةالزبير محصول
164	ترجمة الوثائق التاريخية القانونية في ظل الصراع ما بعد الكولونياليهدى بولحية
179	ترجمة الخطاب الإشهاري في ظل الاختلافات الثقافية والاجتماعيةصحراوي رضا ، يخلف زوليخة
195	المصطلح الدبلوماسي وأساليب وضعه في اللغة العربية والإنجليزيةسفيان بوركايب، رشيدة سعدويي
	المشترك اللَّفظي في القرآن الكريم وأساليب ترجمة معانيه إلى اللُّغة الإنجليزية: لفظ اللَّباس أنموذجاً
215	فلة بلمهدي، نبيلة بوشريف
231	المترجم بين سلطة ثقافة المتلقي وحرمة ثقافة المصدر
242	الكفاءة النفسية المعرفية وأثرها على الأداء اللفظي للمترجم في الحقل الدبلوماسي نسيمة أزرو

263	العبارات المبهمة في الخطاب الدبلوماسي والتحديات التي تشكلها في الترجمة أميرة خيلية، رشيدة سعدويي	
278	الدرس الترجمي، نحو مقاربة منهجية لتعليم الترجمة	
290	التوطين والتغريب في ترجمة المصطلحات الشرعية: دراسة مقارنة لترجمة مصطلحات العبادة في القرآن الكريم إلى اللغة الإنجليزية	
308	التكافؤ في ترجمة المصطلحات السياسية المستحدثة من الإنجليزية إلى العربيةحليمة نين، فيروز سلوغة	
327	الترجمة والأرطوفونيا، أوعندما تتلاقح الاختصاصاتدليلة خليفي	
338	الترجمة كوسيلة لتدريس اللغة الإنجليزية: مركز التّعليم المكثف للغات بالجزائر أنموذجا عبيلة-أمالو نعيمة، قلو ياسمين	
359	الترجمة كخطاب: "حالة المعنى"الرؤوف زايدي	
375	الترجمة المصطلحية في ظل جائحة كورونا بين الثراء المعجمي و التشتت المصطلحيعياة سيفي	
391	البحث الوثائقي كأداة للترجمة المتخصصة من العربية إلى الإنجليزية: تطبيق على نص ميكانيكا السيارات أنموذجا	
411	استراتيجيات ترجمة أسماء سور القرآن الكريم إلى الفرنسية بين التوطين والتغريب ندى سعيدي، دليلة خليفي	
424	إشكالية الأسماء المختصرة في وضع المصطلح ونقله إلى اللغة العربية "وصف و تحليل" فاطمة الزهراء ضياف	
436	أزمة كورونا و تأثيرها على تعليمية الترجمة عن بعد بجامعة الجزائر2فاطمة عليوي	
445	أخطاء الترجمة واللغة في توطين المواقع الالكترونية وترجمتها: الأثر والانعكاساتتوفيق مماد، جمال بوتشاشة	
	نحو معجم موحد لمصطلحات الدراسات الترجمية من إشكاليات نقل المصطلح الترجمي للعربية إلى إبداع المترجم	
466	غاة بعيليش	
Zum Einsatz von Theater und szenischer Interpretation im DeutschunterrichtKouider OUICI 483		
Walking on a Tightrope The Ups and Downs of Diplomatic InterpretingIlhem Bezzaoucha 502		
Traduction du discours vitupératif dans « Notes of a dirty old man » de Charles Bukowski : Entre éthique et stylistique		
Zum Ausdruck des Präteritums im Deutschen und Arabischen: Eine kontrastive Analyse anhand literarischer Texte		
The Plight of Women in Patriarchal Afghanistan in Yasmina Khadra's The Swallows Of Kabul (2002) and Khaled Hosseini's A Thousand Splendid Suns (2007)		

Traduire Assia Djebar à la lumière de la théorie du polysystème
L'impact de la traduction des caricatures politiques sur les représentations et les perceptions culturelles de l'Autre
Cultural Ambivalence in the Translation of Algerian Popular Expressions into English
The Impact of Ideological Constraints on Media Translation Hana Saada 603
Neologie und Fachsprachen im modernen Deutsch: Untersucht an den Fachsprachen der Energie und der Chemie
Le « Domaine Traduction » dans l'université algérienne : plus qu'une nécessité
La traduction du contre-discours coranique à la lumière de la théorie des actes du langage
Djilali Aiad Nesrine, Souhila Meribai 655
Challenges and techniques of translating officialese and inflated language in diplomatic texts

