

Knowledge Mapping of Audiovisual Translation (2005–2024): A Bibliometric Analysis

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Abstract

Although audiovisual translation has been around for decades and increasingly received attention in academic research, comparatively little attention has been allocated to the systematic reviews of scientific publications in this field, employing bibliometric methods. This study conducted bibliometric analyses on a total of 368 publications registered in the Web of Science (WoS) database with the help of the CiteSpace software, revealing the current research evolution and hotspots. The following are primary findings: Firstly, the number of publications shows exponential growth, from only one in 2005 to 56 in 2023, reflecting its fast developments and surprising dynamism in research. Secondly, Spain, England, and Italy are the most contributing countries, while Anna Matamala, Agnieszka Szarkowska, and Masood Khoshsaligheh are the most prolific authors and Cintas JD (2006), Chaume F (2012) and Cintas JD(2008) are recognized as the most-cited articles. Cintas JD is the most frequently cited author by scholars. Audiovisual translation is not only focused on traditional studies such as subtitling and dubbing but is also increasingly exploring contemporary fansubbing and video-sharing platforms. Furthermore, the field is actively integrating interdisciplinary approaches to broaden its research scope. These insights may assist researchers in audiovisual translation in identifying relevant research directions and perspectives.

Keywords

Bibliometric Analysis; Audiovisual Translation(AVT); CiteSpace.

1. Introduction

Audiovisual translation (AVT) as a practice, a product and a discipline, is linked to the advent of films, a twentieth-century cultural and visual product [1]. With the emergence of new text types and innovative forms of mediated communication, coupled with the increased focus on audiences possessing specific needs, audiovisual Translation encompasses all translations or multi semiotic transfer for production or post production in any media or format, and also the new areas of media accessibility: subtitling for the deaf and the hard or hearing and audiodescription for the blind and the visually impaired [2: viii]. With the development of science and technology, the application field of audiovisual translation has expanded from the film and TV industry to the Internet audiovisual content. Audiovisual translation, by its very nature, has always been associated with technology [3]. Recently, it also includes surtitling, fansubbing and video game localization [1]. The streaming revolution (Netflix, Amazon Prime, HBO, etc.) finally arrived to radically change the way audiences watch audiovisual content, allowing it effortless for audiences to access multilingual versions: dubbed, subtitled and original language versions, as well as other linguistic modalities for the blind or the hard of hearing [4]. In this multilingual world, with the prosperity of visual culture and the escalating demand for audiovisual content among audiences, audiovisual translation research has transformed from a niche discipline prior to the mid-1990s into an ever-expanding field of

investigation [5]. However, most research has been devoted to the study of AVT, primarily in relation to films, cinema, and television, and few studies have been dedicated to a systematic review of the scientific publications in this field, utilizing the CiteSpace software. Consequently, this study aims to reveal the development of audiovisual translation in terms of countries/regions, authors, journals, keywords and citations through CiteSpace software. The specific questions to be addressed in the present study are as follows:

1. What is the general publication trend in the area of audiovisual translation?
2. Which countries/regions, authors, and articles have made the most significant contributions to the study of audiovisual translation?
3. What are the hotspots of audiovisual translation across different periods and emerging trends?

To answer the set questions, this study conducts a visual and systematic analysis of previous research on audiovisual translation spanning from 2005 to 2024, based on the WOS database and CiteSpace software. This endeavor aims to unravel the comprehensive landscape of audiovisual translation, facilitate scholars in tracking their evolutionary trends, and ultimately furnish theoretical underpinnings for future research endeavors in the realm of audiovisual translation.

2. Materials and Methods

2.1. Data Collection

In this study, data analysis was performed on Social Sciences Citation Index (SSCI) journals collected from the Web of Science (WOS) database, which is recognized as one of the most essential literature indexes in the world [6]. Initially, the topic of “audiovisual translation” was searched with a retrieval span from 2005 to August 5, 2024. This retrieval process yielded an initial trove of 388 records, spanning the years from 2005 to 2024. Subsequently, filtering was performed based on language(English) and document types(excluding editorial material and proceeding paper), resulting in 368 records with comprehensive bibliometric information available in the WOS database.

