AUDIOVISUAL TRANSLATION FROM ENGLISH INTO URDU IN PAKISTAN: A FUNCTIONAL EQUIVALENCE PERSPECTIVE

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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **Audiovisual Translation From English into Urdu In Pakistan: A Functional Equivalence Perspective** submitted by me in partial fulfillment of MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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ABSTRACT

Title: Audiovisual Translation from English into Urdu In Pakistan: A Functional Equivalence Perspective

The aim of present research was to investigate a range of translation problems related to the accuracy of Dubbing and Subtitling from English into Urdu in which 10 different dubbed and subtitled videos were selected for the Analysis. The contribution of this study is as follows: the researcher selected 10 dubbed and subtitled documentaries from English into Urdu based on the translation problems to fill the research gap of the present research. The researcher adopts functional equivalence theory of translation and Tripartite Theory of Glosseme (semantic, pragmatic and grammatical perspectives) to establish a theoretical framework which provides a flexible way of analyzing translation and enables the original meanings of words to be analyzed through various perspectives, especially for Urdu and English translation.

This study demonstrated that the majority of translation problems gathered from the selected dubbed and subtitled documentaries were found at the 3 preliminary level and in the content word class which have much practical relevance and research value for the pedagogical purpose of Audiovisual Translation. Furthermore, when AV translation is being done from English into Urdu, problems such as selection of suitable words and meaning becomes a challenge for translators. Words with different connotations are translated identically that causes problem in Urdu dubbing and subtitling. There are also pragmatic problems in Urdu dubbing and subtitling that refers to context such as using the meaning of the same word that varies in different contexts which create confusion among viewers. An audiovisual translation which is not in accordance with the context such as Pakistani context creates inappropriate translations. During translating process, some of the translation problems occur at grammatical level too. With the increasing interaction between Pakistan and other countries in global contexts such as culture, economics and commerce, there is a great need to expand research regarding all areas and issues within audiovisual translation in order to overcome the difficulties.

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LIST OF ABBREVIATIONS

AV   Audiovisual

AVT   Audiovisual Translation

ACKNOWLEDGEMENTS

DEDICATION

This thesis is dedicated to my late Dad for his love, endless support, and encouragement. Dad you are not away but in my every breath.

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CHAPTER 1

INTRODUCTION

In order to satisfy viewers, audiovisual translation is a great challenge for the experts who create it. It matters to understand what is going on the screen. Sometimes it is not easy to link words and actions with the subtitling and dubbing on the screen.

The audiovisual translation aims to communicate in the source language to the viewers of the target language by using a target text that has the same message and effect. There has been less insight in Pakistan regarding issues, problems, and challenges related to audiovisual translation.

Most of the discussions have focused on the quantitative analysis of machine translation, Translation as accommodations, elements of cultural bias in translation, linguistic variation in translation and errors in Translation of English to Urdu texts in Pakistan while neglecting the broader picture of the discipline.

Equivalence plays a vital role in understanding the source language. If there is no equivalence between two languages, it results in misunderstanding. Therefore, to overcome misunderstandings and achieve equivalence, adjustments are needed, especially in the case of audiovisual translation such as dubbing and subtitling.

The most important things related to the accuracy of Audiovisual Translation (Dubbing and subtitling) are the effectiveness of communication and creating meaning that accurately fits the context.

The primary purpose of audiovisual translation is to create a correlation between the culture of the target society and the culture of the source society to get accuracy and insight. Urdu and English are two entirely different languages with distinct characteristics and linguistic backgrounds. There are problems related to language transformation and cross-cultural communication during the Translation process. The product of such kind of translation usually confuses the viewers.

The selection of suitable words and sentences is the most critical challenge for the translators. Translation problems related to meaning are: meaning of lexical, the meaning of connotative or sphere of meaning. Furthermore, synonymy, culturally loaded words, or words having separate connotations are also counted as significant problems. Practical problems deal with context. The meaning of any word may be different in different perspectives and circumstances. If not done

according to the circumstances, translation will produce translations with the least accuracy. The misuse of collocations and words also cause problems at a practical level in translation. Problems like wrong word order, wrong collocation and loss of function information affect the exactness of the meaning of a word.

As globalization increases rapidly, communication between different countries is growing very fast. Out of all the means of communication, translating the context plays a vital role in economic, cultural exchange and cooperation. So the research in translating words has been increased to a much higher level.

It includes Translation of literary text, scientific and technological Translation, audiovisual Translation Etc. These days, "translation studies have come into close contact with cultural studies, progressively abandoning the idea that translation is merely a linguistic operation and seeing it instead as a form of intercultural communication" Gambier (, 2003, p.12). From the very beginning, audiovisual products (television series, documentaries, videogames, have travelled across the countries to reach global audiences to overcome linguistic and cultural differences.

Therefore, by nature, audiovisual translation is a way to transfer thoughts and ideas and an approach to depict the producer's thoughts, cultures, traditions, and objectives. AVT is considered the most significant challenge these days in the field of translation, and its issues cannot only be limited to questions of grammar, lexis or semantic structure only.

With the emergence of globalization, communication between different countries is proliferating. Out of all the communicative means, translation plays a significant role in economic, cultural exchange and cooperation. So the research in translation has been developed enormously in recent years.

It includes literary Translation, science and technology Translation, Audiovisual Translation, machine translation etc. AVT started to emerge within the field of translation studies in the 1990s. In recent years, "translation studies have come into close contact with cultural studies, progressively abandoning the idea that translation is merely a linguistic operation and seeing it instead as a form of intercultural.

Communication" Gambier (2003, p.12). From the very beginning, audiovisual products (television series, documentaries, videogames have travelled across the countries to reach global audiences to overcome linguistic and cultural

differences.

Therefore, by nature, audiovisual translation is a way to transfer thoughts and ideas and reflects the producer language, culture, and aims. Audiovisual translation is considered the most challenging form of translation, and its problems cannot be reduced to questions of grammar, lexis or semantic structure only.

In AV translations, the main objective is to produce the same meaning and message in the target version as intended in the source text. The notion of similarity is often understood as equivalence between the source and target versions. Nida (1969) gave the functional equivalence theory.

It states that the receptors of the translated work should understand and appreciate the translated work in the same way as the original receptors understand the text. The relationship between receptors and the message should be the same as that between the original receptors and the message. The concept of Glosseme was evolved from Bloomfield's linguistic research.

Bloomfield (1980) defined the Glosseme as "the meaning of morpheme" and considered it a meaning unit of structural linguistics. The tripartite theory of Glosseme has been widely used for analyzing the meaning of a word. The tripartite theory of Glosseme is classified into three categories: semantic meaning, pragmatic meaning and grammatical meaning.

The analysis was made to point out the issues generated while translating any source text into the target text, and it depicted that problems related to non-equivalence were present at large extent in the audiovisual translations.

However, those factors, which are responsible for the generation of these problems are not limited to only one specific medium. It was concluded that there are many reasons behind this phenomenon of inaccurate translation, for example, the difference in cultural backgrounds and the linguistic developments and historical developments of both English and Urdu languages.

Information and knowledge of the interpreters and translators about the languages of both the texts and insufficient help given by the natives of English speaking during this process of converting documentaries from the source text to target text. Urdu and English and Urdu are two entirely distinctive languages having their respective linguistic characteristics.

Audiovisual translation is known for its complexities. When AV translation is

done from English into Urdu, problems such as selecting suitable words and meanings become a challenge for translators. Those words having identical connotations are translated.

Differently, that causes a problem in Urdu dubbing and subtitling. There are also practical problems in Urdu dubbing and subtitling that refer to context, such as using the same word's meaning that has a different meaning in another perspective, which creates confusion among viewers.

An audiovisual translation that is not following the context, such as the Pakistani context, creates inappropriate translations. While performing translation, some issues related to translation occur at the level of grammatical contexts.

There is a need to find and adjust the problem that creates confusion and misunderstanding among the viewers and interpreters of the Urdu dubbing and subtitling in Pakistan. Therefore, this research and study will greatly emphasize issues and problems linked with translating the source text into target text in dubbing and subtitling from English to Urdu. Translation theory of functional equivalence and Gloss theory of tripartite will highlight the significant issues and suggest possible ways to tackle these problems.

It is to be assumed generally that the translation of the desired text is such an action and work being carried out which can deliver the correct and accurate meaning of the source text to target text in a condition that the interpreter makes good use of such a dictionary which has meanings of both the texts at the same time (Chen, 2012: 19). However, for the translators it is very complicated for them to obtain it, and there is always a possibility of numerous mistakes.

Take an example, if one is trying to translate any text into the desired language, there is a possibility that he may be unable to interpret it correctly because, in every language, one word has more than one meaning, depending upon the conditions and circumstances under which that word is being used.

Similarly, cultural background factors affect the direct translation of the text, and all such issues make the translation entirely unsuitable for the target viewers. English and Urdu have distinctive vocabularies and have identical usage depending on circumstances, cultural backgrounds, and factors.

The meaning of a word may have a different value when used separately, and it may generate another meaning when used with other words or sentences. According to the current research results, most problems are related to non-

equivalence. According to the grammar, meaning and scope and application of the meaning generated just due to inappropriate collocations languages.

Therefore, it is suggested that the interpreters and translators have their incredible attention to find out the exact hidden meaning of the texts and words by keeping in mind the cultural backgrounds and linguistic developments.

It is a proven fact that the culture of any society cannot be seen but, it can be felt everywhere. Every scholar has its definition of the culture depending upon the types of traditions, norms, values, mores and moral values, beliefs, faith and religions, attitudes towards their lives and the ways of thinking. Implications of the culture are too broad therefore, it is impossible to conclude any single definition for the word "Culture". From the thoughts of Almaney and Alwan.

It is concluded that, although it is impossible to describe a culture with its any of specific inclusions, however, they explained the culture by dividing the ingredients into three different types. The first type is related to art and architecture, including articles like hydrogen bombs and arrowheads, medicines to magical charms, electric lights and torch lights, and swings to airplanes. The second type of ingredients of a culture is the concepts that may include faiths, religions, beliefs, the existence of God and man and moral values norms and ethical values.

Moreover, the third one is related to observing all the above-stated concepts towards one's life (Almaney & Alwan, 1982 cited in J. P. Chen, 2012: 86). Every culture has its inspiration on the word systems of that society. Therefore, the meaning of any word or text can be altered by a wide variety of factors and characteristics (Chen, 2012: 89).

Languages of English and Urdu have been developed from long historical and cultural backgrounds, and they have their identical differences, which is the leading cause that creates problems while translating any source text of English language into the Urdu language.

In a nutshell, it can be concluded that numerous factors are altering different meanings of different words.

Like the environment of the society where they are living, standards and styles of living, attitude and the society as well, their customs that are linked directly to their history and culture, the way they work and earn and the way they behave with each other by living within that particular society.

Along with all the differences in translation between English and Urdu discussed earlier, there is another leading factor of this implication, and it is called a subjective factor. This factor includes the mental approach and ability, the way people think about different ideas and circumstances, the standard and way of living of the people and attitude of their lives and the lack of sound knowledge of interpreters, writers, translators and editors.

All these factors also lead to the issues and mistakes of non-equivalency in translating source text into target text Huang, (2009). Thoughts is a method of the brain of humans that depicts the environment in which they are living.

Thinking patterns and linguistics are linked closely to express feelings and emotions and transfer the message. Every society and its language view the world according to their identical perceptions. The known fact in this regard is that when a person tries to know the linguistics of any country, he is trying to understand the particular ways and methods of thinking of that country (Ye and Xu, 1997: 21). Differences in different languages have been generated due to different thinking methods of people belonging to a particular society, culture, or nation.

Researchers such as Ahmed have highlighted that the ways and methods of perceptions of the People of Pakistan have identical characteristics and factors. More importance is given to individualism, and more emphasis is given to the independence and liberty of a person Ahmed (, 2015). This study depicted that the main problems in translation, collected by selected dubbed and subtitled documentaries were present in the three preliminary levels and in the content word class that has more practical relevancy and research importance for the pedagogical purpose of Translation Audiovisuals.

Furthermore, when AV translation is done from English into Urdu, problems such as selecting suitable words and meanings become a challenge for translators. Words with different connotations are translated equivalently, which causes a problem in Urdu dubbing and subtitling problems.

There are also practical problems in Urdu dubbing and subtitling that refer to context, such as using the exact meaning of a word that, though have a different meaning in different conditions and circumstances, creates confusion among viewers. An audiovisual translation not by the context such as the Pakistani context creates inappropriate translations. Under the translation process, some

problems related to translation occur at the level of grammatical contexts.

As the links and interactions between Pakistan and other world countries are increasing daily as in the context of economy, trade, and cultural exchange. It the hour needs to expand research linked with different fields and problems Audiovisual Translation to overcome difficulties.

Recent studies in this field have focused on the quantitative analysis of machine translation, Translation as accommodations, elements of cultural bias in translation, linguistic variation in translation, and errors in Translation of English to Urdu texts in Pakistan. With the increasing interaction between Pakistan and other countries in global contexts such as culture, economics and commerce. There is a dire need to expand research regarding all areas, especially audiovisual translation.

This research will investigate various translation problems related to audiovisual translation, such as dubbing and subtitling. This research will adopt the functional equivalence theory of translation and the tripartite theory of Glosseme as theoretical frameworks, which provide a flexible way of analyzing translation and enables various perspectives of audiovisual translation problems in Urdu dubbing and subtitling, and also their consequences.

Statement of the Problem

This study gives the overall perspective of Urdu audiovisual translation and subtitling, focusing on linguistics variants.

It covers a range of dialogues as an example of a discussion of audiovisual Urdu Dubbing and subtitling of some documentaries. The translators acquaint themselves with a diversified form of Urdu audiovisual translation problems in different contexts. The translators know the different socio-political, multilingual challenges of the day. Subtitling needs a multimedia package with a range of concepts, terminology and professional apps and leading cloud-based applications to give the hundred percent correct the work.

1.1 Statement of the Problem

This research study gives great emphasis on issues and problems, linked with translating the source text into target text in dubbing and subtitling from English to Urdu using translation theory of functional equivalence and the Gloss theory of tripartite Urdu and English are two entirely distinctive languages having their respective linguistic characteristics so audiovisual translation is known for its

complexities. When AV translation is done from English into Urdu, problems such as selecting suitable words and meanings become a challenge for translators. The actual meaning from source text into target text is not fully conveyed that causes a problem in understanding Urdu dubbing and subtitling.

There are also pragmatic problems in Urdu dubbing and subtitling that problems refer to context, such as using the same word's meaning that has a different meaning in another perspective, which creates confusion among viewers.

An audiovisual translation that does not follow the context, such as the Pakistani context, creates inappropriate translations. While performing translation, some issues related to translation occur at the level of grammatical contexts. So there is a need to find and adjust the problems they create confusion and misunderstanding among the viewers and interpreters of the Urdu dubbing and subtitling in Pakistan. Therefore, this study will highlight the major issues and then it will suggest possible ways to tackle these problems as well.