حالة الترجمة السمعية البصرية في الجزائر وآفاقها

Audiovisual translation State of play in Algeria and prospects

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ملخص:

تمثل الترجمة السمعية البصرية واحدة من أكبر مجالات الترجمة، وقد ازدادت الحاجة إلى هذا النوع من الترجمة في السنوات الأخيرة نتيجة للتأثير الكبير للعولمة ووسائل التواصل الاجتماعي والحاجة إلى المشاركة والتواصل مع شعوب لها خلفيات ثقافية ولغوية مختلفة. كما أن الترجمة السمعية البصرية هي أحد أسرع أنواع الترجمة نموًا نتيجة لعلاقتها المباشرة بالتطور السريع لتكنولوجيا الاتصال. يوضح هذا المقال حالة الترجمة السمعية البصرية في الجزائر من حيث الإنتاج المهني والتعليم والإنتاج العلمي وآفاقها.

كلمات مفتاحية: الترجمة السمعية البصرية، تعليم، تعليمية، إنتاج العلمي، إنتاج المهني، السترجة، الدبلجة، التعليق الصوتي.

Abstract:

Audiovisual translation is one of the biggest fields of translation, the need for this type of translation strat to increase in the last years as result of the big influence of globalization, social media and the need of sharing and communicating with people from different cultural and linguistic backgrounds. Further, AVT is one of the fastest growing types of translation as a consequence of the direct relation with the fast growing development of communication technology. This article dresses the state of play of AVT in Algeria from the professional production, education, scientific production and the prospects aspects.

المؤلف المرسل: الحسين الغضبان

Audiovisual translation: State of play in Algeria and prospects

Keywords: audiovisual translation, education, didactic, scientific production, professional production, subtitling, dubbing, voiceover.

1. Introduction

Satellite channels and social media have done much to create a globalized age, but they were not able to transcend all language barriers that made the emergence of a considerable number of translators and linguists working hard to break these barriers and allow globalized public access to media content. This access necessarily involves the different forms of translation & interpretation called AVT.

AVT is defined as the translation of AV production where the verbal elements are supported by non-verbal elements. There are three (3) main types (with sub-types) of AVT namely, subtitling, dubbing and voiceover. The state of AVT in Algeria is impotent compared to international level in the terms of professional production even though there have been efforts done by public organizations to produce translated AV products but still there is no private or public company or organization that provides AVT services.

The global demand on AVT started to increase in the last two decades as a result of the important need for globalization & wide use of audiovisual communication. Further, the widespread use of AV content on the internet and especially social media, the aim of which is to reach large audiences from different places and cultures, constitutes a big motivator for the media experts and translators alike. AVT is one of the most important keys to transfer & make AV content accessible for audiences from different cultures & backgrounds.

There are previous studies made by well known researchers such as Diaz-Cintas, Orero and Gambier to put the spotlight on the importance of AVT and to invest in this new rich field. However, they showed the importance of each branch and section of AVT. Diaz-Cintas in most of his publications stressed the importance of subtitling (Subtitling, theory, practice and research) and how it helps to spread AV products in different countries with audiences having different backgrounds. Orero also has enough credit in studies that showed and developed the importance of AVT. For example, she worked with Diaz-Cintas on the study of voiceover and dubbing to show and explain the importance of voiceovering. Nevertheless, Gambier has a long list of studies that contribute to the promotion of AVT (The position of audiovisual translation studies) and show its importance in globalization.

The above state of play taken from a global perspective challenged us, that is why we want to know: what is the state of play of AVT in Algeria? What are the ways to develop it locally?

We will start by defining AVT from the perspective of Diaz-Cintas & Ramael, and we will go through it to the elements that make audiovisual (AV) text classified by Zabalbeascoa. However, we will also mention the main types of AVT where we will define them and mention the sub-types. Then, we will put out our results according to three different terms: scientific production, education and scientific production. Finally, we will give a prospect to improve the state of AVT in Algeria.