2.2. Research Tools

The bibliometric analysis method was initially introduced by Pritchard(1969) [7] and has steadfastly maintained its position as a highly sought-after quantitative analysis technique in the subsequent years. CiteSpace (Version 6.3.R1) was used to visualize data and delve into the development trends of audiovisual translation, which was popularized by Dr. Chaomei Chen, a preeminent expert from Drexel University in the United States. Developed based on the Java platform, CiteSpace is a software applied to scientific literature to identify and display new trends and developments in science, which can visualize the relationship between the literature in the form of scientific knowledge mapping [8]. Fang et al.(2018) consider that knowledge mapping aids academics in having a better understanding of the intellectual structure in a particular field of study and research status [9]. In this study, all accessed publications were imported into the CiteSpace and subjected to visualization analyses such as keyword(cluster)analysis and citation analysis. Microsoft Excel facilitates data organization and diagram drawing.

3. Results

In this section, the findings of the bibliometric analyses of the data from the WOS database, are presented, which include 6 parts: the publication output, authors, countries/regions, journals, keywords and citations.

3.1. Publication output

As shown in Table 1, out of the 368 publications, there are 83 journals, 453 authors, 527 institutions and 70 countries or regions that have contributed to the studies of audiovisual translation over the span of 2005 to 2024. Figure 1 showcases the dynamic evolution in the volume of publications on audiovisual translation during 2005–2024. The overall evolution of this field can be observed by comparing the number of publications over time. In general, the number of publications witnesses an obvious rise and their growth rates change pronouncedly. The number of articles published from 2005 to 2014 was relatively small, remaining below 10 per year, reflecting the research on audiovisual translation was in its nascent stage. Although the research during this period was relatively insufficient, it laid the foundation for scholars to conduct theoretical and practical exploration. During the period of 2012 to 2017, the number of articles witnessed a significant rise. In the year of 2016, there was the first peak, marked by a total of 32 articles being published. Then the number encountered a downturn. The number in 2017 was lower than that in 2016, but it continued to grow steadily, reaching its third peak in 2023 with a count of 56. The year 2023 marked the heyday of studying audiovisual translation. Because the number of publications in 2024 does not include the full year, it cannot be compared with 2023. However, the number of publications in 2024 is already equal to 2022, but it is impossible to predict whether it will exceed 2023. As the number of publications in recent years is still higher than that in the initial stage, it indicates that with the development of information technology and the prosperity of various audiovisual content, more and more scholars have recognized the significance of audiovisual translation and committed to the research on audiovisual translation.

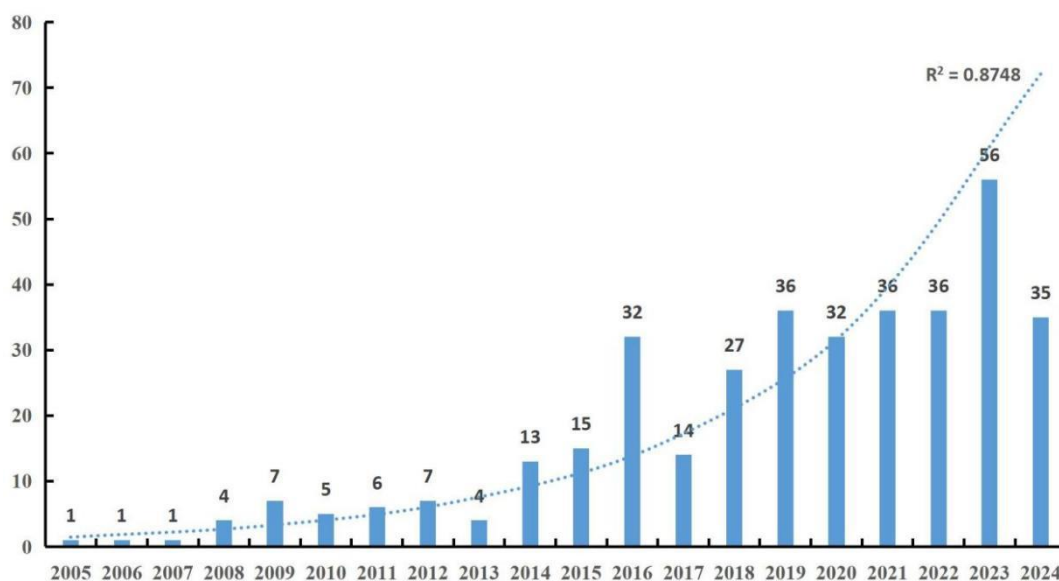


Figure 1: Distribution of publications by years (2005–2024)

Table 1: Bibliographic statistics of 368 publications extracted from WOS (2005–2024)

| Total Publications | Journals | Authors | Institutions | Countries/Regions |
|--------------------|----------|---------|--------------|-------------------|
| 368 | 83 | 453 | 527 | 70 |

