

AUDIOVISUAL TRANSLATION IN SERBIA: HISTORY AND PROFESSIONAL CONSIDERATIONS

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Abstract

This article focuses on the inception and development of audiovisual translation in Serbia, as well as the working conditions of subtitlers and dubbing translators in this country. Serbia has developed a subtitling tradition, although dubbing is used for animated films and television series, and the combination of voice-over and off-screen dubbing, or subtitling and off-screen dubbing for documentaries. The article is based on the research conducted for the author's PhD thesis on audiovisual translation in Serbia, which deals with the description of the linguistic, translation, historical, cultural and technical dimensions of audiovisual translation in this country, as well as its professional environment. Despite the increasing demand for translations of foreign films or television series, this area of research has not been studied in detail by researchers in Serbia. Because of this, the job performed by subtitlers and dubbing translators, and everything their profession involves, are a rather unknown field of study.