2. What is AVT?

Audiovisual translation (AVT) is a form of translation combining written and oral audiovisual elements. According to Diaz-Cintas and Ramael "Audiovisual translation refers to the translation of products in which the verbal dimension is supplemented by elements from other media" (Diaz-Cintas and Remael, 2006, p13) which means that AVT is the translation of audiovisual products where the verbal elements like written and spoken words are supported by elements from other media such as photos and sounds (e.g music and background sounds etc..). The elements producing audiovisual text are classified by Zabalbeascoa in four main categories the first of which is audio-verbal and includes all the spoken words in the audiovisual product such as conversations and songs. The second element is audio-nonverbal. It includes all the unspoken sounds in the AV product such as background music and special effect sounds. The third element is visualverbal. It includes all the written words in the AV product such as the film's introduction and newspapers appearing in scenes. The fourth element is visualnonverbal. It includes the images e.g policeman or firefighter and places e.g beach, restaurant or street in the AV product (Zabalbeascoa, 2008, p3). AVT comes in different forms and subforms, namely: (Diaz-Cintas, 2012, p273)

2.1- Subtitling

Subtitling is the most used and well-known form of AVT. According to Diaz-Cintas:

"Subtitling maybe described as a translation practice that consists of rendering in writing, usually at the bottom of the screen, the translation into a target language of the original dialogue exchanges uttered by different speakers, as well as all other verbal information that appears written on screen (letters, banners, inserts) or is transmitted aurally in the soundtrack (song lyrics, voices off)"(Diaz-Cintas, 2012, p274).

Audiovisual translation : State of play in Algeria and prospects

We can understand from this definition that subtitling is the translation of the dialog and the written information that appears in the AV product (visual-verbal) presented as written words that usually comes at the bottom of the screen or on its side such as for japanese or korean subtitling. Subtitling comes in several forms and Diaz-Cintas defines them as "Intralingual subtitle, Interlingual subtitle, Bilingual Subtitles" (Diaz-Cintas, 2012, p274).

2.2- Dubbing

This technique is based on the linguistic replacement of a dialogue in a source language to another dialogue in the target language. Diaz-Cintas and Orero said that dubbing:

"involves replacing the original soundtrack containing the actors' dialogue with a TL recording that reproduces the original message, ensuring that the TL sounds and the actors' lip movements are synchronised in such a way that target viewers are led to believe that the actors on screen are actually speaking their language." (Diaz-Cintas & Orero, 2010, p442)

From this statement, we can conclude that dubbing is more complicated than subtitling, though it needs the implication of the translator where it needs video editing implying the work of video editor to ensure that new audio recording in the TL (Target Language) will replace the original audio recording of the SL (Source Language) and will matches the actor lips movement in a way that the target audience will feel that the actor speaks really their language. Further, this operation constitutes a new obstacle for the translator to find the right words that match the lips movement and ensure to deliver the meaning of the original dialogue. The synchronization that distinguishes dubbing comes in different types named by Diaz-Cintas & Orero: lip-sync, kinetic synchrony, and isochrony

(Diaz-Cintas & Orero, 2010, p441).

2.3- Voiceover

This type of AVT is similar to simultaneous interpretation where Diaz-Cintas & Orero implies that "from a translational perspective, voiceover consists in presenting orally a translation in a TL (target language), which can be heard simultaneously over the SL(source language) voice." (Diaz-Cintas & Orero, 2010, p441). The voiceover is also similar to dubbing and the big differences between them are the synchronization of the added translation with the lip movement and the omitting of the original speaker voice in the opposite of dubbing, voiceover settle for faint auditory level where you still can hear the original speaker while the translation is being read.(Diaz-Cintas & Orero, 2010, p442)

3. What about audiovisual translation in Algeria?

3.1 In terms of professional production .

The experience of the Algerian television in terms of dubbing and subtitling is quantifiable. Indeed, since the last century, Algerian television represented by EPTV (which is the only public radio and television company in Algeria with a substantial budget) does not have a service dedicated to AVT into the Arabic language. For years, it has bought German cassettes (Transtel) dubbed in Arabic and widely distributed on other Arab channels. At the end of the 90s, they tried to subtitle some blockbusters and gave the task to the regional channel of Oran, but the translation did not take very long because of the cost of Arabization and the lack of a realistic vision for the future. Even the regional station of Ouargla tried to Arabize some productions but their rendering was very poor and contained many errors at all levels, which thwarted this experiment.

Furthermore, EPTV was partner of the TERRAMED PLUS Project which was presented to the European Commission and co-financed by the European Union under the Euromed Audiovisual III Program[i]. In addition to satellite promotion, the project provides for the creation of a web platform designed to host a "video on demand" catalog, containing more than a hundred hours of products produced by the participating televisions (fictions, documentaries, drawings animated films, films and short films) accessible free of charge in streaming and in a subtitled version.