3.2. Authors

A total of 453 authors have committed to the research on audiovisual translation. Figure 2 displays the co-authorship map, which is made by Citespace software. Each node symbolizes an individual author, with its size weighted by citation. Among them, Anna Matamala, Agnieszka

Szarkowska, and Masood Khoshsaligheh topped the ranking list. Anna Matamala has published 13 articles and is the most prolific author but not the most cited author. By paying attention to the cited authors, several highly cited individuals emerge, with the top ten displayed in Figure 3. The links illustrated in Figure 3 indicate that these authors were cited simultaneously by others. Among them, the most cited author is Cintas JD, who was referenced in 36 records and the author with the second highest number of citations is Chaume F, suggesting Cintas JD and Chaume F are more influential.

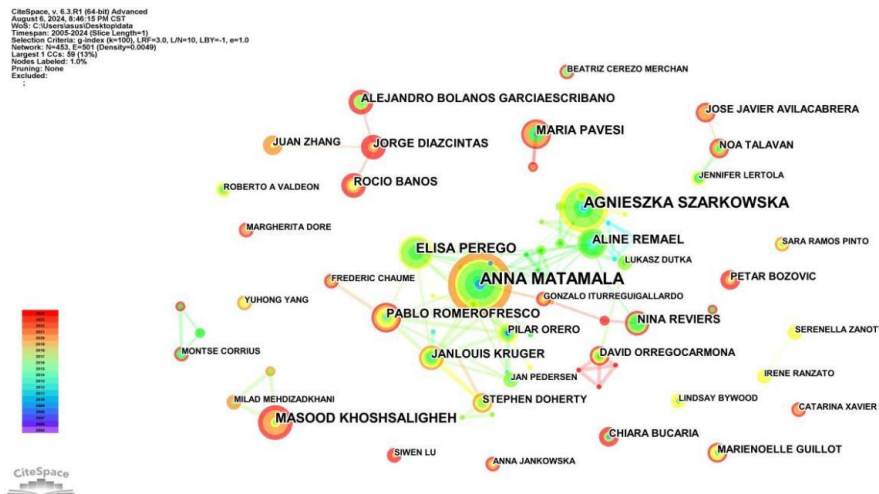


Figure 2: The co-authorship network map of authors

Table 2: Number of publications author ranking (Top 5)

| R | C | Author | Year |
|---|----|----------------------|------|
| 1 | 13 | Anna Matamala | 2009 |
| 2 | 12 | Agnieszka Szarkowska | 2009 |
| 3 | 9 | Masood Khoshsaligheh | 2018 |
| 4 | 7 | Elisa Perego | 2016 |
| 5 | 6 | Aline Remael | 2011 |

Notes: R: Rank, C: Count.

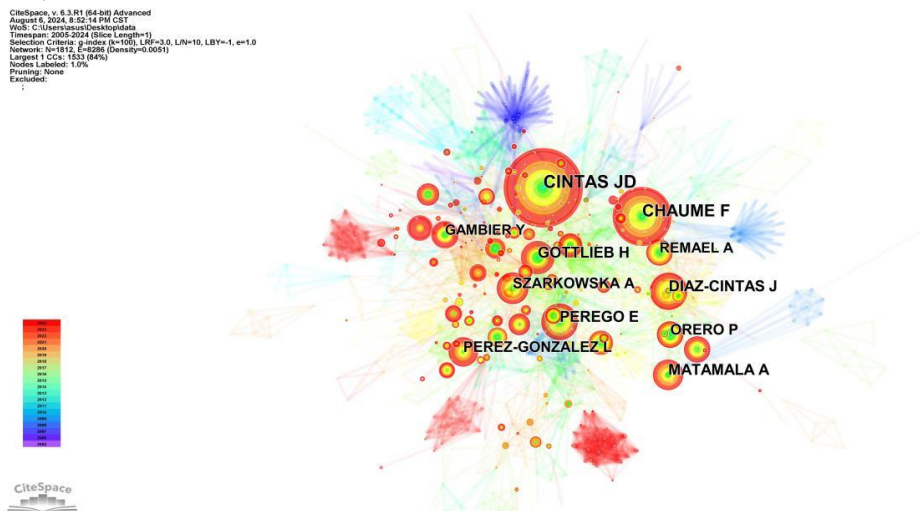


Figure 3: Top 10 cited authors

3.3. Countries/Regions

The results display that there are 70 countries/regions contributed to audiovisual translation. The top 5 countries/regions regarding the number of publications spanning from 2005 to 2024 are Spain (100 publications, 27.17% of total output), England (69 publications, 18.75%), Italy (38 publications, 10.32%), China (37 publications, 10.05%), Poland (24 publications, 6.5%).