1.2 Research Aims and Objectives

Objectives of the study are:

- To find out how semantic, pragmatic, grammatical and cultural variations in English cause problem in Urdu audio visual translation.

- To find out linguistic variations; semantic, pragmatic, grammatical and cultural aspects in translation procedure of Urdu dubbing and subtitling.

- To explore the application of functional equivalence theory and the tripartite theory of glosseme on English to Urdu dubbing and subtitling.

1.3 Research Questions

2. How do semantic, pragmatic, grammatical and cultural variations cause problems in audio visual translation from English into Urdu.

3. Do linguistic variation; semantic, pragmatic, grammatical and cultural play a significant role in Urdu dubbing and subtitling?

4. How functional equivalence theory and tripartite theory of glosseme are applicable on English to Urdu Dubbing and Subtitling?

1.4 Theoretical Framework

Audiovisual translation has remained a challenging field of study for the interpreters the time since the method in which any language chooses to express meaning or concepts may only to a certain degree match the meaning in the other language. English and Urdu have evolved from different linguistic systems with varying development and cultural backgrounds.

Thus the complicated characteristics of the Urdu language system pose significant challenges in translation processes between English and Urdu Translation. The researcher has adopted "Functional Equivalence Theory" and "Tripartite theory of Glossme" to analyze Urdu dubbing and subtitling. Theories, problems related to Urdu dubbing and subtitling have been analyzed.

The data that have been collected for Urdu Dubbing was analyzed by Functional equivalence theory, and Urdu subtitling was analyzed under the Tripartite Theory of Glosseme. Nida gave the theory of functional equivalence theory. Nida's (1964) theory of functional equivalence in the field of translation can be termed as "the closest natural equivalent to the source language message" (p 164).

1.5 Research Methodology

The research approach of the present study is qualitative because it is used to understand problems. A qualitative approach would help collect data from Urdu dubbed and subtitles documentaries.

The research design gives insight into the procedure. It focuses on how to collect, measure, analyze and present data. This study adopts the experimental research design, which aims at providing insights into and understanding the problem. This research design would help explore Urdu dubbing and subtitling related problems in audiovisual Translation in Pakistan. This research would use purposive sampling to identify AV translation-related problems.

So, the present study would be English documentaries dubbed and subtitled in the

Urdu language. The researcher has taken ten documentaries and divided them into two groups. One group would contain five dubbed documentaries, and the second group would contain five subtitled documentaries.

Group 1 would be related to the Urdu dubbed documentaries: The battle of the Atlantic (2017), Antigua God city of earthquakes (2019), Two Days Marching through Snow (2019), The First Transatlantic Flight (2015),

Group 2 would be related to Urdu subtitled documentaries: Cow Wars (2020), Importance of River Crossing (2020), Most Effective Weapon of World War II (2018), Fire Arrows (2019), Frozen (2017). The data of the present study consist of Urdu dubbed and subtitled documentaries that have been collected from respective websites (YouTube and Netflix). After selecting English Documentaries dubbed and subtitled in Urdu, the data were analyzed by "Functional equivalence theory" and "Tripartite theory of Glosseme" by viewing AV translation problems.

1.6 Significance of the Study

This study identifies translation problems of Urdu dubbing and subtitling that may help translators to minimize problems. This study may help on the critical process of creating AV translation, their evaluation and enhance quality assurance of the dubbing and subtitling in Pakistan. It is essential for translators, researchers, and translation studies that create and evaluate AV translation to deploy a practical and theoretically consistent approach to their work.

It may also help scholars working in translation, so it may help students process and produce texts in translation studies. This study would be beneficial for the language students to know about the translation, problems related to the translation and how to convey lexical, grammatical and pragmatic meaning while translating a text.

This study may help students understand how the meanings in translated texts are adjusted. It may create e an awareness to understand the disparities in meanings of a source text and a target text. It may also provide them with strategic interpretative techniques and help them to enhance their critical abilities. The study will provide the readers with the translation patterns to discover why a definite word, phrase or composition is preferred rather than the other.

1.7 Delimitations of the Study

The researcher confined this study to only dubbed and subtitled Urdu documentaries from English, which are relevant to the objectives and research questions of the study. There is a wide variety of dubbed and subtitled documentaries, but this study is limited to ten English documentaries dubbed and subtitled in Urdu. These

documentaries are taken from YouTube and Netflix.

CHAPTER 2
LITERATURE REVIEW

Audiovisual translation research is a nascent subject, especially in Pakistan. Compared with other fields, much research has been going on over translation studies. Famous publications have discussed it, and now it is important. Similarly, these publications have pointed out that very little work has been done in this field of research in Pakistan.

Qasim et al. (n.d.) state that the quality of telefilms has the quality of subtitling, and subtitling is of great interest to scholars and linguists. The study reports that there is significant meaning loss when translating a film's colloquial language.

It of course, does not convey lexical equivalence due to different linguistics and sociocultural speech community. The study also emphasized the need to devise translation theory pertinent to English and Urdu as both are academic and official languages in this part of the world.

Baig (1988) states that a translator must understand the capacity, mentality level and way of thinking of the listener and reader about different ideas. The translation is targeting to properly be aware of the cultures, traditions, norms, and moral values of the target society and be properly equipped with the collocation structures of both languages to understand syntax and rhetoric of both languages.

He also explains that a translator must have strong knowledge about the language of the source text and the language of the target text, and he should also have sound knowledge of the topic on which the text puts emphasis and talks about and he should always try his level best to remain in the context of the source text and not to deviate from their original meaning. Otherwise, there will be no benefit of any translation.

Nobar & Navidpoor (2010) aim to identify textual and extra-textual analyses of translation that help the translators create the natural translation. According to them, the cultural words are not preserved properly. Allusions have been deleted, which has

Confused the original text's meaning. Also, such deletion of the original text's cultural ties destroys the target text's coherence, which results in difficulty understanding the message for the target text (TT) readers.

Majid (2009) explains factors that result in the adjustments of target text according to the target context. These adjustments help translators to make a text original for target readers. Target text often does not bring out the required effects and meanings.

The adjustment and accommodation become perceptible in case of differences in the source and target language contexts. He analyzes in the Line of Fire produced to address the Westerners, and it was translated into Urdu as Sab Se Pehle Pakistan for the Pakistani readers.

Malik (2013) examines that regardless of the number of speakers around the globe, there are not many computational natural language tools accessible for Urdu. They could not locate any available machine translation apparatus that grew explicitly for Urdu. Some writing of fundamental machine translation techniques has been found.

His contemporary research in Urdu Machine translation (UMT) introduces a solid overview. The shortcomings and qualities of every technique are distinguished. The yield of every MT framework is assessed utilizing Bilingual Evaluation Understudy.

Xuanyi (2017) argues the Chinese and English versions of the legend of 1900 and demonstrates words and sentences level, cultural level and the tone of roles level. He applies functional equivalence that Eugene A. Nida proposed into the subtitle translation. He explains the

Importance of functional equivalence in audiovisual translation, Subtitle translation requires that the target language audience have the same effect: understanding and appreciating the source language. Translators should combine cultural backgrounds and other translation skills to translate a work.

WU Li-li (2016) explores subtitling features; he argues that subtitling deletes unique characteristics that construct the toughest obstacles due to the time and space restrictions. Nida's functional equivalence theory aims to translate natural tries to make the understanding and appreciation of the receptors of the translated text consistent with those of the original receptors. He elaborates on subtitling issues because of functional equivalence theory.

Alkadi (2010) explores the issues that translators' issues in subtitling and dubbing English-language movies and TV programs into Arabic and recommends solutions for these issues. In the light of assessing the generic features of audiovisual translation and the specific cultural constraints in translation for Arabic speakers, it likewise recommends that specific components of translation hypothesis can help overcome the technical and cultural hindrances distinguished.

Specialized, semantic and social issues comprise a test to Arabic translators who need to manage: 1) the limitations on screen, for example, space, time, lip and character synchronizations; 2) the issue of rendering English varieties into Modern Standard Arabic and 3) the issue of culture which confines them when they need to interpret forbidden articulations.

Khan (2014) focuses on the cultural equivalence between English idioms and proverbs with animal connotations in their Urdu translations. The study explains that the Urdu translators mostly adopted three strategies:

a) Proverb or idiom is similar in form and content

b) One similar content but dissimilar in form

c) Using non-idiomatic language. Animal connotations were used of three types: full, partial and no equivalence. The analysis of the translated works explained that the translators adopted communicative, semantic and domesticating translation approaches.

Jaskanen (2001) studies equivalency to translate a film so that listening and viewing film would be close to the original meanings of the texts, uses in the source texts and society and according to the culture of the societies.

Cintas & Remael (2007) also talk about audiovisual translations by remaining in the context of subtitling. They focus on the translation of specific speech such as dialect, translation of those words which are properly bound within the cultures, singing, swearwords, and humor.

The methods propose by the writers in order to have subtitling depicts the problems in loan, claque or literal translation, transposition, lexical recreation, compensation, exploitation, substitution, deletion and addition. All over the world, every part has its language and dialects to speak the language of that region. This translation activity among different languages helps to understand the ideas and perspectives of other regions and their outlook towards their lives. Every language has its own culture and traditions and specific signs and expressions.

Therefore, the role of the translator in this field is very crucial. Therefore, it is the foremost requirement of a translator that he or she should be well versed both in the source text and the target text and knows the culture,

Tradition and historical backgrounds of both the text sources. Audiovisual translation is done in the form of dubbing and subtitling in order to make foreign television programs, dramas, and movies available for the local users of the country so that they can view and listen to the content in their native language and can understand the source text

Allerd & Koolstra (2009) state in Audiovisual Translation, subtitles are commonly used to bridge communication barriers between two different speech communities, each with a diverse worldview (Qasim, et al, 2020).

Audiovisual translation is used in numerous news broadcasting, video games, broadcast announcements, movies and television, cartoons and training videos. At first, audiovisual translation research was started in the 1980s, but in Pakistan, a research-based study on audiovisual translation started much later when the colored screen was introduced here. This research indicates that quite a little research has been done on audiovisual translation, its methodologies, and the problems faced by the translators.

Although cinemas of Pakistan used to screen movies and dramas of other countries, especially western ones, it lags in this field. Western movies are released in Pakistan at a much higher level than native movies, but these movies are dubbed and translated by Indian Translators. The translation also creates numerous problems for the audience of Pakistan. This research focuses mainly on the translators who perform audiovisual translation issues.

A detailed analysis of the translation theories has been done in the perspectives of various meanings; semantic, pragmatic, grammatical, and the functional meanings of the words, phrases, sentences and the whole text. Theory of Translation Equivalence and the tripartite Theory of Glosseme provide the basis of the research and the conclusions. These theories point out numerous problems the translators face while performing the audiovisual translation.

2.1 Equivalence Theory

Hua, 2000 states Translation Equivalence theory emerged in the 20thcentury in the West, which is related to translation. Much debate is done and is still going on the definition, characteristics and application of translation in the translation research field in the West after the emergence of Equivalence theory.

Wu (, 1994) explains the meaning of the word "equivalence" means similar or having

the same characteristics. Hua (, 2000) it is a technical terminology that can be assigned to any correlated process of academic field.

However, in the field of linguistics, equivalence is considered as an ambiguous terminology that indicates "having the similar meaning" or "Originally similar". (Wu, 1994) says Translation equivalence does not mean an absolute similarity or "without exception".

In translation research, the idea of equivalence has great importance because it is directly linked with the definitions and the practical applications of the translation while creating similarity between the source text and the target text. This factor has given rise to many equivalence theories of translation.

Nida & Taber (1969) efforts are worth mentioning here in the field of translation studies because Nida widened the scope of equivalence and added the listeners and the traditions of the source text and the text of the target society to give more focus on the meaning of equivalence. Nida wrote a famous book on translation research, namely Toward a Science of Translating (1964) and co-authored another book along with Taber named The Theory and Practice of Translation (1969).

These publications made the translation research more scientific and logical. Nida's research proposed two new equivalences of translation: conventional equivalency and changing equivalency. Formal equivalency refers to translating words and phrases from any source text into target text in a very formal way. However, Nida and Taber also suggested that this conventional equivalence is most often not found in every text, and as a result, the translation will not follow the grammatical rules of the target text that can create misunderstandings.

Another theory proposed by Nida was dynamic equivalence, also called functional equivalence theory Nida (, 1964). Functional Theory of equivalence mainly depends upon "the rule of equivalence" (p. 159). Equivalency of Function is normally used when the formal meaning of the source text is not required.

It is used to make the translation method look as natural as possible to maintain the clarity of both source and target text. In order to maintain clarity and to preserve the meaning of source text, equivalence theory needs a check back of translation to confirm the reliability of translation

Nida, (1993) & Cheng, (2003) emphasis on The Theory of equivalency of available translation introduced through acceptance of the crucial and important role of language integration, diversity of culture and the understanding of practical elements

as an inspirational factor of translation.

2.2 Tripartite Theory of Glosseme

Bloomfield, 1980 researches on linguistics and introduced the concept of Glosseme. Bloomfield declared Glosseme as the basic unit of Structural Linguistics, which imparts the meaning that is indivisible.

Nida, (1975) & Zhang, (2009) study the idea of Glosseme and categorize into three criteria; the first one is macroscopic, the second one is mesoscopic and last but not least, and the third one is microcosmic. In the macroscopic concept, word's meaning items are being collected. The mesoscopic minimizes the Glosseme concept to "word's meaning item".

2.3 Semantic Meaning

Lyons, (1977, 1995) state in Glosseme, there are two parts of the semantic meaning of any word; meaning's standards and the realm.

Shi, 1981 argues the standard of meaning is composed of either lexical or connotative meaning. Lexical meaning is a vital semantic characteristic of Glosseme.

Zhang, 2012 explains the selection of poly semantic synonyms is considered very important in vocabulary translation of the lexical meaning to preserve the quality of the original text. Connotative meaning is also essential in translation, which means the word's secondary meaning. This connotative meaning is very helpful in enhancing vocal performance. Meaning is termed as "the collection of meaning with Glosseme features"

Humboldt, 1997 states meaning's standard denotes a broader semantic scope describing the meaning and the use of that word. Lyons, 1977 states using the same language to translate informal ways can lead to misunderstanding; that is why the semantic meaning of words should be carried out to translate more clear and effective.

2.4 Pragmatic Meaning

Zhang, 2012 explains the main focus in most of the researches is on the pragmatic meanings of the backgrounds and factors affecting its meaning.

(Leech, 1987) states backgrounds can be very simple to technical backgrounds. Simplified background includes a subject background of connections, the background of language and literature, and the background of social traditions and customs, history and culture, and the target environment.

Technical backgrounds only study a specific part of the simplified background. The

pragmatic meaning interlinks with the analytical perspective of grammatical and semantic meaning. Pragmatic meaning is actually "the

meaning being used in the society" and impacts the culture. The glossome's meaning of context is a lot enriched and complicated than semantic meaning.

2.5 Grammatical Meaning

Huang, 2009 interprets the meaning induced from the functions of the grammar and the word's connection is called the grammatical meaning of the glosseme.