In the early 2000s, television acquired dubbed versions from several countries in the Middle East. For example, Egypt has a media production city with several studios equipped with state-of-the-art equipment. In Syria, companies such as Syrian artistic production and Smaa-art distribution have been working since its inception to dub Turkish soap operas in the Syrian dialect, broadcast on the MBC group's satellite channels. In Lebanon, several private companies including TT International Group provide this service. In Qatar, the Al Jazeera group has a technological arsenal providing AVT but is mainly focused on reports and other historical and political news content.

The first decade of this century saw the creation of Chaîne 4 (a subsidiary of the EPTV group) which worked on the dubbing into the Amazigh language of almost all known Algerian films and which left an impact in the national collective memory. It should be noted that Algerian television entrusted the task to a private company called Vox which called on people from all sectors, except translation

Audiovisual translation: State of play in Algeria and prospects

institutes (professional translators). This initiative was launched in haste for political reasons and received strong criticism because of the quality of the work.

In addition, private Algerian satellite channels (Echorouk, El Bilad, Beur Tv, El Djazaria TV, etc.) also resort to import subtitled and dubbed products and do not have a dedicated service for this purpose.

As of today, no state nor private organization provides this service and the experience of Algerian television in dubbing into the Arabic language (and even the Algerian dialect) does not quite exist. Television managers prefer to purchase captioned products for several reasons, including the acceptable cost compared to dubbing and lack of knowledge of the field of AVT.

Finally, there are no specialized translators for this type of service because basic training is not provided in Algerian translation institutes and departments. This is also due to the fact that the subtitling equipment is expensive and requires a technical team mastering the different phases of AVT.

3.2 In terms of education

The last training program (LMD) approved by the Ministry of Higher Education and Scientific Research includes an AVT module of a few hours provided in its theoretical phase, that is to say a general introduction to AVT techniques without going into practice. Teachers provide their lessons with the means at hand, that is to say a data show to expose the course and some examples. The reason being that no translation institute has dedicated technical equipment and material for this purpose due to a lack of substantial budget and technicians trained to handle it. Today, the digital revolution has made it possible to reduce the cost of this equipment and the staff handling these tools. All of that shows the need to adopt a Master project in AVT.

In this respect, the Translation Institute of the University of Algiers 2 has organized an international conference on audiovisual translation research methods which was held from October 15 to 17, 2019.

National and international audiovisual translation researchers participated in this event. This first international conference on audiovisual translation research methods served as an international platform for researchers from both national and international institutions to share experiences - problems encountered and solutions in this field of research. This conference also aimed to develop the

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Institute's academic expertise with the aim of opening a Masters in audiovisual translation at the Translation Institute of the University of Algiers2.

Depending on these objectives, both theoretical and empirical contributions were presented on the following themes: "research methodology and new trends in audiovisual translation", "audiovisual translation training: training needs and tools", "audiovisual translation and new technologies", "funsubbing and fundubbing: a quality problem or a legal question?", "reception studies and audience needs", "history of audiovisual translation, censorship and manipulation".

Prominent experts have participated in this event among which Jorge Diaz Cintas, Frédéric Chaume, Margaret Rogers, Aline Remael, Joselia Neves, Rashid Yahiaoui, Agnieszka Szarkowska, Jan Pedersen, Sattar Izwaini, Amer Al-Adwan and Guillaume Jeanmaire.

Training of trainers workshops were organized on margin of the event including the first on the theme: "teaching of subtitling" led by Jorge Diaz Cintas, the second workshop on "audiovisual description" by Rachid Yahiaoui, the third workshop on "the use of biometric tools as a research method in audiovisual translation" by Agnieszka Szarkoska, and a workshop on "Eye Tracking Works" by Burczyńska Paulina and the last workshop on "quality control in subtitling" by Ian Paderson.

This kind of efforts shows the interest & will of the educators to improve the education of AVT to keep up with international level in this field and to meet up with market needs.

3.3 In terms of scientific production, a significant number of students (Masters and Magister) or researchers (doctoral students and teachers) felt the need to deal with the subject of AVT. We roamed the national electronic platforms (ASJP & PNST) subordinate under CERIST, which is the scientific and technological public institution to list the work done on the subject AVT. We noticed that the number is important & shows the interest of researchers in the subject even with the poor means and tools they had. The counting for researches and written articles about AVT directly or a section of AVT done by researchers, doctoral and students in those platforms lead us to follow statistics. Here are these platforms:

Algeria Scientific Journal Platform (ASJP):

ASJP is the national electronic publishing platform for the scientific journals in Algeria. It is developed and managed by the Research Centre for Scientific and Technical Information (CERIST) managed by the Higher Education & Scientific

Audiovisual translation: State of play in Algeria and prospects

Research Ministry. The statistics are as follows: the articles which have been published and which directly or indirectly deal with the subject of AVT are eighty-six (86) including twenty-four (24) articles dealing with the subject of AVT in general. On the other hand, we found that the number of articles dealing with certain types of AVT such as subtitling and dubbing represent the number of sixty two (62) including forty eight (48) for subtitling and fourteen (14) for dubbing. It should be noted that the first article was published in 2003.