Table 3 illustrates the top 5 productive countries/regions in audiovisual translation studies across four periods. As shown in Table 3, Spain has consistently held a dominant position in audiovisual translation in every period. England also plays an important role in audiovisual translation, with the number of articles published increasing steadily. Between 2017 and 2022, China experienced significant growth in the field of audiovisual translation, producing a total of 21 publications. In the latest period, China continues to show strong performance. Similarly, Poland also saw a rapid increase in its contributions, with 19 publications registered during the 2017-2022 period. It should be observed that Italy also stood out for its strong growth during the period from 2017 to 2022, ranking fourth with a total of 20 publications, jumping from single digits to double digits. Spain and Italy are classic dubbing countries, which have a strong research interest and tradition in audiovisual translation. In contrast, the United States, England, and China are non-dubbing countries, focusing more on domestic content. However, scholars and universities from other countries have great potential for research in AVT practices and are beginning to turn their attention to this field, including rising stars like Iran and Poland, especially China. Chinese scholars are showing heightened interest in AVT, driven not only by the increased volume of imported Western cultural products that require translation, but also because of the official policies to promote the distribution of Chinese cultural artifacts abroad [10].

Table 3: Top 5 productive countries/regions (2005–2024)

| R | 2005–2010 | | 2011–2016 | | 2017–2022 | | 2023–2024 | |
|---|-----------|---|-----------|----|-----------|----|-----------|----|
| | C/R | P | C/R | P | C/R | P | C/R | P |
| 1 | Spain | 6 | Spain | 23 | Spain | 50 | Spain | 21 |
| 2 | England | 3 | England | 13 | England | 36 | England | 17 |
| 3 | Italy | 3 | Belgium | 9 | China | 21 | China | 16 |
| 4 | Finland | 1 | Italy | 7 | Italy | 20 | Italy | 8 |
| 5 | USA | 1 | USA | 7 | Poland | 19 | Iran | 6 |

Notes: R: Rank, C/R: Countries/Regions, P: Publication.

3.4. Journals

Table 4 presents the ten journals with the most publications concerning audiovisual translation. It includes the percentage of their respective publications in the total number, along with their impact factors and Journal Citation Reports (JCR) subject categories for 2024. Journal Of Specialised Translation is in the lead, with 49 publications, accounting for 13.32% of the total, followed by Perspectives-Studies In Translation Theory And Practice with 42 publications(11.41%), Target-International Journal Of Translation Studies with 38 publications(10.33%). As shown in Table 4, except for Across Languages And Cultures and Journal Of Pragmatics, the remaining journals are all related to translation studies, indicating that audiovisual translation is mainly conducted from the perspective of translation studies. Across Languages And Cultures and Journal Of Pragmatics journals show that audiovisual translation can be combined with pragmatics and cross-culture and cross-language..

Table 4: Top 10 journals (2005–2024)

| R | Journals | C | P | Impact Factors | JCR |
|----|----------------------------------------------------------------------------------|----|--------|----------------|----------------------------------------------------|
| 1 | Journal Of Specialised Translation | 49 | 13.32% | 1.2 | |
| 2 | Perspectives-Studies In Translation Theory And Practice | 42 | 11.41% | 1 | Linguistics, |
| 3 | Target-International Journal Of Translation Studies | 38 | 10.33% | 1.9 | Language & Linguistics |
| 4 | Babel-Revue Internationale De La Traduction-International Journal Of Translation | 33 | 8.97% | 0.5 | |
| 5 | Linguistica Antverpiensia New Series-Themes In Translation Studies | 21 | 5.71% | 1.7 | Linguistics, Communication, Language & Linguistics |
| 6 | Interpreter And Translator Trainer | 18 | 4.89% | 1.8 | |
| 7 | Translator | 15 | 4.08% | 0.7 | Linguistics, |
| 8 | Across Languages And Cultures | 13 | 3.53% | 1 | Language & Linguistics |
| 9 | Journal Of Pragmatics | 8 | 2.17% | 1.8 | |
| 10 | Translation Studies | 8 | 2.17% | 2.2 | |

Notes: R: Rank, C: Count, P: Percentage.