Zhang, 2012 states finding its equivalent meaning from the grammatical perspective is very helpful when it is impossible to find the meaning of any word in terms of semantic and pragmatic meanings. The first angle of grammatical meaning is the role of syntax, the composition of the words and the relationship of other factors. It can be described as "if the role of the word is logical or not and either this meaning can be joined with other parts of the sentence or not to make a complete sentence". Although some words have a clear equivalent meaning in the target text, numerous words lack grammatical translation to be consistent with the source text.

Therefore, the addition of the knowledge of grammar while translating source text into target text can help the readers and listeners to understand the text properly in an efficient way.

(Huang, 2009; Li, 2013; Liu, 2013) explains another method that is used in vocabulary translation is conversion. In this method, the translated or target text has a bit of a different grammar form than the source text. Replacing the grammatical process includes the type of grammar, part of the speech, the elements of the sentence and the type of sentence. In certain situations, translation is done by changing some elements of grammar like part of speech or the structure of the sentence.

The most common type of conversion in translation is carried out in the form of replacing the part of speech only. In this way, the same part of speech can be used both in the source text and the target or translated text so that the consistency can be maintained between the two texts and the equivalence can be justified.

Zhang, 2001 states it is impossible to understand the meaning of any word only with the knowledge of the semantic meaning of that word. In order to learn the foreign language, analysis of the linguistic meanings is involved while translating the source sentences into target sentences.

Jacobson, 2000 states that linguistic activities are the translation procedures that assign the secondary signs to target texts taken from the source text. There is a close linkage between translation research and the research of linguistics.

2.6 Problems in Urdu Translation related to Dubbing and Subtitling

After analyzing glossome's theory of tripartite and the theory of functional equivalence for translation, some of the problems faced while translating the source text into target text are discussed here. The translators' basic problem is finding the correct lexical meaning of the words. Lexical meaning can be described as, "The meaning of the word without considering, the method in which that word is used or the connection among the words used in the same sentence" (lexical meaning: 2012).

Zhang, 2012 states the problems in finding lexical means of the words are insufficiency, unsuitability and incompleteness. Insufficiency of the lexical meaning of the words indicates the target source is completely different from the source text's lexical meaning due to misinterpretation, addition or deletion of some words or the derivation of some words.

The unsuitability of the translated meaning means that the translated words do not explain the exact meanings of the source text in an understanding way because some words are added on their own to make it more interesting. Incompleteness in lexical meaning of the words means that the words of the source text are not explained completely, or some of the meanings are missing, for example, phrasal verbs Etc. Another problem faced by any translator is the connotative meaning.

(Zhang, 2011 explains connotative meaning refers to an idea induced by the word or words of the source text. In connotative meaning, affective meaning concerns the emotions and feelings attached with the words that affect the translation of the sentence. Stylistic meaning is also the part of connotative meaning which is affected by the style of the text, either it is verbal or in written form, either it is an informal form or in informal form. Another term used in a connotative method to find the meaning is "meaning of time", which can be described as the meaning of that word either used in ancient times or used in the modern/recent times.

The meanings of words are connected to history and culture, and they impact the translation of the source text. Register meaning is another part of the connotative meaning that refers to how words are used for different terminologies, such as economic, social, political and cultural, and how different groups use those words like doctors, engineers, Etc.

Huang, 2009 argue that Translators also face problems while translating source texts in the form of pragmatic meanings, divided into simple and specific pragmatic

meanings.

Simple and specific pragmatic meanings refer to the meaning of the words as a whole sentence or text affected by the speakers and the specific meaning of words used in the target environment. When the meanings of the words are not found at lexical meaning level or pragmatic meaning level, then help is sought in the form of grammatical meanings of the words, which refers to the meanings of those words which do not have any definite meaning in the source text and the target text as well. The first problem in grammatical meaning arises when the meanings of the words do not explain the correct meaning of grammar functions.

Another problem is grammatical meaning of the words relates to the misuse of parts of speech in the original text and the translated text; the reason behind it is that there are some parts of speech that have more than one meaning in both the texts and as a result, it is not easy to evaluate the exact meaning of the words used in the text to state the purpose of the text. Deleting the some parts of speech while translating the original texts also effect the translation and the understanding of the target community.

2.7 Studies Carried out in Dubbing and Subtitling in Pakistan

(n.d.)The translation is a part of our lives. Whether they know the language or not, people go to the theater to watch the movies. Language translation has inter-lingual and intercultural level. Dubbing and subtitling are the translation associated with films and television, called screen translation. Dubbing takes place at different levels—dialogues dubs in the same language.

The dubbing actor is also good. It transfers the emotional aspect of the film. Dubbing is more expensive than subtitling. Lip synchronizing is also vital in dubbed dialogues. Subtitling of films is also commonly done on a PC-based workstation. It is literally and metaphorically invisible and not taken as seriously. It is complex. The translation has to capture the essence of the original language

But with freedom for a wide ranges of target language knowledge with linguistic peculiarities and expression.

Ofer Tirosh (2016.) states that a translation company understands the client's meaning and context of the client, s needs according to localization and desktop publishing. Tomedes provide desktop publishing services.

They use a word count ratio tool of 1000 words of English equates to 1054 words in

Urdu. The desktop publishing teams produce effective translations directly mirrored to the original.

Nikolic & Bywood (2021) describe that audiovisual translation has changed dramatically. Various stakeholders, academics, technology providers, freelancers adapt to the recent and future changes.

There is a broad range of issues, but three important themes are the status of the language provider, the need for standard metrics, and the importance of the training. The relationships of different stakeholders and workflow change rapidly due to machine translation. The relationship of small and large print media words needs further examination for valuable and insightful information through qualitative research.

So far, current studies have emphasized the quantitative analysis of machine translation, translation as accommodations, elements of cultural bias in translation, linguistic variation in translation, errors in translation of English to Urdu texts in Pakistan.

As the communication between Pakistan and other countries regarding globalization in terms of cultural exchange, economy, and trade, it is the need of the hour to extend the research in audiovisual translation in Pakistan.

This research investigates a range of translation problems related to audiovisual translation. This research has adopted Theory of functional Theory of equivalence for translation and Glosseme's Theory of tripartite as a theoretical structure that provides an easy approach and method to analyze translation and enables the analysis of various perspectives of audiovisual translation problems.

CHAPTER 3
RESEARCH DESIGN

3.1 Perspective of Research

The theoretical structure has been used in the current study, which links the theory of functional equivalence and tripartite theory of glosseme. These theories are then utilized to evaluate the questions being asked in the current research accurately.

Whenever there is debate on the research of translation between Urdu and English, all the prevalent problems related to the equivalency of translation at the level of words cannot be differentiated from a linguistic-based approach to translation.

However, there are no defined standards for obtaining the equivalence of the translation of source texts into the target text. it can be termed as getting and understanding the meaning of a single word in different backgrounds and contexts, conditions and circumstances from its semantic, pragmatic and grammatical sense to achieve equivalency of functions.

A wide range of literature regarding the analysis of the meaning of words in the fields of translation and linguistics-based approaches to translation, as well as foreign language teaching and learning, has been reviewed to establish the theoretical framework for this thesis. Recent empirical research has reinforced the argument that the evaluation of translation work by identifying the systematic problems at the word level between two different languages should be put in a pivotal position within the foreign language teaching and learning process (Li and Jiang, 2008; Xing, 2011).

 Several recent translation studies such as projects led by Professor Tony McEnery and Dr Richard Xiao have utilized mixed research methods to investigate problems that exist within translation work between different languages, such as building bilingual corpora, and using questionnaire surveys and assessment tests for an in depth contrastive analysis of the meaning of words between twi different languages. Thus, this approach is more effective than a simple descriptive textual analysis (McEnery and Xiao, 2010; Xing, 2011).

So, for the present research theoretical framework combining theory of functional equivalence and the tripartite theory of the glosseme has been used to critically analyse all research questions of this study.

Functional equivalence translation theory is widely used in translation analysis

between two different languages. When translation research between Urdu and English is concerned, translation equivalence issues particularly related to the analysis of the meaning of words cannot be separated from a linguistics-based approach to translation such as analyzing the meaning of the word according to the semantic meaning, pragmatic meaning and grammatical meaning which is basically tripartite theory of glosseme. Both theories are interconnected in order to analyses all problems in AV translation . This is the reason the researcher has selected both theories to analyses AV translation from English to Urdu.

3.2 Research Approach

The research approach of the present study is the qualitative approach because it is used to understand problems and create a complete description of observations and interpretation of gathered data in the subjective mood.

This research approach allows the translator to collect profound ideas and thoughts that are not entirely explained and understood. A qualitative approach helps to collect data from Urdu dubbed and subtitles documentaries.

3.3 Research Design

The research design gives insight into the procedure. It focuses on how to collect, measure, analyze and present data. This study has adopted the exploratory research design, which aims at providing insights into and understanding the problem. This research design will help explore Urdu dubbing and subtitling related to issues in audiovisual translation in Pakistan.

3.4 Sampling Technique

This research will use purposive sampling to identify AV translation-related problems. The present study sample has been English documentaries dubbed and subtitled in Urdu.

The researcher has taken ten documentaries and divided them into two groups. One group contained five dubbed documentaries, and the second group included five subtitled documentaries.

Group 1 is related to the Urdu dubbed documentaries: Home: A breathtaking nature documentary (2018), Journey to the Edge of Universe (2017), Story of the Earth (2019), Israel (2014), Egypt history(2016)

Group 2 is related to Urdu subtitled documentaries: The gaint art that keeps planes quiet (2020), Flying a plane with Fireworks on the wings (2020), I got to see my brain

(2018), The artificial gravity lab (2019), QA 2017100ctober (2017)

3.5 Method of Data Collection

The present study data has been the Urdu dubbed and subtitled documentaries collected from respective websites (YouTube and Netflix). After selecting English documentaries dubbed and subtitled in Urdu, the data has been analyzed by "Functional equivalence theory" and "Tripartite theory of glosseme" by keeping in view AV translation problems.

3.6 Theoretical Framework

Audiovisual translation has always been a difficult task for the interpreters to be carried out because there are only a few words in different languages that have a similar meaning to some degree. Both Urdu and English are distinctive languages with identical systems of linguistics, historical development and contexts of their culture.

As a result, interpreters always find it very difficult and face numerous problems while translating any text from English into Urdu. The researcher has adopted "Functional equivalence theory" and "Tripartite theory of glosseme" to analyze Urdu dubbing and subtitling. The theories that helped solve the problems studied related to Urdu dubbing and subtitling. The data that have been collected for Urdu Dubbing was analyzed by Functional equivalence theory, and Urdu subtitling was reviewed under the Tripartite Theory of glosseme.

When considering possible investigative criteria for this project, one of the most important considerations is the evaluation standard for identifying non–equivalent translation problems.

The researcher will apply a framework to establish an appropriate form of analysis; it is discussed in detail in the following paragraphs. Translation consciously or unconsciously involves an assessment or evaluation of translation quality. Although evaluation approaches have enjoyed some degree of success and applicability in specific contexts, they still constitute one of the 90 most controversial topics in translation research.

Texts are commonly embedded in particular contexts or situations. Such non–linguistic elements are also situational features or extra-linguistic features. There are multiple answers to the question "how–do–you–translate?" unless the translator has intense background knowledge of the situational characteristics of the target culture.

So far, it has been challenging to produce a general framework that can provide a standardized system to evaluate the overall quality of any translation work for translation studies.

A structural framework will use to analyze, assess and evaluate audiovisual translation according to our own needs. That structural framework is termed as identification of problems and issues being faced in non-equivalency of translation. This design for assessment is developed by keeping in mind and taking help and guidance from two theories, namely glosseme's theory of tripartite and the functional view of equivalences.

According to the functional equivalence theory, propounded by Nida, there are only three essential criteria to assess and evaluate any translation work. These three criteria are linked with translation work only at levels of texts.

When this terminology is utilized for translating any work at readers only, it depicts the sense that it is a process of finding the most suitable meaning of the given word out of all possible options. Facts, efficacy or completeness cannot be achieved unless or until the interpreter has exact knowledge of the aims and objectives of the texts of the sources and the ideas that the producer aims to instill in the viewers' minds.

This concept and feature is the requirement to get back the same feedback and approach to text from the viewers and listeners of the target society as the society of the source text do for the same work. However, it is not easy to evaluate and assess because every translator has methods and ways to translate the job. Even every viewer and listener has a specific response towards any work. Therefore, in current research, only the first criterion is utilized to evaluate and assess the problems of translation any text into the desired language. The following are three fundamental theories of translation focused on in our study.

3.7 Functional Equivalence Theory

Nida gave the theory of functional equivalence. Nida's (1964, p .166) functional theory of equivalence in translation is "the closest natural equivalent to the source language message". This theory is explained as:

Type	Criterion	Explanation

The Functional theory of equivalence For translation.	Improvement in efficacy of Communicating with others	In order to point out and highlight original meaning for given background from different available meanings (at a word level).
	To Understand what the source text intends to deliver	To understand and describe cultures of both source and target texts.
	Achieving equivalence	To achieve functional theory of equivalence responses between cultures of source language and target language

The first criterion explains translating any word at the levels of a text. Whenever it is applied in solving any text according to the next level, one can understand the efficacy of communicating between different societies by knowing the meaning that accurately fits the context. For example, definitions are not fully conveyed; the translator ignores the hidden meaning and translates the sentence and words solely that results in difficult to comprehend the real meaning

According to the functional theory of equivalences between languages, the second criterion helps enhance the intentions of a source text to achieve efficacy in both the source and target societies and cultures.

For example, words are not translated with the factors of the culture of a source text to the equivalency with the language of the target text and cultural factors, which create difficulty to understand the source culture. The last criterion tries to create an equivalent response between the source society's culture and the target society's culture to achieve efficacy and accuracy.

3.8 Tripartite theory of Glosseme

Glosseme is a linguistic term given by Bloomfield. The "Tripartite theory of glosseme" is an internal classification of three types of glosseme: semantic meaning, pragmatic meaning, and grammatical meaning. The semantic meaning includes the

value of meaning to explain the word's linguistic meaning and connotative meaning when translators deal with vocabulary translation work.

The pragmatic meaning type examines the definition of a word in different contexts. The grammatical sense explains the function of syntax and problems related to parts of speech.

Type	Criterion	Explanation
Semantic meaning	Importance of meaning	Lexical meaning Connotative meaning,(stylistic meaning, time meaning, register meaning)
	Scope of meaning	Applications, fields, word usage
Pragmatic meaning	Background of meaning	Background meaning Specific context
Grammatical meaning	Functional meaning	Speech part. Syntax Function

A criterion of Semantic Meaning

- The lexical meaning of English words, there imprecision, inaccuracy or changes in meaning

- If translation accurately reflects the connotative meaning of words such as informal words or formal, written definitions or oral or ones

- If translation accurately reflects application or collocations which are fixed or the range of meaning

3.9 Criteria for Pragmatic Meaning:

If translation explains contextual meaning according to the source text

If there are inadequacies ignoring selective backgrounds in which the text has been written or improper information in the selection of meaning

3.10 Criteria for Grammatical Meaning:

- To check if the translation explains the grammatical meaning correctly to the audience.

