

Visualization Analysis of Subtitle Translation based on Citespace

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Abstract

Based on the papers on subtitle translation published on CNKI in recent ten years from 2012 to 2022, this paper uses CiteSpace as a visual tool to draw a scientific knowledge map, and makes a visual analysis of the research papers on subtitle translation according to keyword clustering knowledge map, statistical table of betweenness centrality and keyword mutation chart drawn by CiteSpace. This paper sorts out the research hotspot and research frontier of subtitling papers. According to the objective research results of CiteSpace, it analyzes the research contents of subtitling translation and makes a related summary.

Keywords

Subtitle Translation; Citespace; Visualization Analysis.

1. Introduction

Subtitle translation has always been the focus of research in the field of translation. In the past ten years, subtitle translation has made great progress, and the number of articles published on CNKI has been considerable. The high attention not only reflects the deepening of cultural exchanges at home and abroad, but also shows that more and more people pay attention to subtitle translation. However, Shao Chen and Li Ping think that there are some problems in subtitle translation research: subtitle translation research is at a low level, most articles are published in low-level journals, and many researches are still focused on theory and case studies, and the research objects are relatively single [1]. In this case, to solve these problems, it is particularly necessary to sort out the development of subtitle translation. By summarizing the related topics of subtitle translation, we can find out the concerns of scholars and their attention to a certain research area, so as to strengthen our understanding of the field of subtitle translation. This paper hopes to make use of CiteSpace, a visual tool, and based on the resources of CNKI, to analyze the domestic research literature of subtitle translation from 2012 to 2022, sort out the research hotspots and research frontiers in this field, provide a new research angle for future scholars, provide effective reference for subtitle translation research and practice, and promote the better and faster development of subtitle translation research.

2. Data Analysis Results

2.1. Analysis of Hotspot Research

Zhou Xinting believes that "keywords are highly extracted from the core content of an article. Therefore, the statistics and analysis of keywords in the literature can effectively highlight the research hotspots [2]". In this paper, CiteSpace is used to create a knowledge map of keyword clustering, and the clustering relationship of keywords is obtained, so as to reveal the hot spots in the field of subtitle translation research and discover the topics that scholars are concerned about. In Figure 1, the cluster number represents a class of keywords. If the number in the figure is smaller, it means that the cluster keyword appears more frequently. As can be seen from Figure 1, the most frequently used keywords include "目的论" (Skopos Theory), "翻译策

略”(Translation Strategy), “顺应论”(Adaptation Theory), “异化”(Foreignization), “影视翻译”(Film and Television Translation). It can be seen that these topics are the focus of scholars' attention. Other topics of high concern include “电影字幕”(movie subtitles), “纪录片”(documentaries), “归化策略”(domestication strategies), “文化差异”(cultural differences), “交际翻译”(communicative translation).

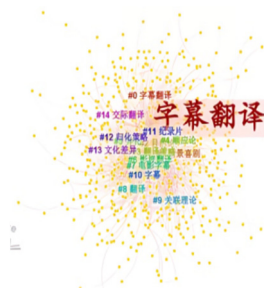


Figure 1. Keywords clustering knowledge map

According to Figure 1, the statistical table of Betweenness centrality in Figure 2 is drawn in CiteSpace. Those with an Betweenness centrality degree greater than 0.1 are considered as key nodes. The higher the Betweenness centrality degree, the closer the connection with other keywords, and the better the research enthusiasm of this keyword. As can be seen from the statistics of intermediary centrality in Table 1, after the category words “字幕翻译”(subtitle translation), “字幕”(subtitle), “翻译”(translation) are removed, the research hotspots of subtitle translation papers mainly focus on “翻译策略”(translation strategies), “目的论”(Skopos Theory), “电影字幕”(movie subtitles), which indicates that these three topics are the key topics in subtitle translation research.

| Visible | Count | Cent. | Year | Keywords |
|-------------------------------------|-------|-------|------|----------|
| <input checked="" type="checkbox"/> | 2230 | 0.84 | 2012 | 字幕翻译 |
| <input checked="" type="checkbox"/> | 508 | 0.18 | 2012 | 翻译策略 |
| <input checked="" type="checkbox"/> | 439 | 0.17 | 2012 | 目的论 |
| <input checked="" type="checkbox"/> | 202 | 0.08 | 2012 | 关联理论 |
| <input checked="" type="checkbox"/> | 171 | 0.10 | 2012 | 翻译 |
| <input checked="" type="checkbox"/> | 171 | 0.04 | 2012 | 归化 |
| <input checked="" type="checkbox"/> | 139 | 0.09 | 2012 | 功能对等 |
| <input checked="" type="checkbox"/> | 136 | 0.12 | 2012 | 字幕 |
| <input checked="" type="checkbox"/> | 131 | 0.08 | 2012 | 异化 |
| <input checked="" type="checkbox"/> | 127 | 0.10 | 2012 | 电影字幕 |
| <input checked="" type="checkbox"/> | 106 | 0.10 | 2013 | 纪录片 |
| <input checked="" type="checkbox"/> | 104 | 0.09 | 2012 | 翻译方法 |
| <input checked="" type="checkbox"/> | 90 | 0.11 | 2012 | 影视翻译 |
| <input checked="" type="checkbox"/> | 73 | 0.04 | 2012 | 策略 |
| <input checked="" type="checkbox"/> | 71 | 0.05 | 2012 | 顺应论 |
| <input checked="" type="checkbox"/> | 64 | 0.05 | 2012 | 情景喜剧 |
| <input checked="" type="checkbox"/> | 60 | 0.04 | 2012 | 英翻 |
| <input checked="" type="checkbox"/> | 55 | 0.07 | 2012 | 影视字幕 |