3.5. Keywords

Keywords, as a significant indicator, can clearly reflect the core ideas of research articles which could prove to be vital for decoding themes of a specific discipline to some extent [11]. To depict the evolution of the audiovisual translation from 2005 to 2024, the CiteSpace software was used to create a timeline map (Figure 4) by applying the cluster along horizontal timelines. Cluster analysis is a process that classifies the many characteristics of research objects or indicators and distinguishes them using different labels [12,13]. The smaller the sequence number of the label, the greater the number of keywords included in the cluster. According to their inherent characteristics, these keywords are categorized into 9 clusters. The three largest clusters are Cluster #0: audio description, Cluster #1: eye tracking and Cluster #2: interpreting. Bilingual subtitles and interlingual subtitling in Cluster #1 have received attention in recent years. The duration of Cluster #2 is the longest, indicating scholars have kept paying attention to Cluster #2, but scholars' attention has abated in the latest period. In terms of the keywords in Cluster #2, scholars' primary focus is audiovisual translation; amateur translation and online have received increased attention in recent years. The research on Cluster #0 audio description received its first attention in 2008 and is still active in 2024, lasting 16 years, indicating that this cluster has been a focus of scholars since 2008. Among the keywords in Cluster #0, media accessibility, reception and audio description were the earliest keywords and audience reception and blind and partially sighted audience also became a research hotspot later. Regarding the keywords in Cluster #6 subtitling, subtitling has been the focus of audiovisual translation research for many years. The active clusters until 2024 are Cluster #0 audiovisual description, Cluster #1 eye tracking, Cluster #7 bilibili and Cluster #8 swearwords. The conventional ways in which audiences used to engage with audiovisual content have been superseded as streaming platforms that offer abundant options in terms of language and content are gradually reshaping viewing patterns. Video-sharing websites like Bilibili have also attracted the attention of scholars. The keywords of Cluster #8 swearwords are English, taboo

language, Chinese and swearwords. This cluster primarily pays attention to the swearwords and taboo language in subtitles relating to different languages. It can be seen that English and Chinese receive more attention. The size of the nodes typically corresponds to the number of publication related corresponding keywords. By examining the node details more closely, it could be seen that with the advent of globalization and the popularity of social network sites, social media has become the focus of audiovisual translation. Wang et al. (2024) examine how and why the vlogger @成员外 utilises multiple communicative resources to perform subtitling in amateur online settings through the lens of translanguaging [14]. The larger the node, the more important the node, and the higher the number of publications. As shown in Figure 4, the top 10 keywords with the highest frequency are as follows: (#0) audiovisual translation, (#6) subtitling, (#4) dubbing, (#7) translation, (#0) audio description, (#0) reception, (#3) language, (#0) media accessibility, (#0) accessibility, (#1) film.

In terms of the beginning year corresponding to each keyword on the timeline map, with the development of science and technology, the corpus, eye moment, multimodal and cognitive studies become hotspots.

A burst can be recognized when articles experience a sharp increase in citations [15]. Citation bursts are formed when an article acquires a lot of citations in a short period. These bursts can help reveal some of a specific topic’s research dynamics [9]. The top 25 keywords with the strongest citation bursts were extracted based on the WOS database spanning from 2005 to 2024. As shown in Figure 5, the time interval is shown in blue, whereas the citation burst is represented in red. Audiovisual “Perception” is the first keyword to get attention. “Children” has the longest burst time, indicating that these subjects have been significant for some time. The keyword “fansubbing” with the highest burst strength (3.18), gained substantial popularity between 2017 and 2018. “Fansubbing”, a term came up in the 1980s to define the activity of fans subtitling for fellow fans, initially associated with anime subculture [16]. Another key word with the highest burst strength is eye tracking. Di Giovanni and Romero-Fresco (2019) offered a full-fledged application, and the related methodology [17]. Corpus is the keyword that had been extremely popular during 2017 to 2022. In addition, among the top 25 keywords, taboo language, English and tv are the keywords that have the strongest citation bursts, continuing until 2024. Current research in audiovisual translation has concentrated heavily on the television programs, tv programs and swearwords in subtitles. The examination of the keyword timeline map and bursts provides important insights into the key areas of research and the changing dynamics of audiovisual translation studies.