- If there are deficiencies such as speech parts that are not compatible with the terms of the source text, the original word

- A problem such as the incomplete description of patterns of sentence

- Taking these theoretical frameworks in mind, the researcher analyzed the data critically.

CHAPTER 4

DATA ANALYSIS

4.1 Findings

The Present research adopted theory of functional equivalence for translation and the Glosseme's theory of tripartite as theoretical frameworks which provide a flexible way of analyzing translation and help to analyze various perspectives of audiovisual translation problems in Urdu dubbing and subtitling.

The arrangement of deductions in this section is in accordance with the structure and composition of the theories. The researcher has taken 10 videos for analysis. Five videos have been analyzed through functional equivalence theory and five videos have been analyzed through the tripartite theory of Glosseme. Videos were analyzed using words from English to Urdu translation within their specific context through theories. Problems and issues that were analyzed from the translation were divided into 5 types.

For this research "Functional equivalence theory" and "Tripartite theory of glosseme" were used as theoretical frameworks. Equivalence of function while translating can be termed as "the closest natural equivalent to the source language message". This theory is explained as:

> ➤ **Problems of translation equivalence at semantic level**

According to the design of the framework formulated for evaluating the quality of translation, this section contains two components as "Functional Equivalence Theory" and "Tripartite theory of Glosseme". The foremost criteria are related to importance of meaning of the context. It is also known as a combination of lexical and connotative meanings.

Because of complexity of Urdu language, semantic selection is very important to improve translation quality. Hence, judgments are made regarding vocabulary like lexical and connotative meanings such as emotion, time and stylistic meaning. Second

Type is scope of meaning. Range of words and their usage are included in Semantic Category field and are explained in detail in the next section.

Lexical meaning

The lexical meaning is "the meaning of a word that does not take into account the usage of the word and its associated words". After a systematically analyzing the translation of lexical meaning, problems of translation were highlighted in the categories of lexical meanings grouped as insufficient, insufficient and incomplete, depending on the specifics of each type.

Inadequacy

The analysis of the data and information has depicted that few problems being faced while translating the source text into target text and can be summarized as inadequacies. When this type of problem is compared with other 2 remaining types of problems (inappropriateness and incompleteness) for translation within the limits of the type of meaning of lexical.

It shows that translated texts are different to a large extent from the contexts of the source language and these differences are created due to changes or deletion or addition of word or some words and therefore, as a result, these translations cannot be taken as complete and adequate for the listeners of the target societies. The inadequacies of translation are common issues highlighted in activities of translating texts.

Inappropriateness

Inappropriateness in the Semantic meaning type shows that interpreted form of translation cannot correctly interpret the exact meaning of the source text. As mentioned earlier, translations that fall into the wrong category are partially accepted as opposed to purely inadequate explanations which can be completely misleading to the student. Analyzing the data and depicted that major inadequate problems of translation are actually related to Polysomic / synonym translation.

It actually states that there must be selected a word that has the meaning of some plural context for interpretation. Hence, it has become very un- easy for the student or listener to select the real and accurate meaning of that word out of all given possible options. Also, for some problems of translation with this type of translation, you can

find more relevant and relevant translations to have an explanation of the correct meaning of any word of Urdu language. It can also be marked as unsuitable for translation.

Incompleteness

The problem of not having complete translation means that such translations can be considered acceptable to a half way. Current problem is related with some form of missing or missing translation or partial description, with an emphasis on idioms, word node translations, onomatopes, and so on. The incomplete state of a particular translation cannot fully express its original meaning.

Take an example, Urdu metric word or onomatopes example could not be simply transformed as "classifier" or "onomatopes/ pronunciation". You should also comment on the full description / usage to avoid usability issues. Another important question in this category is the translation of English into Urdu, which however cannot be easily translated in the lexical sense. To avoid misunderstandings, we need to give it a symbolic meaning in today's society.

➢ **Dubbed documentaries**

Example 1

The researcher analyzed Urdu subtitled documentary named as "The Battle of the Atlantic: U-boats and how to sink them on (54:02 minutes)". By keeping view the criteria of functional equivalence theory. For the documentary translation, according to functional equivalence theory every word and sentence of translation should match with the source language.

Functional equivalence means that translations of the original text have the same effect on the reader of the translation as they would have on the reader of the original. Functional equivalence theory focuses on responses of reader and the interpreter has to focus on the view point of the listeners as well in audiovisual translation. Thus, a translation is said to be fully accurate only in a case when the people on whom the source text is being target, give the very same reaction and understand the texts in the very same way as the audience of source text do.

Example 2

s.n	Source text (English)	Target text (Urdu)	Time frame
1	through spain which would then presumably bring spain into the war in	اسپین کے ذریعے جو اس کے بعد شاید جنگ میں اسپین لائے	00:01:13
2	naval vessels allied naval vessels were sunk and on the german side	بحری جہاز بحری جہازوں سے وابستہ بحری جہاز میں ڈوب گئے اور جرمن جانب	00:01:38
3	u-boat commanders because though uber u-boats were being lost they	u-کشتی کمانڈر کیونکہ اگرچہ uber u-کشتی ضائع ہو رہی تھی	00:04:14
4	ships that were suddenly surprised in in their supposedly secret locations	یسے جہاز جو اچانک حیرت زدہ تھے ان کے قیاس خیز مقامات پر	00:16:59
5	the imitation the imitation game terrible film i think it's a terrible	مشابہت تقلید کھیل خوفناک قلم میرے خیال میں یہ ایک خوفناک ہے	00:19:13
6	and water's really heavy so when you've got a huge	اور پانی، واقعی، بہت بھاری ہے جب آپ کو بہت بڑا مل جائے	00:38:15
7	uh win the battle against the the the first lucky period that the first happy	اوہ پہلے، خوش قسمت مدت کے خلاف جنگ جیت کر پہلی خوشی	00:44:34

8	against the U-boats now I it's true that the the allies	انڈر کشتیوں کے خلاف اب میں یہ سچ ہوں کم اتحادیوں نے	00:46:29
9	their hands on the crown jewels the avro lancaster the best bomber in the world	ان کے ہاتھ تاج پر زیورات لیتے ہیں اور دنیا کا سب سے اچھا بمبار ہے	00:51:43
10	genius in his own tiny mind he was completely convinced	اس کے اپنے چھوٹے ذہن میں باصلاحیت وہ مکمل طور پر قائل تھا	00:52:39

According to this dialogue, we can see that the speaker is talking about war, especially about World War II. If it is translated in a direct way, those listening to it in Pakistan may not understand that what is being said. So it is very important to identify the right meaning by keeping in view the context that creates effective communication.

The second criteria talks about the intention to be conveyed in both cultures. Every documentary in some way is historical, social and cultural reflection of any culture. So, dialogues always contain some certain cultural information. It is well known that every country has its own traditions, cultures and norms and moral values; therefore, if the source text is translated for the target text without considering the cultures, traditions and norms and moral values of the target society, it will be very difficult for the viewers of the target society to understand it completely and properly and there will be no benefit for the translation. Therefore, it is necessary to transform factors of culture into the equivalent meanings of the target text and their culture as well. In this documentary the most influential factor is the use of slang. It covers many hidden meanings that are not understood if translators cannot translate the real meaning.

Inadequacy

The statement "Ships that were suddenly surprised in their supposedly secret locations and "supposedly secret locations مقامات خفیہ شاید) in Urdu are commonly used as a verb to illustrate the action of "مقامات خفیہ ". When used with secret locations in the given context, the action of "secret" can be explained as "supposedly secret locations" according to Oxford English Dictionary (2010).The given translation "secret" means "unfold things or hidden things" in the context of location and realities, and the translation is not up to the mark and it cannot give the original meaning of the source text of "supposedly secret locations". Suggested translation: مقامات خفیہ

Inappropriateness

The statement "uh win the battle against the first lucky period that the first happy". " خوش پہلی کہ جیت جنگ خالف کے مدت قسمت خوش پہلی اوہ " in Urdu to English means to Oh, the first happy victory over the lucky period. In the given context, it means the speaker will tell about happy or great victory after war. The given translation "battle against" and "first lucky period" convey half of the meaning of " خوش قسمت " in" lucky period ".But " lucky period" and" first happy "can also refer to "happy victory" which is completely different from the contemporary status of "پہلی خوش قسمت. The translation is not up to the mark and it cannot give the original meaning of the source text of " battle against the first lucky period that the first happy".
Suggested translation; the first happy victory over the lucky period.

Incompleteness

The statement "Their hands on the crown jewel the AVO Lancaster the best bomber in the world"." تاج پر ان کے ہاتھ اشو لنکاسٹر کو زیورات دیتے ہیں " in Urdu refers to the action holding crown jewels by a person named Avro Lancaster. The emphasis of the action is to use your arms to surround or hold something. According to Oxford English Dictionary (2010) "Hands on the crown jewels" in English means "hold crown jewels in hands" and this can refer to a less physical action such as carrying Wels. Therefore, the translation is not up to the mark and it cannot give the original meaning of the source text according to the meaning explained in Oxford English Dictionary (2010). A proper explanation of this type should always be given to understand it correctly. Suggested translation: to carry or hold jewels of crown in

hands

The problem of incompleteness means that these translations can be classified as follows: This question is a partially translated or explained. Here's an example: It usually focuses on idioms, Classifiers, Onomatopoeias, etc. The status of a particular translation is incomplete and the original meaning cannot be fully expressed.

Example 2

The Researcher analyzed Urdu subtitled documentary named as "Antigua - Gods City of Earthquakes (20:41 minutes)" by keeping in view the criteria of functional equivalence theory. For the documentary translation, according to functional equivalence theory every word and sentence of translation should match with the source language. Thus, a translation is said to be fully accurate only in a case when the people on whom the source text is being target, give the very same reaction and understand the texts in the very same way as the audience of source text do.

Example two:

S.N	Source text (English)	Target text (Urdu)	Time Frame
1	to the east we have	ہمارے پاس ہے	00:03:55
2	The bishop could do was seat himself under this arch here	بشپ یہاں کرسکتا ہے	00:09:12
3	so amazingly violently, that the huge dome above me which must have been very substantial, and we can see how substantial because	اتنے حیرت انگیز طور پر متشدد طور پر ، کہ میرے اوپر ایک بہت بڑا گنبد جو بہت نمایاں رہا ہوگا ، اور ہم دیکھ سکتے ہیں کہ کس قدر خاطر خواہ	00:12:10
4	what lies under here and they found quite a lot of bones. Now one possibility is that of course	یہاں کیا مضمر ہے اور انہیں ہڈیاں بہت مل گئیں۔ اب ایک امکان یقینا ہے	00:13:00

5	Those dream tiles were on the outside of the building and they set a trend	وہ خواب کی ٹائلیں عمارت کے باہر تھیں اور انہوں نے ایک رجحان طے کیا	00:13:28
6	The main abb(ey)s which has a room beneath it, but they have covered over the stairs leading down to it because	مرکزی عباس)ع(جس کے نیچے ایک کمرہ ہے ، لیکن وہ اس کی طرف جانے والی سیڑھیاں پر چھا گئے ہیں۔	00:14:01
7	Needed doing, for the simple reason that there were an awful lot of earthquakes	کرنے کی ضرورت ہے ، اس سادہ سی وجہ کی وجہ سے کہ یہاں ایک خوفناک زلزلے آئے تھے	00:19:50

According to this dialogue, we can see that the speaker is talking about destructed city after earthquake. If it is translated in a direct way, those listening to it in Pakistan will not understand that what is being said. So it is very important to identify the right meaning by keeping in view the context that creates effective communication.

The second criterion describes the intention to communicate in two cultures. In a way, every documentary reflects the history, society and culture of each culture. Therefore, the dialogue always contains specific cultural information called cultural language. Everyone knows that every country has its own culture. Therefore, it is difficult to directly translate rules from different backgrounds and cultural knowledge to understand the true meaning of a documentary. Therefore, you must translate the cultural elements of the original language into words that correspond to the culture of the target language. The most influential element in this documentary is language. It includes many hidden meanings that cannot be understood if translators cannot translate the true meaning.

The statement "so amazingly violently, that the huge dome above me which must have been very substantial, and we can see how substantial because" is inadequate statement in terms of translation in the Pakistani context. So,

ا تنے حیرت انگیز طور پر متشدد طور پر ، کہ میرے اوپر ایک بہت بڑا گنبد جو بہت نمایاں رہا ہوگا ، اور ہم"
دیکھ سکتے ہیں کہ کس قدر خاطر

خواہ"خواہ " in Urdu. When used according to the source text, the action of "violently" can be explained as "forcefully". The given translation "violently" means " intensely, forcefully and powerfully" in the context of any force which impacts powerfully, and the

Inadequacy

Is not up to the mark and it cannot give the original meaning of the source text of "amazingly violently"

(حیرت انگیز طور پر)

Is inadequate and it changed the overall sentence structure in Urdu translation, so used within limits of the category of lexical terminology. Suggested translation:

حیرت انگیز طور پر

Inappropriateness

The first statement "Those dream tiles were on the outside of the building and they set a trend" is an inappropriate statement in the context of its translation in Urdu as:

" "وہ خواب کی ٹائلیں عمارت کے باہر تھیں اور انہوں نے ایک رجحان طے کیا" "

In give context it means that speaker tells about material of the building including tiles which look amazing and give reflection of dream tiles. The given translation "dream tiles" convey half meaning of

"خواب ٹائلیں"

Which is completely changed from the contemporary status of:

" خوابوں کی ٹائلیں "

The translation is not up to the mark and it cannot give the original meaning of the source text of "dream tiles". Suggested translation:

پرتعیش ٹائلی luxurious tiles

The second statement "The main abb(ey)s which has a room beneath it, but they have covered over the stairs leading down to it because" is also having inappropriate statement in the context of Urdu translation such as:

" مرکزی عباس)ع(جس کے نیچے ایک کمرہ ہے ، لیکن وہ اس کی طرف جانے والی سیڑھیاں پر چھا گئے" "
"-ہیں

In this context give in statement "abb (ey)s" is related to specific room related term

and in Urdu translation it is used as name of "Hazrat Abbas a.s" who is the religious personality in Islam and his name is not concerning the location and situation explained in videoas described in lexilogos Urdu dictionary online and the second main context is "have covered over the stairs leading down" explains in Urdu is in video is:

"نیچے جانے والی سیڑھیاں چھا گئی ہیں"

Which is not appropriate translation for this sentence? The translation is not up to the mark and it cannot give the original meaning of the source text of "have covered over the stairs leading down". Suggested translation:

" نیچے جانے والی سیڑھیاں ڈھانپی گئی ہیں "

The third statement "Needed doing, for the simple reason that there were an awful lot of earthquakes" is an inappropriate statement in the context of its translation in Urdu as:

"ےنرک" کی ضرورت ہے ، اس سادھ سی وجہ کی وجہ سے کہ یہاں ایک خوفناک زلزلے آئے تھے"

In the given context it means that the speaker tells about reasons of earthquake in the city which is main subject of the video. The given translation "Needed doing" conveys half meaning of:

"اس آسان کی وجہ سے سی"

It is markedly changed from the original meaning of "Needed doing" of:

"کرنے کی ضرورت ہے"

The translation is not up to the mark and it cannot give the original meaning of the source text of "needed doing". Suggested translation:

Needed doing کرنے کی ضرورت ہے

Needed doing

Incompleteness

The first statement "to the east we have" which means in dubbing ہمارے پاس
ہے s incomplete. It refers to thing or situation which is present they have. So, in Urdu
it emphasizes the specific connotation of "to the east we have" the translation is not
up to the mark and it cannot give the original meaning of the source text. A proper
description of this type should be given to understand it accurately. Suggested
translation: " مشرقہمارے

ہے پاس " The second statement "The bishop could do was seat himself under
this"

The second statement "The bishop could do was seat himself under this arch here:

"بشپ یہاں کر سکتا ہے"

Is incomplete. It refers to bishop who sits under arch and can do anything he wants.
So, in Urdu it emphasizes the specific connotation of "The bishop could do was
seat himself under this arch here " the translation is not up to the mark and it cannot
give the original meaning of the source text. A proper description of this type should
be given to understand it accurately. Suggested translation:

"ہمارا بشپ یہاں سب کچھ کر سکتا ہے"

Example 3

The Researcher analyzed Urdu subtitled documentary named as "The first
transatlantic flight (30:56 minutes)". For the documentary translation, according to
functional equivalence theory every word and sentence of translation should match
with the source language. Thus, a translation is said to be fully accurate only in a case
when the people on whom the source text is being targeted, give the very same
reaction and understand the texts in the very same way as the audience of the source
text do.