Figure 2. Statistical Table of Betweenness Centrality

2.1.1. Translation Strategy

Translation strategy is the key content in subtitle translation research. In the process of subtitle translation, we need to apply various skills and strategies, so as to achieve the maximum proximity between the target language and the target language, and better achieve the purpose of cultural exchange. Different scholars adopt different translation strategies to analyze the difficulties in subtitle translation, so as to achieve the purpose of effective information transmission. However, nowadays, there are many articles on translation strategies, and the cases and research methods of most articles are repeated, resulting in a large number of low-quality papers.

2.1.2. Skopos Theory

Skopos Theory is a widely used theory in subtitle translation. In subtitle translation, there are many words with cultural characteristics in both Chinese-English translation and English-Chinese translation, and translators will face many challenges and difficulties in the process of translation. How to use relevant measures to achieve the purpose of translation requires

translators to have certain cultural literacy and master relevant translation skills. For example, under the guidance of Skopostheorie, Qing, Li analyzed subtitle translation from the aspects of common humor, cultural humor and literal humor, so as to explore the translation strategies of subtitle translation [3]

2.1.3. Movie Subtitles

Movie subtitles appear frequently in the field of subtitle translation. Some scholars analyze the translation of culture-loaded words in movie subtitles from the perspective of semiotics [4]. Or analyze the translation strategies of the cultural word "Jianghu" on the basis of "corpus", so as to achieve the purpose of spreading Chinese culture to the outside world and make the target language clearer and more fluent [5]. Other scholars' study Chinese subtitles from the perspective of "eco-translatology", from the three dimensions of linguistic dimension, cultural dimension and communicative dimension, which proves the guiding significance of eco-translatology to movie subtitles [6].

2.2. Analysis of Frontier Research

Mutation terms are terms that suddenly increase in a certain period of time, which can effectively reveal the research frontier in this field. Through CiteSpace mutation analysis, 10 strongest mutation keywords are selected, and the keyword mutation chart in subtitle translation research field shown in Figure 3 is made, which can better analyze the research frontiers in subtitle translation field in different periods, so as to understand the new trend of this field and better grasp its development process. Figure 3 shows ten topics that have paid more attention to subtitle translation research in different periods from 2012 to 2022, showing the new trends in different periods.

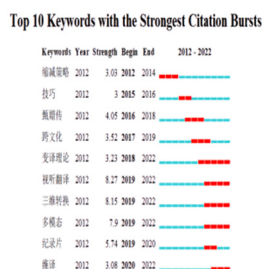


Figure 3. Key words mutation chart

As can be seen from Figure 3, subtitling translation research has the following characteristics: 1) During the period from 2012 to 2016, the key word mutation is “缩减策略” (reduction strategy) and “技巧” (skill), which indicates that scholars pay more attention to translation strategy research at this stage. There will be many difficulties and problems in subtitle translation. Many scholars explore how to cross the barriers of different cultural backgrounds and realize the possibility of cultural exchange in the process of subtitle translation through the analysis of translation strategies and methods, and to some extent, provide some guidance for translators to improve their translation level. 2) During the period of 2018-2022, the key words with obvious mutations include “变译理论”(translation variation theory), “视听翻译”(audio-visual translation), “三维转换”(three-dimensional transformation), “多模态”(multimodal translation), which indicates that these aspects may become the research hotspots in the future, and it also reflects that scholars pay great attention to theoretical research at this stage. Guan Jingling also emphasized that the Chinese version of translation theory plays a bridge role in the academic exchange of Chinese translation in China, and the Chinese version is also a great reference source for the development of translation theory in China [7]. Exploring subtitle translation methods under the guidance of theoretical framework can not only better summarize relevant translation methods and suggestions, but also broaden the thinking of

translation research. In a word, how to improve the quality of subtitle translation by using translation variation theory, three-dimensional transformation, multi-modality and strengthening the research of audiovisual translation will become the focus of future scholars.

3. Conclusion

Through CiteSpace, this paper analyzes the research trends, research hotspots and research frontiers in the field of subtitle translation on CNKI from 2012 to 2022, sorts out the development of subtitle translation research, clarifies the hotspots and frontiers of subtitle translation research to a certain extent, objectively reveals the development trend of subtitle translation, and draws the following conclusions: 1) From the perspective of research hotspots, the research hotspots of subtitle translation mainly include translation strategies, skopos theory, documentary film and film translation, which are the key topics that scholars pay attention to. 2) From the perspective of research frontiers, the research frontiers in this field focus on such aspects as translation variation theory, audio-visual translation, three-dimensional transformation, multimodal translation, which will be the mainstream of subtitle translation research in the future.

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