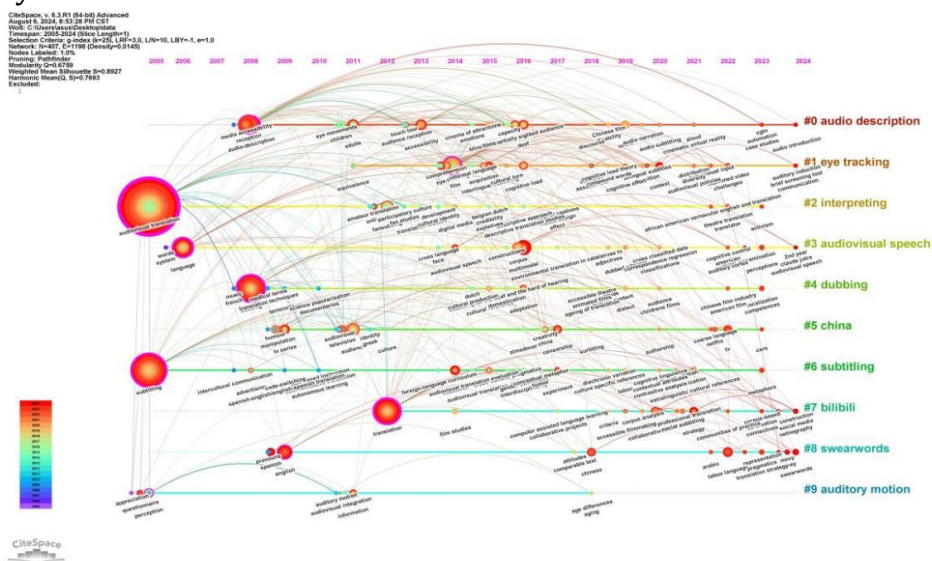


Figure 4: The timeline map of keywords year by year (2005–2024)

Top 25 Keywords with the Strongest Citation Bursts

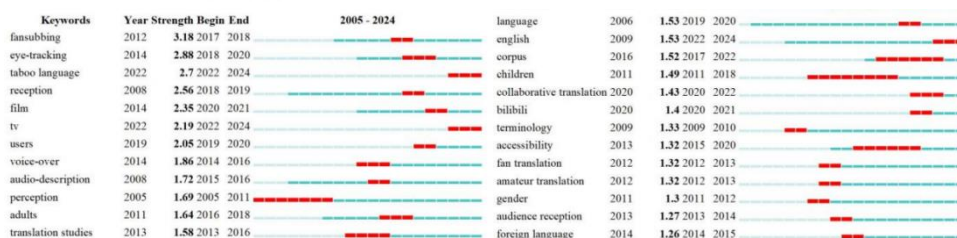


Figure 5: Top 30 keywords with the strongest citation bursts

3.6. Citation

Citation analysis allows researchers to pinpoint the most influential publications within a specific research field [18]. Co-citation analysis uncovers the intellectual structure of a research field by identifying thematically similar publications that are frequently cited together [19]. The 10 main clusters identified through keyword clustering of highly cited references based on the log-likelihood ratio (LLR) are displayed in Figure 6, showcasing the most significant and influential articles from each cluster. These clusters, namely, Cluster #0 eye tracking, Cluster #1 amateur translation, Cluster #2 audience agency, Cluster #3 dubbing effect, Cluster #4 music, Cluster #5 swearwords, Cluster #6 English for specific purposes, Cluster #7 second language acquisition, Cluster #8 terminology, Cluster 9 voice-over.

Additionally, Table 5 organizes the top 5 references by citation count, presenting their titles and associated clusters. The top ranked item by citation counts is Cintas JD(2008) in Cluster #2, with a citation count of 36. The second one is Chaume F(2012). with citation counts of 31. Cintas JD(2008) is an introductory book, which offers a detailed overview of most of the translation modes used in audiovisual media [20]. Chaume F(2012) is an introductory textbook that provides a solid overview of the world of dubbing [21]. The individual chapters cover the map of dubbing in the world, the dubbing market and the professional environment. The book further raises a number of research questions and looks at some of the unresolved challenges of this very specific form of translation. Cintas JD(2006) aims to explore fansubs, a type of subtitling created by amateur translators, divided into three main sections: the first describes the participants and stages involved in the fansubbing process; the second analyzes the legality and ethical issues of fansubs; and the final section focuses on the unique features of fansub translation [22].