Example three:

s.n	Source text (English)	Target text (Urdu)	Time Frame
1	something is really good for spreading the word around the world in 1927 there	میں وہاں پوری دنیا میں یہ لفظ 1927 پھیلانے کے لئے کچھ اچھا ہے	00:02:46
2	the when they arrived, they found that the other teams had got their head of	جب وہ پہنچے تو انھوں نے پایا کہ دوسری ٹیموں کا سربراہ بن گیا ہے	00:08:54
3	been rescued so as far as Volcom Brown were concerned the	جہاں تک والکام براؤن کا تعلق تھا بچایا گیا	00:12:10

Inadequacy

The statement "something is really good for spreading the word around the world in 1927 there" is inadequate statement in terms of translation in The Pakistani context,

" 1927 میں وہاں پوری دنیا میں یہ لفظ پھیلانے کے لئے کچھ اچھا ہے

In Urdu. When used with given context, the action of word used in aviation related information can be explained as "word around the world". The given translation means "spread something for spreading word around the world" in the context of any information which impacts on world in 1927, and the translation is not up to the mark and it cannot give the original meaning of the source text on video. So,

1927 مجھے وہاں پوری دنیا میں پھیلانے کے لئے اچھی چیز ہے

It is inadequate and it changed the overall sentence structure in Urdu translation, so when used within limits of the lexical terminologies of meaning. Suggested translation:

927یہ بات پوری دنیا میں پھیلانا اچھا ہے

Inappropriateness

The statement "the when they arrived, they found that the other teams had got their head of" is an inappropriate statement in the context of its translation in Urdu as:

"جب وہ پہنچے تو انھوں نے پایا کہ دوسری ٹیموں کا سربراہ بن گیا ہے"

In the given context it means that speaker tells about a team who reached in destination and

Finds other teams have a supervisor there. According to lexiclogo Urdu dictionary the given translation "head of" "they found" conveys half meaning of:"کے سربراہ", "نے پایا" which is completely changed from the contemporary status of: "تو انہیں پتہ چلا"انہوں The translation is not up to the mark and it cannot give the original meaning of the source text of "they found". Suggested translation: (انہوں نے پایا)

Incompleteness

The first statement "been rescued so as far as Volcom Brown was concerned the ″ "جہاں تک والکام براؤن کا تعلق تھا کو بچایا گیا" incomplete. It refers to a person who was saved from some incident but that incident was not mentioned in translation of video. So, in Urdu it emphasizes the specific connotation of "been rescued so as far as Volcom Brown was concerned" the translation is not up to the mark and it cannot give the original meaning of the source text. A proper explanation of this type should always be given in order to understand it completely. Suggested translation:

" جہاں تک واک امبرون کا تعلق ہے ، وہ اس واقعے سے بچ گیا تھا"

Example 4

The researcher analyzed Urdu subtitled documentary named as "Two days marching through snow, being ambushed (58:27 minutes)". For the translation of this documentary, according to theory of functional equivalence, every word and sentence of translation should match with the source language. Thus, a translation is said to be fully accurate only in a case when the people on whom the source text is being translated, give the very same reaction and understand the texts in the very same way as the audience of source text do.

Example four:

s.n	Source text (English)	Target text (Urdu)	Time frame
1	that's what I had to sleep in I had one thin blanket and one snow-covered wool	میرے پاس ایک سو پتلی کمبل اور ایک برف سے چھپا ہوا اون تھا	00:05:22
2	what you've got no one else is following along in a van with a nice modern sleeping bag	آپ کے پاس جو کچھ بھی نہیں ہے وہ ایک جدید جدید سلیپنگ بیگ کے ساتھ وین میں	00:05:43
3	themes one of them is difficulty of fighting in snow	ان میں سے ایک تھیم برف میں لڑنے میں مشکل ہے	00:06:03

According to this dialogue, we can see that the speaker is talking about the experience of marching in snow area. If it is translated in a direct way, those listening to it in Pakistan will not understand that what is being said. So, it is very important to identify the right meaning by keeping in view the context that creates effective

communication.

Inadequacy

The statement "that's what I had to sleep in I had one thin blanket and one snow-covered wool" is inadequate statement in terms of translation in Pakistani context, " میرے پاس ایک سو پتلی کمبل اور ایک برف سے چھپا ہوا اون تھا " in Urdu. When used with given context, the action of word used in "one snow covered wool" related information can be explained in Urdu as 100 thin blanket"according to the meaning given in lexilogos Urdu dictionary online. The given translation means "they have 100 thin blankets". Another inadequate translation showed in video dubbing was "I had to sleep" which translated as "one wool covered with ice" so the translation is not up to the mark and it cannot give the original meaning of the source text of the blankets of wool. In the context of any information which does not appropriately explain the original meaning of statement on video. So

i s "میرے پاس برف سے ڈھکے ہوئے اون میں ایک پتلی کمبل تھا جس میں مجھےسونا پڑا تھا" inadequate and it changed the overall sentence structure in Urdu translation, so when used within the limits of lexical meaning category. Suggested translation:

میرے پاس برف سے ڈھکے ہوئے اون میں ایک پتلی کمبل تھا جس میں مجھے سونا پڑا تھا

Inappropriateness

The statement "what you've got no one else is following along in a van with a nice modern sleeping bag" is an inappropriate statement in the context of its translation in Urdu as:

"آپ کے پاس جو کچھ نہیں ہے وہ ایک اچھی جدید سلیپنگ بیگ والی وین میں ساتھ نہیں چل رہا ہے"

In given context it means that speaker tells about sleeping bag which they have while traveling. The given translation conveys half meaning of statement which is completely changed from the temporary status of Urdu translation. The translation is not up to the mark and it cannot give the original meaning of the source text of "what you've got no one else is following along in a van with a nice modern sleeping bag" Suggested translation:

آپ کو بس ایک عمدہ جدید پھسلنے والے بیگ کے ساتھ وین میں چلنا ہے۔

Incompleteness

The first statement "a theme one of them is difficulty of fighting in snow:

"تھیم برف میں لڑنے میں مشکل ہے

is incomplete. It refers to a fighting in snow in difficult situation but in translation of Urdu language proper meaning of statement was not clear in video. The Urdu meaning indicates that "a one subject is related to fighting in ice which it is so difficult So, In Urdu it emphasizes the specific connotation that is not properly and accurately interpreted to the audience and is considered as an incomplete translation according to the meaning given in lexilogos Urdu dictionary . Therefore, proper explanation of such type is necessary to give in order to make the ideas of the producers with great accuracy and clarity. Suggested translation:

ان موضوعات میں سے ایک برف میں لڑنا مشکل ہے

Example 5

The Researcher analyzed Urdu subtitled documentary named as "The ship that revolutionized naval warfare (25:26 minutes)". For the translation of documentary, according to functional equivalence theory every word and sentence of translation should be matching the source language. Thus, a translation is said to be fully accurate only in a case when the people for whom the source text is being translated give the very same reaction and understand the texts in the very same way as the audience of source text do.

Example five:

s.n	Source text (English)	Target text (Urdu)	Time frame
1	So, this was, for its time, enormously more efficient. It was almost 12% efficient!	تو ، یہ ، اس وقت کے لئے ، بہت زیادہ موثر efficient تھا۔ یہ تقریبا 12 موثر تھا!	00:01:49

2	Which doesn't sound very much, but believe me, by the standards of the time that was pretty amazing?	جو بہت زیادہ نہیں لگتا ، لیکن مجھ پر یقین کرو ، اس وقت کے معیار کے مطابق جو حیرت انگیز تھا۔	00:01:55
3	This was like three times faster than the fast battleships of the day,	یہ اس دن کی تیز لڑائی جہاز سے تین گنا تیز تھا ،	00:02:04
4	And of course vast crowd who had come along to say things like "Hooray!"	"بہت بڑا مجمع جو "ہورے vast اور یقیناً جیسی باتیں کرنے آئے تھے	00:02:46
5	And you'll see that they have quite modern looking hulls.	ا اور آپ دیکھیں گے کہ ان کے پاس جدید جدید نظر آتے ہیں	00:17:11

According to this dialogue, we can see that the speaker is talking about the ship with five revolutions to naval warfare. If it is translated it a direct way, it is impossible for the listeners in Pakistan to understand completely, what is being said in the given statement.

So, it is very important to identify the right meaning by keeping in view the context that creates effective communication.

Inadequacy

The statement "So, this was, for its time, enormously more efficient. It was almost 12% efficient!" is inadequate lexical statement in terms of translation in the Pakistani context,"تو ، یہ ، اس وقت کے لئے ، بہت زیادہ موثر تھا۔ یہ تقریبا 12 12 فیصد کارآمد تھا" in Urdu When used with given context, the action of word used in percentage of efficient related information can be explained in Urdu as in repeated term, one word is repeated in the translation of Urdu as "موثرئہا". The given translation means "effective and efficient" according to Oxford English Dictionary(2010). So the given translation is not adequate and not related to the context of efficient. In the context of any information that cannot explain the correct lexical meaning. It is inadequate and it changed the overall sentence structure in Urdu translation, so when it is to be used within the limits of the category of lexical meaning. Suggested translation:

لیکن شاید یہ اس کے زرہ بکتر میں رہتا ہے

Inappropriateness

The first statement "Which doesn't sound very much, but believe me, by the standards of the time that was pretty amazing." is an inappropriate statement in the context of its translation in Urdu as "واقعی ،

واقعی گرم ہوجائیں تاکہ یہ نارنجی چمک رہا ہو اور پھر اسے گولی مار دے۔

in give context it means that the speaker tells about ships and their standards of time which were pretty amazing.

The given translation conveys half meaning of statement that is completely changed from the contemporary status of Urdu translation. The translation is not accurate to give the original meaning of "Which doesn't sound very much, but believe me, by the standards of the time that was pretty amazing." Suggested translation:

"جو بہت زیادہ نہیں لگتا ، لیکن مجھ پر یقین کرو ، اس وقت کے معیار کے مطابق جو حیرت انگیز تھا" of battleships fast the than faster times three like was "This statement second The the day," is also having inappropriate statement in the context of Urdu translation statement in give context this in اس وقت کے جنگی جہاز سے تین گنا زیادہ تیز تھا such as "aero plane which is three time faster tin battle". This is not appropriate translation for

this sentence. These translations are incomplete to explain the original meaning of "have "بہت بڑا مجمع جو "ہورے" جیسی باتیں کرنے آئے تھے۔ vast اور یقینا" **Incompleteness**

The first statement "and of course vast crowd who had come along to say things like "Hooray!"

"بہت بڑا مجمع جو "ہورے" جیسی باتیں کرنے آئے تھے۔ vast اور یقینا"

it is incomplete. It refers to a sense of joy explained by the speaker. Hurrah is an Exclamation of joy or approval. Hooray is a word to shout when you want to celebrate something. Hurrah is an interjection, meaning it's a term used to express emotion, often outside of a sentence. Hurrah is sometimes spelled hurray, but in translation of Urdu language proper meaning of statement was not clear in video.

The Urdu meaning indicates that a huge crowd who were talking hurrah with each other, Hurrah is not a pint to talk it's just a feeling which is explained in translation incompletely so, in Urdu it emphasizes the specific connotation of which is not accurately explained and it is incomplete. In this case, proper and suitable explanation of the meaning should be given to understand the text completely. Suggested translation:

اور یقینا بہت بڑا مجمع جو بات کرنے آیا تھا۔ ہورے

> **Subtitle documentaries**

Another theory which is used for documentary translation analysis is theory of Glosseme. Theory of Glosseme is used to analyze and classified as semantic, pragmatic and grammatical meaning. As the translators and interpreters are capable of pointing out correct and accurate meanings of the given texts by applying different lexical methods and ways to find out their accurate meaning, researchers hint that there is always a possibility of translating texts according to the lexeme of the source and target texts.

Every society has its own distinctive culture, traditions and norms and their language has their own usage according to different circumstances and conditions, therefore,

there must be a difficulty and confusion while translating the source text into target text in order to convey the accurate meaning, ideas, aims and objectives of the producer.

Some words or sentences cannot convey the meaning if the interpreters try to ignore the meanings which are hidden in the cultures and traditions of the source society, it will result in difficult to comprehend the real meaning.

Cintas (2004) also affirms that translation is an act of intercultural communication and not merely an inter-linguistic exchange. Regarding the translation of the foreign film, a subtitle may need to provide an understanding and awareness of the language just to comprehend the film properly for the target audience.

In this way, the use of memes can assist the translators to enhance the quality and standard of work. Therefore, there are some effective expressions (estimated by the researchers) used in making subtitles more understandable, particularly in the Urdu language, e.g., Urdu TE (traditional expressions) such as proverbs and idioms. These expressions can make English into Urdu translation of subtitles more acceptable to the target public.

The researchers, while analyzing the traditional expressions, mainly focused on change in the subtitle expressions when translated from the English language into the Urdu language within the process of translation of animated movies. The following table explains the TE (traditional expressions) used in each of the sample films.

Example 6

The Researcher analyzed Urdu subtitled documentary named as "Cow Wars: Rise of the Battling Bovines (24:42 minutes)". Keeping view the criteria of Theory of Glosseme is used to analyze it also classified as semantic, pragmatic and grammatical meaning.