Portail National de Signalement des Thèses (PNST) :

PNST is the national platforme to notify PhD theses to support the national scientific production. This platform is managed also by the CERIST. The statistics of the PhD theses that deals with AVT or a section of it are as follows:

The overall total of theses which directly or indirectly deal with the subject of AVT is forty five (45) divided between theses on AVT in general and from different angles (11 theses) or sections of it (34) such as dubbing (9 theses) and subtitling (25 theses). It should be noted that the first these was recorded in 2000.

It should be noted that we have not included the research work carried out by students enrolled in master's degree at the national level, due to the absence of quantifiable and reliable data allowing to have a real vision of the state of research in this discipline at the graduation level.

The downside is that the corpora come to us all from other Arab countries (Egypt, Lebanon, Syria, Qatar, United Arab Emirates, etc.) because besides the absence of a real professional production of AVT in Algeria, the language combinations in the departments of translation are from and into Arabic.

4. What are the prospects for the field?

The prospects for AVT in Algeria is to provide quality training with practical exercises (i.e. AVT made from a foreign corpus into the Arabic language and vice versa). This training should be initiated by international and national experts who will support the trainers in mastering AVT tools so that they can subsequently become the first *professional AV translators in Algeria and meet the needs of the Algerian market*.

The Ministry of Higher Education and Scientific Research grants authorizations for professional masters which, as their title indicates, to be carried out in partnership with professionals who can be national or international public or

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private establishments and allow professional integration in these establishments and elsewhere.

It should be noted that the Master's educational path comes in two forms: Research Master and Professional Master. The Professional Master in Algeria prepares the student for professional and non-academic life. Even if the professional Master is intended for working in the industry, students carrying this diploma can contest for doctoral training and from this point of view and concerning the profession, practice is the common thread of theory.

The training that must be considered will pave the way for the creation of a mixed production unit (university / company), and thus will allow the university to ensure an effective return from its teaching. This production is ensured by translators trained by our institutions in the form of research projects and services rendered to public and private establishments.

Indeed, for the achievement of its missions, the university (which is a public establishment of a scientific, cultural and professional nature) "has the means made available to it by the State ... and can also have resources from legacies, donations and foundations, various grants, public and private funds and the participation of users in the financing of continuing education, as well as income from products"[ii].

It can, moreover, "within the framework of its missions, ensure by way of contracts and agreements, the provision of services and expertise for a consideration ... market the products of its various activities"[iii]. It is in this last framework of the profitability of the training and of this Professional Master.

5. Conclusion

As a result to the previous information, the state of AVT in Algeria lags behind and need more considerations in the term of professional products because there is no public organisations or private companies offering this kind of translation. Although years ago, there were some efforts from public organisations to produce translated audiovisual materials, the endeavor didn't succeed on account of different reasons, one of them is the absence of trained AV translators.

The previous experiences even if they were not successful, were the result of a need for AVT services in Algeria. In the other hand, in term of education, there is no specialized training in AVT and it's only provided in form of course, however there are efforts done by some of translation teachers and scolars to develop the

Audiovisual translation : State of play in Algeria and prospects

education of this field by trying to benefit their students from international expertises through organising train of trainers sessions with well known experts.

The noticeable aspect of AVT in Algeria is in the term of scientific production. The statistics of research done by researchers show a big interest in it. The prospect we have after determining the state of play of AVT in the terms of professional production, education and scientific production, is the need of thinking about opening a master in AVT with the help of national and international experts, to provide the Algerian market with well trained AV translators. This step automatically will improve the professional production of AVT in Algeria and help to keep up with the fast growing globalization and will better-off the scientific production in AVT and help to take it to the next level.

[i] http://www.entv.dz/tvfr/dossiers/dossiers.php?id=18&voir=358, 2019/09/10.

[ii] Article 35 de la Loi n° 99-05 du 4 avril 1999 portant loi d'orientation sur l'enseignement supérieur modifiée et complétée

[iii] Article 36 de la Loi n° 99-05 du 4 avril 1999 portant loi d'orientation sur l'enseignement supérieur modifiée et complétée

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