Figure 7 shows the top 10 references with the most significant citation bursts. The longest burst durations of references are Agost(1999) [23], showing its enduring significance. Perego (2010) stands out with a burst value of 4.17, analyzing the cognitive processing of subtitled films by eye tracking experimental [24]. In the latest period, Szarkowska(2018) with a significant burst value (3.33) confirmed low subtitles triggered more re-reading, particularly in English clips, resulting in more frustration and less enjoyment by eye tracking experimental [25]. Briechle(2019) the comparative strength of swearwords in subtitles and dubbing clips, suggesting that toning down or deleting swearwords more in subtitles should be abandoned. Overall, the analysis of references provides the emerging trends and research directions in audiovisual translation [26]. For example, eye tracking experimental has been widely applied in empirical experiments and the swearwords in subtitles have also become a hot topic of audiovisual translation research.

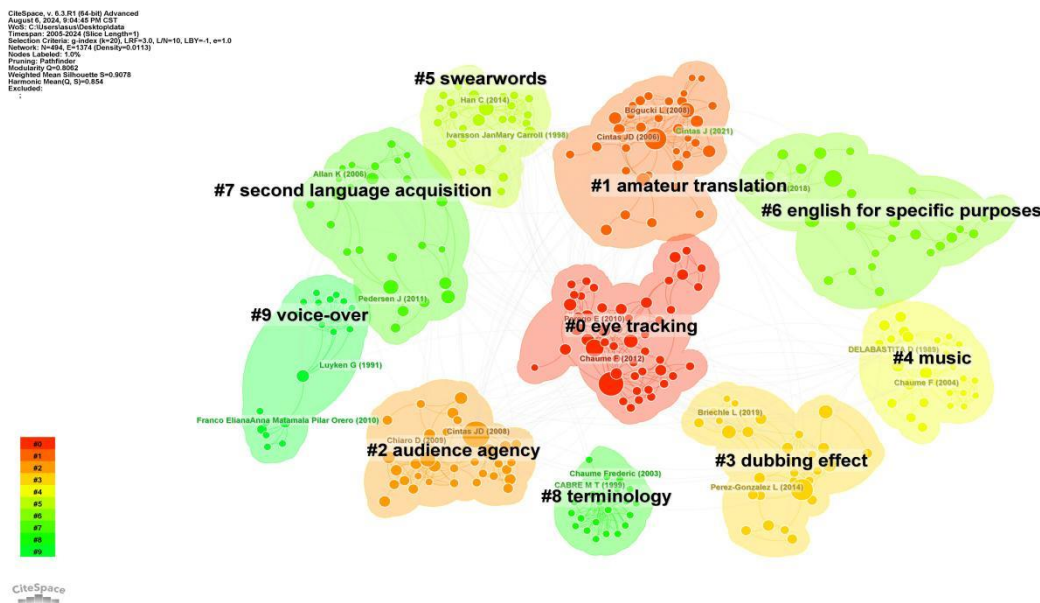


Figure 6: Cluster map of highly cited references



Figure 7: Top 10 references with the strongest citation bursts

Table 5: Top 5 highly cited references

| R | C | References | Title | Cluster |
|---|----|-------------------------------------------------------------------------------|------------------------------------------------------------|---------|
| 1 | 36 | Cintas JD, 2008, AUDIOVISUAL TRANSLATION: LANGUAGE TRANSFER ON SCREEN, V0, P0 | Audiovisual Translation: Language Transfer on Screen | #2 |
| 2 | 31 | Chaume F, 2012, AUDIOVISUAL TRANSLATION: DUBBING, V0, P0 | Audiovisual translation: dubbing | #0 |
| 3 | 24 | Cintas JD, 2006, J SPEC TRANSL, V0, P37 | Fansubs: audiovisual translation in an amateur environment | #1 |
| 4 | 24 | Perez-Gonzalez L, 2014, AUDIOVISUAL TRANSLAT, V0, P0 | The cognitive effectiveness of subtitle processing | #3 |
| 5 | 15 | Cintas JD, 2007, AUDIOVISUAL TRANSLATION: SUBTITLING, V0, P0 | Audiovisual Translation: Subtitling | #0 |

Notes: R: Rank, C: Count.

4. Discussion

This study uses CiteSpace software to analyze 368 publications on audiovisual translation extracted from the WOS database, and makes a systematic bibliometric analysis of the evolution of research in this field and its future development trend. Now, attempts can be made to discuss the answers to questions raised before conducting the bibliometric analysis:

General publication trend: Overall, there has been a noticeable increase in the number of publications in this field, indicating that research is steadily advancing. From 2005 to 2011, the number of publications remained low. However, since 2014, there has been a significant increase in the number of articles published, peaking at 36 in 2016. Since 2018, there have been over 30 articles per year, with a peak of 52 articles in 2023. As of August 5, 2024, a total of 36 articles have been published in 2024, and it is expected that more will follow. The results show that with the flourishing of visual culture, research in this field is gradually becoming more comprehensive and mature, and the upward trajectory of annual publications highlights the active and promising nature of audiovisual translation research.