Example six:

S.N	Source text (English)	Target text (Urdu)	Time frame
1	Ground with their front hooves daring others to take them on 68 sees an	ان کے سامنے کھروں کے ساتھ دوسروں کی ہمت 68 کے ساتھ لے جانے کے لئے ہمت	00:03:46

2	The rush good technique there tries to turn her	وہاں رش کی اچھی تکنیک اسے موڑنے کی کوشش کرتی ہے	00:04:42
3	Small hardy cattle kept mainly for beef but they are also milked largely for cheese	چھوٹے سخت جانوروں کو بنیادی طور پر گائے کے گوشت کے لئے رکھا جاتا ہے	00:06:43
4	So why is she valuable it's almost as though people are betting on	تو وہ قیمتی کیوں ہے کیوں کہ یہ لگ بھگ گویا لوگ شرط لگا رہے ہیں	00:07:24
5	Fairness and the more reticent cows are introduced to each other	انصاف پسندی اور زیادہ سے زیادہ گالیاں ایک دوسرے سے متعارف کروائی گئیں	00:08:54
6	Would be gone what would they think when i move the sound of me isn't	جب میں مجھ کی آواز کو منتقل نہیں کرتا تو وہ کیا سوچیں گے	00:14:58

According to this dialogue, we can see that the speaker is talking about war of cows. If it is translated in a direct way, people listening to it in Pakistan may not understand it in a proper way. So, it is very important to identify the semantic, pragmatic and grammatical meaning.

Inadequacy

The statement "ground with their front hooves daring others to take them on 68 sees an" is inadequate lexical statement in terms of translation in the Pakistani context, " ان کے سامنے کھروں کے ساتھ دوسروں کی ہمت 68 کے ساتھ لے جانے کے لئے ہمت " in Urdu. The word "ہمت" is repeated in the translation of Urdu and an inadequate translation shows semantic and grammatical errors.

When used with given context, the action of word used in percentage of efficient related information can be explained in Urdu as in repeated term, one word is repeated in translation of Urdu. So, the given translation is not adequate and not related to the context of daring. In the context of any information which does not accurately explain the original meaning of statement on video, It is an inadequate and it changed the overall sentence structure in Urdu translation, so when used within the lexical meaning category. Suggested translation:

Inappropriateness

The first statement "the rush good technique there tries to turn her" is an Inappropriate statement in the context of its translation in Urdu as " وہاں رش کی اچھی تکنیک اسے موڑنے کی کوشش کرتی ہے " In the given context it means that the speaker tells about wrestling of cow as competition. The given translation conveys half meaning of statement which is completely changed from the contemporary status of Urdu translation.

The translation is not appropriate to explain the original meaning of "rush" it means "move with urgent haste" but in translation it means as "crowd". So it's a grammatical error which changes the context of Urdu translation. Suggested translation:

وہاں اچھی تکنیک کی طرف تیزی سے بدل جاتا ہے

The second statement "small hardy cattle kept mainly for beef but they are also milked largely for cheese" also has an inappropriate statement in the context of Urdu

translation such as

چھوٹے سخت جانوروں کو بنیادی طور پر گائے کے گوشت کے لئے رکھا جاتا ہے لیکن وہ بڑے پیمانے پر پنیر کے لئے بھی دودھ پلایا جاتا ہے"

In this context given in statement "cattle are kept for milk for cheese at large level" but the translation is inaccurate to explain the source meaning of "milked" it means "draw milk from (a cow or other animal), either by hand or mechanically" but in translation it means as "دودھ پلایا"which is not accurate meaning of the word according to Urdu dictionary, in Urdu word "دودھ پلایا"means " we gave milk for drink to someone" which is not related to the video translation context.

So, it's a grammatical error which changes the context of Urdu translation which is not appropriate translation for this sentence. The translations are improper and inaccurate to give and explain the meaning of the original texts of "have covered over the stairs leading down". Suggested translation:

چھوٹے جانوروں کے جانوروں کو بنیادی طور پر گائے کے گوشت کے ل جاتا علاج کرنا پڑتا ہے لیکن وہ بڑے پیمانے پر پرپینیر حاصل کرنا چاہتے ہیں۔

Incompleteness

The first statement "so why is she valuable it's almost as though people are betting on"

تو وہ قیمتی کیوں ہے کہ یہ لگ بھگ گویا لوگ شرط لگا رہے ہیں

Is incomplete. It refers to a sense of bet people try to use in cow wars explained by the speaker. The translation of Urdu language proper meaning of statement was not clear in video for Pakistani viewer. The Urdu meaning indicates that "why and why people bet on" the word 'why' repeats which changes the context of Urdu translation.

So the translation is incomplete. In Urdu it emphasizes the specific connotation of which is not properly and accurately interpreted to the audience and is considered as an incomplete translation. Therefore, proper explanation of such a type is necessary to give in order to make the ideas of the producers with great accuracy and clarity.

Suggested translation:

تو وہ قیمتی کیوں ہے کہ یہ لگ بھگ گویا لوگ شرط لگا رہے ہیں

Example 7

The Researcher analyzed Urdu subtitled documentary named as "The importance of river crossings in the olden days (39:22 minutes)". By keeping in view the criteria of Theory of Glosseme used to analyze it also classified as semantic, pragmatic and grammatical meaning. Major issues in this field are related to non–equivalency of use, its collocations, and field of meaning between Urdu terms and translation of respective texts of the source.

Example seven:

s.n	Source text (English)	Target text (Urdu)	Time frame
1	Was very often cobbled or paved uh to make it harder and more resistant	اس کو سخت اور زیادہ مزاحم بنانے کے لئے اکثر موچی ہوئی تھی یا آہ تیار کی گئی تھی	00:03:41
2	By a single span bridge going across the	ایک ہی پِل پُل کے ذریعے	00:09:44
3	Was and so clearly it was very well very	تھا اور تو یہ بہت اچھی طرح سے تھا	00:10:12
4	The thing would you I mean that would be	ئی بات یہ ہے کہ آپ کا مطلب یہ ہوگا کہ انصاف ہوگا	00:13:48

According to this dialogue, we can see that the speaker is talking about old age life. If it is translated in a direct way, it is difficult for the viewers in Pakistan to understand it correctly. So, it is very important to identify the semantic, pragmatic and grammatical meaning.

Inadequacy

The statement "was very often cobbled or paved uh! To make it harder and more resistant" is inadequate lexical statement in terms of translation in the Pakistani context, "اس کو سخت اور زیادہ مزاحم بنانے کے لئے اکثر موچی ہوئی تھی یا آہ تیار کی گئی تھی"" in Urdu. The word "موچی" refers to cobbler in the translation of Urdu and an inadequate translation shows semantic and grammatical errors.

When used with given context, the action of word is used in percentage of efficient related information can be explained in Urdu. So, the given translation is not adequate and not related to the context. It is an inadequate and it changed the overall sentence structure in Urdu translation, so it is used in the limits of meaning of lexical terms. Suggested translation:

اس کو سخت اور زیادہ مزاحم بنانے کے لئے اکثر ہموار کیا جاتا تھا

Inappropriateness

The first statement "was and so clearly it was very well" is an inappropriate statement in the context of its translation in Urdu as "تھا اور تو یہ بہت اچھی طرح سے"". In The given context it means that the speaker tells about stone of bridge. The given translation conveys half meaning of statement that is completely changed from the contemporary status of Urdu translation.

Translation is improper to give and explain the source meaning of "clearly" it means "undoubtedly, incontestably" but in translation no one word is related to explain word "clearly", the translation of this word was missing. So, it's a grammatical error which changes the context of Urdu translation. Suggested translation:

تھا تو یہ بہت اچھی طرح سے

The second statement "the thing would you I mean that would be" is also having inappropriate statement in the context of Urdu translation such as " مطلب کا آپ کہ ہے یہ ہوگلٹ

انصاف کہ ہوگا یہ". This context given in statement is unclear and in Urdu the word "انصاف" is not present in English. So in Urdu its stands as extra word in translation which is not appropriate and changed the whole sentences of English.

So, it's a semantic and grammatical error which changes the context of Urdu translation which is not appropriate translation for this sentence. The translation is not up to the mark to explain the source meaning.

Suggested translation:

بات یہ ہے کہ آپ کا مطلب یہ ہو گا

Incompleteness

The first statement "by a single span bridge going across the" " پُل پل ہی ایک

is incomplete. The word "span" in Urdu refers to "مدت" mean in English as "duration, space, and period". Translation of Urdu language and proper meaning of statement was missing and not clear in video for the Pakistani viewer.

So, the translation is incomplete. In Urdu it emphasizes the specific connotation of which is not properly and accurately interpreted to the audience and is considered as an incomplete translation. Therefore, proper explanation of such type is necessary to give in order to make the ideas of the producers with great accuracy and clarity.

Suggested translation:

ایک ہی مدت میں پل کے پار جانا

Example8

The Researcher analyzed Urdu subtitled documentary named as "The most effective weapon of World War Two (44:28 minutes)". This video is about weapons used in world war two and their effectiveness.

By keeping in view the criteria of Theory of Glosseme is used to analyze it also classified as semantic, pragmatic and grammatical meaning. In this field, main issues are related to non–equivalency of use, its collocations, and sphere of original meaning between Urdu terms and translations related to it.

Example eight:

s.n	Source text (English)	Target text (Urdu)	Time frame

s.n	Source text (English)	Target text (Urdu)	Time frame

1	Burning them but by using up all the oxygen in the air and the men in the	انہیں جلانا لیکن ہوا میں موجود تمام آکسیجن اور مردوں کو استعمال کرکے	00:07:55
2	There now did I mention that the uh the range of	وہاں اب میں نے ذکر کیا ہے کہ اہ کی حد	00:12:16
3	Runaway now well I suppose it is my duty to stand	بھاگ گیا اب ٹھیک ہے میں سمجھتا ہوں کہ کھڑا رہنا میرا فرض ہے۔	00:15:21
4	The trenches and carry on keep the momentum going keep the attack	خندقیں اور آگے بڑھتے رہنا حملے کو جاری رکھنے کی رفتار کو برقرار رکھتا ہے۔	00:18: 20

According to this dialogue, we can see that the speaker is talking about weapons used in World War II and its effectiveness. If it is translated in a direct way, it is impossible for the people in Pakistan to understand what is being said. So, it is very important to identify the semantic, pragmatic and grammatical meaning.

Inadequacy

The statement "burning them but by using up all the oxygen in the air and the men in "is an inadequate lexical statement in terms of translation in Pakistani context, " سخت in Urdu. The "اور ان کو جالؤ لیکن ہوا میں تمام آکسیجن میں مردوں اور مردوں کا اسئعمال کرکے اس کو word"اسئعمال کا مردوں میں مردوں"   refers to "use of men on men" in the translation of Urdu which conveys wrong translation and wrong meaning of sentence.

It is an inadequate translation showing semantic and grammatical errors. So, the given translation is not adequate and not related to the context. It is inadequate and it changed the overall sentence structure in Urdu translation, so when used with in the lexical meaning category. Suggested translation:

ان کو جالؤ لیکن ہوا میں تمام آکسیجن کا اسئعمال کرکے، مردوں میں

Inappropriateness

The first statement "there now did I mention that the uh the range of." is an inappropriate statement in the context of its translation in Urdu as " تو اب میں نے ذکر کیا کہ اہ کی حد ہے". In the given context it means that speaker tells about some type of range and limit with the feeling of Uh which is an exclamation and used to express delight, relief, regret, or contempt uh, finished at last.

The given translation conveys half meaning of statement which is, the translation is not up to the mark and it cannot give the original meaning of the source text. The translation is insufficient to convey the original meaning. So, it's a grammatical error which changes the context of Urdu translation. Suggested translation:

وہاں اب میں نے اس کی حد کا ذکر کیا,اہ

The second statement "runaway now well I suppose it is my duty to stand" is also having inappropriate statement in the context of Urdu translation such as " جاؤ اب اچھی طرح سے میرا فرض ہے کہ میرا کھڑا ہونا فرض ہےبھاگ" in this context given in statement is unclear and in Urdu the word "suppose" means in Urdu "فرض" is repeated and wrongly interpreted grammatically in Urdu and the correct translation of this word is " مجھے لگتا ہے".

So, in Urdu it stands as an extra word in translation which is not appropriate and changed the whole sentences of English. So, it's a semantic and grammatical errors which change the context of Urdu translation which is not appropriate translation for this sentence. The translation is inaccurate and it is very difficult to interpret its original meaning. Suggested translation:

اب بھاگنے کے سائہ سائہ مجھے لگتا ہےکہ یہ میرا فرض ہے کہ ہم کھڑے ہوں

Incompleteness

The first statement "the trenches and carries on keep the momentum going keep the attack" is incomplete. The word "چلتے چلتے خندق اور چلتے چلتے چلتے چلتے چلتے چلتے رہیں" Urdu continuously repeated in Urdu translation which depicts wrong or incomplete translation of English sentence described as "walk walk".The Translation of Urdu language and proper grammatical and semantic meaning of statement was missing and not clear in video for the Pakistani viewer.

So, the translation is incomplete. In Urdu it emphasizes the specific connotation of that is not accurately interpreted and is considered as an incomplete translation.

Therefore, proper explanation of such a type is necessary to give in order to make the ideas of the producers with great accuracy and clarity. Suggested translation:

خندقیں اور جاری رکھینچلنے والی رفتارسے حملے کو برقرار رکھے گی

Example 9

The Researcher analyzed Urdu subtitled documentary named as "Fire-arrows (11:28 minutes)". This video is about fire arrows looks like laser guns. By keeping in view the criteria of Theory of Glosseme is used to analyze it also classified as semantic, pragmatic and grammatical meaning. In this type of example, major problems are related to non-equivalency of the use of words, their collocations and the field and sphere of the meaning between the Urdu terminologies and its respective translation. Example nine:

s.n	Source text (English)	Target text (Urdu)	Time frame
1	That it doesn't in fact burn your hand and bow when you draw it back.	جب آپ اسے پیچھے کھینچتے ہیں تو حقیقت میں یہ آپ کا ہاتھ اور جھکنے نہیں دیتا ہے۔	00:03:06
2	But perhaps it does stick in his armor.	لیکن شائد یہ اس کے کوچ میں رہتا ہے۔	00:05:02
3	Get it really, really hot so it's glowing orange and then shoot that.	واقعی ، واقعی گرم ہوجائیں تاکہ یہ نارنجی چمک رہا ہو اور پھر اسے گولی مار دے۔	00:05:52

According to this dialogue, we can see that the speaker is talking about fire arrows which were new concept of weapon for speaker of video. If it is translated in a direct way, those listening to it in Pakistan will not understand that what is being said. So, it is very important to identify the semantic, pragmatic and grammatical meaning. Inadequacy

The statement "But perhaps it does stick in his armor." is inadequate lexical statement in terms of translation in the Pakistani context, " لیکن شاید یہ اس کے کوچ میں رہا ہے-" in Urdu. The word "armor" in English means as"کوچ" refers to "main who guide and Supervise" in the translation of Urdu which convey wrong translation and wrong meaning of sentence.According to the Oxford English Dictionary (2010) correct meaning of "armor" is "the metal coverings formerly worn by soldiers or warriors to protect the body in battle" and in Urdu it is known as "زرہ بکتر".