The most contributing authors, countries or regions, journals and articles: In terms of total publications, Spain, England, and Italy rank first, with 100, 69, and 38 articles, respectively. Dubbing countries like Spain and England hold a dominant position in the field of audiovisual translation. Notably, China has made significant contributions to this field in recent years, emerging as a new star in audiovisual translation research. Other fresh contributors include Poland and Iran. The Journal of Specialised Translation is the most prolific, publishing 49 articles in this domain. Among the 453 authors participating in this research, Anna Matamala and Agnieszka Szarkowska are the most prominent contributors. An analysis of co-citation relationships identified Cintas JD as the most frequently cited author by scholars.

Hotspots in different periods and the emerging trend: According to the timeline map, keywords with the strongest citation bursts, and the top 5 highly cited references with their corresponding clusters, it can be seen that the keywords that scholars were initially concerned about were “audiovisual translation” in Cluster 2 and “subtitling” in Cluster #6, which also received long-term attention from scholars. Fansubbing and eye tracking, as the two most explosive terms, emerged around 2018 and became an emerging research trend in this field. With the advent of new digital technologies and the widespread use of the Internet, “Fansubbing” signifies the rise of participatory culture in the digital age and the increasing demand for audiovisual content localization [27]. With the growth of social media, the video-sharing website represented by Bilibili has attracted the attention of scholars and become a hot research topic recently. Among the top 25 keywords with the highest citation burst, taboo language, English and TV are the keywords that have the strongest citation bursts, continuing until 2024, which reveals current hotspots of audiovisual translation. Studies on swearwords of subtitles show that audiovisual translation is being combined with pragmatics, reflecting the interdisciplinary nature of audiovisual translation.

Limitations: The bibliometric analysis of the publications on audiovisual translation facilitates the identification of the field’s evolution and prospective research focal points, thereby offering valuable insights for its future development. Nevertheless, this study is constrained by several limitations. Firstly, the scope of this investigation is restricted to the Web of Science (WOS) database; future research could benefit from the inclusion of additional databases such as Scopus, Engineering Index (EI), and China National Knowledge Infrastructure (CNKI) to capture a broader range of scientific publications. Secondly, discrepancies have been observed between the citation counts produced by CiteSpace and the actual citation metrics available in the WOS database. This divergence may be attributed to CiteSpace’s emphasis on the co-citation relationships among authors, which could yield differing results.

5. Conclusion

In this thorough analysis of 368 articles pertaining to audiovisual translation, spanning the period from 2005 to 2024, quantitative and visual techniques were employed to reveal the field’s diverse dimensions. Trends in annual publications reflected a consistent rise, underlining growing recognition of audiovisual translation’s significance research

This study compiles data on publications related to audiovisual translation sourced from the WOS database. CiteSpace is employed for visual analysis, with Excel serving as a supplementary tool. The findings indicate a significant exponential growth trend in the research on audiovisual translation, highlighting substantial potential for future exploration. Among the leading contributors internationally, Spain, England, and Italy have demonstrated the most significant engagement, with Anna Matamala, Agnieszka Szarkowska, and Masood Khoshsaligeh as the most contributing authors. Cintas JD is the most frequently cited author by scholars. In addition, Cintas JD (2006), Chaume F (2012) and Cintas JD(2008) are recognized as the references most cited by scholars.

The ongoing advancements in information technology have engendered a heightened demand for and willingness to engage with audiovisual content. Concurrently, fansubbing has emerged as a notable phenomenon, garnering attention from scholars in the field. The rise of streaming media has further transformed traditional viewing practices, thereby attracting scholarly interest within audiovisual translation research, with eye-tracking experiments evolving into a robust methodological tool.

Beyond the conventional focus on subtitling and dubbing, the scope of audiovisual translation is increasingly interdisciplinary, with emerging research hotspots such as the intersection of pragmatics and audiovisual translation. Overall, the field is witnessing an expansion of its research horizons, characterized by active interdisciplinary integration and significant potential for future scholarly development

Acknowledgements

This paper is supported by the Hunan Provincial Social Science Fund Project (Grant No. 23YBA128) and the Hengyang Municipal Social Science Fund Project (Grant No. 2023B (II) 004).

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