It is an inadequate translation showing semantic and grammatical errors. So, the given translation is not adequate and not related to the context. It is inadequate and it changed the overall sentence structure in Urdu translation, whenever this is translated according to the meaning of lexical terminology of literature and the source text. Suggested translation:

لیکن شاید یہ اس کے زرہ بکتر میں رہا ہے

Inappropriateness

The first statement "Get it really, really hot so it's glowing orange and then shoot that." is an inappropriate statement in the context of its translation in Urdu as ، " واقعی گرم ہوجائیں تاکہ یہ نارنجی چمک رہا ہو اور پھر اسے گولی مار دے ". In given context it means that the speaker tells about some type of range and limit of shoot. The word "shoot" meaning in Urdu covey's wrong context in translation as "گولی مار دے".

The correct meaning according to the context of sentence is "زور سےپھینکنا". So, the given translation conveys half meaning of statement which is completely different from the temporary status of Urdu translation. The translation is not up to the mark and it cannot give the original meaning of the source text. So, it's a grammatical error which changes the context of Urdu translation. Suggested translation:

واقعی ، واقعی گرم ہوجائیں تاکہ یہ نارنجی چمک رہا ہو اور پھر اسےزور سےپھینک دیں۔

Incompleteness

The first statement "that it doesn't in fact burn your hand and bow when you draw it back." is " جب آپ اسے پیچھے کھینچتے ہیں تو حقیقت میں یہ آپ کا ہاتھ اور جھکنے نہیں دیتا ہے-

incomplete. The word "burn" in Urdu is wrongly interpreted as "جانے"" because the correct and complete meaning of "burn" in Urdu is "جانے" according to Oxford English dictionary (2010) which mean burn with fire. Translation of Urdu language and proper grammatical and semantic meaning of statement was missing and not clear in video for Pakistani viewer.

So, overall the translation is incomplete. In Urdu it emphasizes the specific connotation that is not properly and accurately interpreted to the audience and is considered as an incomplete translation.

Therefore, proper explanation of such a type is necessary to give in order to make the ideas of the producers with great accuracy and clarity. Suggested translation:

جب آپ اسے پیچھے کھینچتے ہیں تو حقیقت میں یہ آپ کا ہاتھ اور جلنے نہیں دیتا ہے

Example10

The Researcher analyzed Urdu subtitled video named as "Frozen (01:54hour)". This video is about a princess, it's an animated movie. Traditional expressions (TE) have been used in the subtitles' translation in Urdu in both the animated movies. The findings show that the subtitles have awareness and knowledge regarding the use of TE in translation and its possible implications for the target viewership. The use of TE with respect to Frozen is higher.

Example ten:

s. n	Source text (English)	Target text (Urdu)	Time frame
1	Let the stars fill your soul when moon cradles all	جو چاہے ہو جائے۔	1:04:10 to 1:04:13
2	Up o'er the hills and the sea	ر کے سمندر کے یادوں	1:02:16 to 1:02:18
3	I won't be alone. I can't wait to meet everyone.	ہوگا جب کوئی ساتھ آج میں سب سے ملنے والی ہوں۔	14:27 to 14:32
4	No matter where you call your home	اب بس ہے میرے ساتھ چلنا	1:03:13 to 1:03:16

5	!out me H	! دے دو نا	37:49 to 37:52

The table contains a few traditional expressions. These axiomatic phrases are typical of source language's lexicon, and native English speakers easily identify them with the very sense they convey as they are based on their folklore and cultural heritage.

Inadequacy

The statement "Let the stars fill your soul when moon cradles all" when translated into the target language, i.e., Urdu, "جو چاہے ہو جائے-" has lost its intrinsic semantic meaning, and sense as the subtitle would have found no alternative as such expressions and their explanations in the non-native setting would require larger space for an explanation with reference to contexts of usage. So, the subtitle changed the traditional expressions through its most simplified context of the film to afford convenience.

For viewers to develop a general and global meaning. Furthermore, the use of " چاہے جو بھئ ہو جا ئے", means "anything that can happen at its extremity or severity."

The second expression "up o'er the hills" contained endorses the same proposition that the subtitle has not only changed 'memories' straightforward meaning as well as skipped the two words of the source text (English) while translating into target text (Urdu).Suggested translation: " چاہے جو بھئ ہو جا ئے

The second statement "Up o'er the hills and the sea" In the same way, the word has been replaced by the word from preposition to noun "یادوں" in the translated subtitles by the translator. The change in the expression is once again following both the convenience and limitations of space available on the screen.

Such lexical, as well as semantic improvisations, are usually covered up by the dominant screen features like scene presentations and advanced screen technologies, which capture viewers' attention more than the anomaly occurring at the level of translations through subtitles.

If due care in this process is taken, the viewers would understand the themes in a far better way and thus comprehend the actual life situations the characters in these movies pass through, and it will also strengthen the target viewers to get closer and

comfortable to the native and common language spoken by them. So, the transition or deviance from the original sense would be failure or weakness in the explanation of meaning. Suggested translation:

پہاڑیوں اور سمندر کے اوپر

Inappropriateness

The third expression, "I won't be alone. I can't wait to meet everyone" is having 'won't be alone' in its literal sense and thus has a similar meaning, i.e., "definitely" or "surely" and conveys the sense that someone will be there as inappropriate . The subtitle translated the same phrase as "ہوگا جب کوئی ساتھ" and managed a balanced transfer of meanings between two different languages.

The subtitle, however, has changed the words of the ST expression according to the need of the audience that causes variation in the expressions of the original film. Subtitles translated mostly in literal and surface meanings are Relatively higher in number, and it thus helps us frame the view that translators here tend to overlook the figurative or tradition-based usage of English. Suggested translation:

میں اکیلا نہیں رہوں گا۔ میں ہر ایک سے ملنے کا انتظار نہیں کرسکتا

The fourth expression "No matter where you call your home" from the original text has been used with different expressions while translating it into Urdu by the translator so it is also inappropriate. The translation of this expression is "میرے ساتھ چلنا اب بس ہے" which is more suitable to understand for the target audience than the original one.

Despite the change in the original expression, the released translation is more faithful to TL as it seeks the convenience of understanding on the part of viewers. Many stylistic features of the English language, in this way, are found to be compromised too. Suggested translation:

اس سے کوئی فرق نہیں پڑتا ہے کہ آپ اپنے گھر کو کہاں کہتے ہیں

Incompleteness

Similarly, the function of the phrase, "Help me out!" in example-5 denotes that someone is asking for the help or some kind of assistance. The translator, while subtitling, here translated the original expression into an utterly different expression,

i.e., "ادے دو نا!‎" (Let me have it) which means that "someone is requesting or in dire need of something required by him."

In the Urdu language, at the same time, people use it for describing any kind of need and requesting someone asking for any requirement. Moreover, the phrase "ادے دو نا!‎" can be considered as a need or requirement because despite change between the original and translated text, still, it can be understood by the public within the given sense as it is in the source text suggested translation :

میری مدد کریں

Discussion

Translation had often been assumed to be an activity that could accurately convey the meaning of a text from one language into another "as long as the translator uses a good bilingual dictionary" (Chen, 2012: 19). Unfortunately, equivalence in language translation is difficult to achieve and is subject to countless misinterpretations. For example, direct translations in many situations are impossible to achieve because a word may have more than one meaning, or because some cultural values and orientations may lead to direct translation becoming nonsensical.

Major issues related to words of the text are linked with the semantic type of meaning in the field of translation. In this semantic type of meaning for translation, more issues are related to the worth of the meaning as compared to those meanings which are described in the type of scope and application of the meanings. In this semantic type of meanings, some of the major issues and hurdles among others while translating any text are improper translation, inadequate approach, issues linked with the style of the text and inappropriate use of the words in different circumstances and backgrounds as well.

In the type of functional meanings of the words, major problems that were being faced in this background were described in the type of particle of the text and the use of prepositions in different sentences. In type of grammatical meanings, there were also found numerous problems as well that were related to the inappropriate usage of speech parts of the two different languages and literatures and in the very same way, some problem were also highlighted which were related to these types of problems too.

Therefore, it can be concluded that, although the issues were found in all three above mentioned types, however, most of the problems faced while translating any text from English into Urdu were related to the type of semantic meanings of both the texts.

To remove all these issues or to avoid such issues from the start is though very difficult for any interpreter or translator, but, one can try one's utmost and strive hard to at least minimize all the issues and hurdles in order to produce an accurate, efficient

and complete translation of the required text by keeping in mind all the factors which play their role in all above mentioned three types of meanings and by keeping within the limits of these three types.

Similarly, one can also try to make minimal mistakes and errors while translating any text by staying within the arc of functions of the words and their backgrounds as well.

Efficacy of communicating within two cultures

Functional equivalence theory explains translating any word at the levels of a text. Whenever it is applied in solving any text according to the next level, one can understand the efficacy of communicating between different societies by knowing the meaning that accurately fits the context. For example, definitions are not fully conveyed; the translator ignores the hidden meaning and translates the sentence and words solely that results in difficult to comprehend the real meaning

Major problems that were highlighted in this section according to functional equivalence theory were related to the inadequacies of the contents of the texts. According to the functional equivalence theory major problems were pointed out in the worth of their meaning as compared to the Scope and application of their meaning. In type of lexical meaning, more issues were related to improper translation. In type of connotative meaning, 4 different kinds of issues were highlighted, out of which more issues were prevalent in affective and stylistic meaning.

Possible Reasons for the Problems

In above sections, the analysis was made to point out the issues generated while translating any source text into target text and it clearly depicted that problems related to non-equivalency were present at large extend in the audio-visual translations, however, those factors, which are responsible for the generation of these problems are not limited to only one specific medium.

It was concluded that there exists many reasons behind this phenomenon of inaccurate translation. The difference of the cultural backgrounds, linguistic developments and historical developments of both English and Urdu languages, information and knowledge of the interpreters translators about the languages of both the texts and insufficient amount of help given by the natives of English speaking during this whole process of converting documentaries from source text to target text creates non-equivalent translation.

Urdu and English are two entirely distinctive languages having their respective linguistic characteristics. Audiovisual translation is known for its complexities. When AV translation is being done from English into Urdu, problems such as selection of suitable words and meaning becomes a challenge for translators. Those words having identical connotations are translated differently that causes problem in Urdu dubbing and subtitling.

There are also pragmatic problems in Urdu dubbing and subtitling that refer to context such as using the meaning of the same word that has different meaning in another perspective creates non-equivalent problems. An audiovisual translation which is not in accordance to the context such as Pakistani context creates inappropriate translations. While performing translation, some issues related to translation also occur at the level of grammatical contexts as well.

This research and study will therefore have great emphasis on issues and problems which are linked with translating the source text into target text in dubbing and subtitling from English to Urdu using translation theory of Functional equivalence and the Gloss ME's theory of tripartite that will highlight the major issues and then it will suggest practicable ways to tackle these problems as well.

Intended meaning Is not conveyed from Source text to Target text

It is to be assumed normally that the translation of the desired text is such an action and work being carried out which can deliver the correct and accurate meaning of the source text to target text in a condition that the interpreter makes a good use of such a dictionary which has meanings of both the texts at the same time (Chen, 2012: 19).

However, for the translators that it is very complicated for them to obtain it and there is always a possibility of numerous mistakes. Take an example, if one is trying to simply translate any text into desired language, there is a possibility that he may be unable to interpret it correctly due to the fact that in every language, one word has more than one meaning. Depending upon the conditions and circumstances under which that word is being used and similarly, there are also some factors of cultural backgrounds that affect the direct translation of the text and all such issues make the translation entirely unsuitable for the target viewers.

English and Urdu, both these languages have their own distinctive vocabularies and have their own identical usage depending on the circumstances and cultural

backgrounds and factors. Meaning of a word may have a different value when used separately and it may generate another meaning when it is used with other words or sentences.

According to the results of the current research, most of the problems related to non-equivalency according to the grammar of the meaning and the scope and application of the meaning were generated just due to inappropriate usage of the collocations of both the languages.

Therefore, it is suggested for the interpreters and translators to have their great attention in order to find out the exact hidden meaning of the texts and words by keeping in mind the cultural backgrounds and linguistic developments.

Equivalence is not achieved in both cultures

It is a proven fact that the culture of any society cannot be seen but, it can be felt everywhere. Every scholar has its own definition of the culture depending upon the types of traditions, norms, values, mores and moral values, beliefs, faith and religions, their attitudes towards their lives and the ways of their thinking.

As a matter of fact, implications of the culture are too broad; therefore, it is impossible to conclude any single definition for the word "Culture". From the thoughts of Almaney and Alwan, it is concluded that, although, it is impossible to describe a culture with its any of specific inclusions, however, they explained the culture by dividing the ingredients into three Different types. First one type is related to art and architectures that may include articles like hydrogen bombs and arrowheads, medicines to magical charms, electric lights and torch lights and from swings to airplanes.

Second type of ingredients of a culture is the concepts that may include faiths, religions, beliefs, existence of God and man and moral values norms and ethical values. And the last, the third one is actually related to the observance of all the above stated concepts towards one's life (Almaney & Alwan, 1982 cited in J. P. Chen, 2012: 86). Every culture has its own inspiration on the word systems of that society.

According to functional equivalence theory equivalence should be achieved in both cultures. Meaning of any word or text can be altered by a wide variety of factors and characteristics (Chen, 2012: 89). Languages of English and Urdu have been developed from a long historical and cultural backgrounds and they have their

identical differences as well and this is the main cause that creates problems while translating any source text of English language into Urdu language. In selected translation analysis it was seen that there are problems related to the non-equivalent translation in both cultures for example:

In example 10, it can be seen that the table contains a few traditional expressions. These axiomatic phrases are typical of source language's lexicon, and native English speakers easily identify them with the very sense they convey as they are based on their folklore and cultural heritage. This creates non-equivalent translation, in Pakistan no one can understand these phrases full of cultural heritage.

In a nutshell in a very simple manner, it can be concluded that different meanings of different words are being altered by numerous factors like the environment of the society where they are living, standards and styles of living, their attitude towards their lives and towards their society as well, their customs that are linked directly to their history and culture, the way they work and earn and the way they behave with each other by living within that certain and specific society.

Subjective Factors between Urdu and English

Along with all the factors of differences of translation between English and Urdu that have been discussed earlier, there is another leading factor of this implication as well and it is called as subjective factor. This factor includes the mental approach and ability, the way people think about different ideas and circumstances, the standard and way of living of the people and attitude of their lives and the lack of sound knowledge of interpreters, writers, translators and editors.

All these factors also lead to the issues and mistakes of non-equivalency in the field of translating source text into target text Huang, (2009). The way of thoughts is actually a method of brain of human that depicts the environment in which they are living. Thinking patterns and linguistics are linked closely to each other in the process of expressing the feelings and emotions and to transfer the message.

Every society and its language view the world according to their own identical perceptions. The known fact in this regard is that when a person tries to know the linguistics of any country, he is actually trying to understand the special ways and methods of thinking of that country (Ye and Xu, 1997: 21). Differences in different languages have been generated due to different methods of thinking of those people

belonging to certain society or a culture or even a nation. Researcher such as Ahmed have highlighted that the ways and methods of perceptions of People of Pakistan have their own identical characteristics and factors. More importance is given to individualism and more emphasis is given to the independence and liberty of a person Ahmed (2015).

Problems highlighted via Tripartite theory of Glosseme

Semantic Meaning Category

Tripartite theory of glosseme highlights this type of issues and hurdles, most problems were highlighted because of non- availability of equivalent meanings in both languages. In the type of inadequacies, it was pointed out that the translations from English to Urdu had totally different meanings in Urdu linguistics.

According to lexical meaning of the text, all these translations were almost entirely different from the original texts and it was noted that it was done in a manner that word to word was translated directly without considering the equivalency of functions between the two texts. Additional information given in the dubbing, which was not needed at all, created more misunderstanding among the viewers and this problem was also found in the type of inadequacy of the meaning as well.

All these problems were mainly in the form of words and nouns which were followed by different verbs and then adjectives. Issues were also pointed out in translating the synonyms and Polyseme as well. Inappropriate synonyms were adjusted in Urdu translation which made it very difficult for the listeners and viewers to choose the correct and exact meaning of the words and sentences, keeping in mind the context and cultural background of the source text.

Meaning in connotative context refers to the meaning which a word gives out due to its worth in the communication, but not the conceptual meaning. There were highlighted four different types of issues in this category which are affective, stylistic, time and register meaning. These issues also arise because of not having sound knowledge of the cultural and societal backgrounds of the two languages, especially of the target society.

Out of these four types of issues, most of the hurdles were identified in stylistic

meanings which are related to the form of the text, it is informal or in formal form, either it is in oral form or it is in written form depending upon the circumstances under which the communication is being carried out.

In scope of meaning, major emphasis is given to the application and usage of the words and texts as if they are used for general or specific ideas or they are used in a narrow or a broad sense. This is taken as the biggest challenge in translating any text for the target society and culture and this is type most usual mistake being done while translating any text.

Out of all issues in this category, major hurdles were pointed out in the form of nouns. However, these type of issues were less than any other type of problems as research pointed out that only 6% of the problems were linked with this category. Moreover, there were no problems identified in this category except those of nouns, verbs and adjectives.

Translation Problems in Function Words

Most of the issues in this type were less as compared to other types and they were related to the appropriateness of the meanings of the words according to the type of semantic meaning.

In the type of inadequacies, there were identified four different types of issues that were based mainly on misinterpreting the context and also giving additional knowledge which is not even required in the translation.

Use of prepositions was entirely inadequate that made the translation too much inaccurate that it deviated to a larger extent from the original intent of the producer and the text. Polyseme is referred to as giving additional information and knowledge which is not even required while translating any text.

In the type of connotative meaning of the text, there exists one issue as well and that is related to the stylistic meaning of the text. This issue was present in the modal particle that is being used in the spoken language to get the attention of the listener. No mistakes were found in any other category.

Out of all types of semantic meaning of the context, last one is the scope and application of the meaning. There was only one problem identified in this type of

semantic meaning and that was related to the misusage of interjection at the secondary level while translating any source text into target text. There were no mistakes found at sub-types of this category like inadequacies and cultural contexts at secondary levels. There were no problems identified in the parts of speech except those of prepositions and particles.

Pragmatic Meaning Category

There were only just 2 problems identified in the type of pragmatic meaning that were related to different functions of the words. These two different problems were related to the use of particles and also the use of prepositions in a wrong manner and at wrong places.

An example can be quoted as, particles were used at different places after different verbs in order to make the actions look complete, but, in actual, it was an unnecessary information, which was not needed at all and as a result, it made the translation entirely unsuitable for the viewers to understand it according to the intent of the producer of the source text.

Second problem was related to the usage of preposition and when it was used, it altered the meaning of the texts. However, these issues were far less than those which were present in the class of contents of the word.

Grammatical Meaning Category

Now, talking about the class and type of functions of the words, there were totally 3 different issues that were identified. These three types of issues were linked with the use of particles, interjection and conjunctions while translating source text into target text. All these problems were linked with improper or inappropriate translation and explanation provided in the translation.

According to parts of speech, major issues in the function word class concerned particles (in the inappropriateness category, incompleteness category, stylistic meaning category and pragmatic meaning category. Mistakes and issues concerned with prepositions were much more than any type of other parts of speech.

Other issues related to translation in the form of particles, conjunctions and prepositions that were highlighted in the research were almost according to the simple

translation or English into Urdu. According to the rules of grammar of Urdu, use of interjections is made to describe the feelings of the characters for example feelings and emotions of happiness, sadness or anger and wonder.

Interjections are used either as an independent sentences or they can also be used in the beginning or at the end of any sentence in order to depict the feelings and emotions of the characters and their intents. These issues are lacking the description of their functions. According to the current research performed on 10 selected videos, major problems related to use of interjections were caused due to their improper use or being used in translation at only phonetic levels only. There was no information given related to its function of syntactic use of it; therefore, it leads to the problems of non-equivalency of the functions of the words of text.

Chapter 5
Conclusion

Conclusion:

Current study has assessed major problems being faced in audio-visual translations from English into Urdu. As the era of globalization has begun to expand and ties of Pakistan are becoming stronger with other countries, role of Pakistan has become much greater in the world and Pakistani is communicating with other countries to a larger extent as compared to the past few decades. This increasing role of Pakistan has much more emphasis on the cultural exchange, economic activities and the trade with the world as well.

Due to this reason and as national Language of Pakistan is Urdu, therefore, much more attention is being given to Urdu language and as a result more research is being done on Urdu, especially in the field of translating English into Urdu. Even if the translators try their utmost to avoid any mistake in translation.

It is almost impossible to translate any text 100% correctly and accurately from English into Urdu in true sense, keeping in view the intents and cultural backgrounds of the two distinctive languages, and these mistakes origin due to the difference of historical developments of the two different languages, their literatures and different linguistic styles, for example, systems of pronouncing words and to write those words are totally different in both languages, structures and composition of words and even sentences are totally different and their syntaxes are also identical as well. In total, there exist four categories of problems related with systematic translation of any text.

In recent years, studies on the problems of audio-visual translations has increased many folds and as a result, it has attracted numerous scholars to assess and evaluate these problems and then to suggest the possible and practical solutions to these problems.

This current study has focused on the evaluation of the problems being faced in translation with respect to the functions of the words and inaccurate translations being done due to inappropriate selection of the meanings of the word which creates issues for the viewers.

After a thorough study and examination of the non-equivalency of the meanings of words, it is concluded that the translation faced numerous problems. This research

will help and suggest more possible solution to students, teachers and those professionals that are working in the field of audio-visual translation.

Objective of this research was to evaluate and highlight issues of audio-visual translations in dubbed and subtitled videos and to suggest ways to reduce these problems in order to produce more accurate and efficient translations. This research has utilized theory of functional equivalence and Glosseme's Theory of tripartite to design a specified structure to evaluate meanings of texts.

Glosseme's theory pf tripartite makes it possible to assess the real meanings of Urdu words from different angles and to check out the quality of the translated text according to semantic, pragmatic and grammatical meaning categories. This research has provided a great in-depth evaluation and assessment.

Earlier studies had main focus on simple translation problems, however, this study has gone beyond common problems and have analyzed the problems of audio-visual translations and have suggested practicable solutions and remedies as well. It has been concluded from the results that major issues were generated in class of word content.

All these results and conclusions have been depicted in the form of tables as quantitative as well as qualitative data and the problems are also specified in detail. Importance of this current study and its results and conclusions has proved the authenticity of this research and it has laid greater importance on taking quick actions in order to improve the problem being faced in the translation fields being carried out in current times in Pakistan.

This study has also revealed out the differences that are prevalent between the classes of contents and functions of the words and have highlighted the nature of language of Urdu and its systematic structures and characteristics and as a result, their influence on translations as well.

This research has demanded more efforts to enhance quality of translation being done in Pakistan and have given the basis for future researches on the current subject as well.

The types of problems that are prevalent in this research regarding translation within Urdu dubbing and subtitling are linked with the semantic type of meaning in the field of translation. In this semantic type of meaning for translation, more issues are related to the worth of the meaning as compared to those meanings which are described in the type of scope and application of the meanings.

In this semantic type of meanings, some of the major issues and hurdles among others

while translating any text are improper translation, inadequate approach, issues linked with the style of the text and inappropriate use of the words in different circumstances and backgrounds as well. In the type of functional meanings of the words, major problems that were being faced in this background were described in the type of particle of the text and the use of prepositions in different sentences.

In type of grammatical meanings, there were also found numerous problems as well that were related to the inappropriate usage of speech parts of the two different languages and literatures and in the very same way, some problem were also highlighted which were related to these type of problems too. Therefore, it can be concluded that, Although the issues were found in all three above mentioned types, however, most of the problems faced while translating any text from English into Urdu were related to the type of semantic meanings of both the texts.

To remove all these issues or to avoid such issues from the start is though very difficult for any interpreter or translator, but, one can try his utmost and strive hard to at least minimize all the issues and hurdles in order to produce an accurate, efficient and complete translation of the required text by keeping in mind all the factor which play their role in all above mentioned three types of meanings and by keeping within the limits of these three types.

Similarly, one can also try to make minimal mistakes and errors while translating any text by staying within the arc of functions of the words and their backgrounds as well.

The data selected for this research was analyzed by functional equivalence for translation and the Glosseme's theory of tripartite as theoretical frameworks which provide a flexible way of analyzing translation and help to analyze various perspectives of audiovisual translation problems in Urdu dubbing and subtitling.

The arrangement of deductions in this section is in accordance with the structure and composition of the theories. The researcher has taken 10 videos for analysis. 5 videos have been analyzed through functional equivalence theory and 5 videos have been analyzed through the tripartite theory of Glosseme.

Videos were analyzed using words from English to Urdu translation within their specific context through theories. Problems and issues that were analyzed from the translation were based on what the source text intends to deliver In order to understand and describe cultures of both source and targeted texts. In order to achieve equivalence of function responses between cultures of source language and target

language.

Furthermore the criteria of Semantic Meaning analyzed the lexical meaning of English words, there imprecision, inaccuracy or changes in meaning. Criteria of Pragmatic meaning analyze; contextual meaning according to source text and inadequacies. Criteria of Grammatical Meaning analyzed; the grammatical function of words correctly, deficiencies such as speech parts which are not compatible to the words of the source text original word Problem such as incomplete description of patterns of sentence

The Issues generated due to different linguistic systems while translating any source text into target text and it clearly depicted that problems related to non-equivalency were present at large extend in the audio-visual translations, however, those factors, which are responsible for the generation of these problems are not limited to only one specific medium.

It was concluded that there exists many reasons behind this phenomenon of inaccurate translation, for example, the difference of the cultural backgrounds and the linguistic developments and historical developments of both English and Urdu languages, information and knowledge of the interpreters and translators about the languages of both the texts and insufficient amount of help given by the natives of English speaking during this whole process of converting documentaries from source text to target text.

It is to be assumed normally that the translation of the desired text is such an action and work being carried out which can deliver the correct and accurate meaning of the source text to target text in a condition that the interpreter makes a good use of such a dictionary which has meanings of both the texts at the same time (Chen, 2012: 19).

However, it is a misfortunate of the translators that it is very complicated for them to obtain it and there is always a possibility of numerous mistakes. Take an example, if one is trying to simply translate any text into desired language, there is a possibility that he may be unable to interpret it correctly due to the fact that in every language, one word has more than one meaning, depending upon the conditions and circumstances under which that word is being used.

Similarly, there are also some factors of cultural backgrounds that affect the direct translation of the text and these all issues make the translation entirely unsuitable for the target viewers. English and Urdu, both these languages have their own distinctive vocabularies and have their own identical usage depending on the circumstances and

cultural backgrounds and factors.

Meaning of a word may have a different values when used separately and it may generate another meaning when it is used with other words or sentences. According to the results of the current research, most of the problems related to non-equivalency according to the grammar of the meaning and the scope and application of the meaning were generated just due to inappropriate usage of the collocations of both the languages.

Therefore, it is suggested for the interpreters and translators to have their great attention in order to find out the exact hidden meaning of the texts and words by keeping in mind the cultural backgrounds and linguistic developments.

Suggestions

- Most translation problems in AV translation are found in the semantic meaning category (within the lexical meaning). This problem in semantic meanings has demanded, to pay Extra attention to the meaning of the Urdu words instead of merely focusing counting on the choice of translation strategies.

- So in order to take care of the functional equivalent relationship between the English and Urdu terms, the translator should specialize in making distinction of the Urdu meaning from other meanings such as (e.g. contextual meaning, connotative meaning, grammatical meaning etc.), later make appropriate selection of translation strategies to get a problem free AV translation.

- The pragmatic research mainly concerns meaning analysis. The meanings of words are analyzed within specific contexts to become practical and communicative.When talking about AV translation work, the interpretation of a word must be sequenced with its original context and must not deviate from it. Otherwise misunderstandings.

- Another suggestion related to the choice of meaning is; the choice of meaning has become important factor when approaching AV translation tasks English and Urdu. The choice of meaning should be in accordance with the specific contexts of the translation work.

- The problem related to the cultural differences should be given more importance before completing any a translation work which involves cultural diversity. When there are culturally loaded words and words with cultural connotations like geographical words, historical words and words that are related to customs and cultural implicates should be provided for learners to avoid any misunderstanding.

- The editors of videos and translators should focus more on improving the standard of translation. From the view point of parts of speech, the problems with accuracy are associated with measure word nouns and verbs which indicate that the interpretation of content words like nouns, measure words and verbs are still challenging for the translators.

- Translation in Urdu should not be merely considered as a process which seeks equivalent items in English. There is a difference between the English and Urdu like Connotative meaning and field meaning differences. After applying specific theories from linguistics and analyzing the translation work in contrast will help to spot similarities and differences between both languages. It will also help to minimize problems related to the AV translation.

- Besides the importance of contextual factors the improvement in AV translation often acquired through the theories and methods of dictionary Huang (2009).

- Both AV translation and dictionary compilation take words as basic research units. In bilingual or monolingual dictionaries, there are detailed explanations and illustrations of meanings applications, usage of meanings, collocations, grammatical functions, collocations and the pragmatic rules for words.

- For improving translation quality the translator must have cultural knowledge. Cultural factors exert an excellent influence on translation results between Urdu and English.

- Scholars have identified that "language and culture are indivisible in human life", Kamesh (1991), and it's been argued that the separation of culture and language may cause non– equivalence problems in translation.

- Thus far within the editing process of AV translation, English and Urdu

language experts with professional Urdu and English qualifications should be invited to give their assistance on improving the language within the process of translation. The experts can help in making the AV translation in accordance with the pragmatic rules of Urdu and English. These advisors should work with translators in order to help the translators in the process of Av translation for the purpose of accuracy and minimizing problems.

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