

ABSTRACT

**of the dissertation by Nurgaliyeva Saltanat Yerkinovna on the topic
“Peculiarities of audiovisual translation of Disney cartoons into Kazakh
Language” presented for the degree of Doctor of Philosophy (PhD) in the
specialty 8D02304 – Translation Studies**

Research relevance. Audiovisual translation of animated films is an important and highly demanded field of translation, taking into account the ongoing globalization and the widespread distribution of multimedia content. Almost all animated films produced by The Walt Disney Company occupy a significant place in world culture and the entertainment industry, and their translations play an essential role in the cultural adaptation and reception of these works in different languages. One of the most complex and sensitive aspects of translating animated films is the adaptation of songs, which constitute an integral part of their artistic composition and serve as a powerful means of emotional impact on audiences.

For Kazakhstan, with its rich cultural and linguistic diversity, the importance of high-quality translation of animated films (including Disney productions) is particularly relevant. Translating animated films into the Kazakh language requires not only the transfer of words from one language to another, but also the adaptation of the text so that it sounds natural to Kazakh-speaking audiences. Such an approach makes animated films more accessible and engaging for Kazakh viewers.

The research problem lies in the insufficiently developed and systematically grounded approaches to the audiovisual translation of Disney animated films into the Kazakh language, which take into account the cultural and linguistic specifics of the original and ensure the consistency of dubbing and subtitles as key indicators of translation quality. This complicates the creation of high-quality media content that is both adapted to the Kazakh linguistic culture and accessible to a wide audience.

Thus, the relevance of this study is determined by several contradictions:

- between the need to convey the semantic and cultural load of songs and Kazakh linguistic-cultural features, and their insufficient transmission in practice;
- between the presence of Kazakh dubbing and subtitles and their inconsistency, which reduces content comprehension;
- between the insufficient study of translating animated films into Kazakh and the importance of this topic in modern translation studies.

The limited research on the translation of animated films into Kazakh in contemporary translation studies further increases the significance of the topic. Most studies focus on live-action films, while animated films remain on the periphery of academic analysis. The study of audiovisual adaptation of Disney animated films into Kazakh, with special attention to song translation, is therefore an urgent task. The development of scientifically grounded approaches to high-quality and accessible localization contributes to improving translation quality and strengthening the position of the Kazakh language in the media environment.

Object of the research: audiovisual translation of Disney cartoons into Kazakh language.

Subject of the research: peculiarities of translation and adaptation of Disney animated films, with special emphasis on song translation and their accessibility for Kazakh-speaking audiences.

Aim of the research: to conduct a comprehensive analysis of the features of audiovisual translation of Disney cartoons into Kazakh language, taking into account lexical and cultural adaptation, as well as the consistency of dubbing and subtitles in the localization process.

Research objectives:

1. To study the concepts, types, and key features of audiovisual translation in animation.

2. To examine the stages of development of audiovisual translation and the specifics of Disney products' introduction in Kazakhstan.

3. To analyze types of audiovisual translation (dubbing, subtitling, and localization) in the adaptation of Disney animated films into Kazakh, including song and character name translation.

4. To identify and analyze the reception of Kazakh-language translations of Disney animated films and determine the main issues of dubbing and subtitling.

5. To develop recommendations and a comprehensive model for classification and quality assessment of audiovisual translation.

Theoretical and methodological basis of the research includes studies in:

- audiovisual translation theory and practice by Kazakhstani and international scholars: Yves Gambier, Jorge Díaz-Cintas, M. Yeskindirova, A.V. Kozulyayev, G.M. Lüken, E.D. Malenova, Frederic Chaume, etc.;

- translation theory: K.M. Abisheva, L.S. Barkhudarov, Jean-Paul Vinay, Jean Darbelnet, V.N. Komissarov, A.A. Korabaeva, Eugene Nida, Peter Newmark, Ya.I. Retsker, etc.;

- multimedia localization: Zh. Akbalaeva, A. Baydalina, I.S. Karabulatova, Miguel Ángel Jiménez-Crespo, N. Zongyuan, etc.

The main sources of the research were 13 full-length animated films produced by The Walt Disney Company, such as Little Mermaid (Kishkentay su Perisi), The Lion King (Arystan Patsha), The Lion King: Hakuna Matata (Arystan Patsha: Hakuna Matata), Moana (Moana), Moana 2 (Moana 2), Toy Story 1 (Oyinshyqtar Hikayasy 1), Toy Story 2 (Oyinshyqtar Hikayasy 2), Frozen (Muzdy Olke), Frozen II (Muzdy Olke 2), Aladdin (Alladin), Brave (Batyl Zhurek), The Jungle Book (Dzhungli Kitaby), Encanto (Enkanto); as well as 22 songs from these films: “Part of Your World” – “Kalay zhetem ol alemge?” (Little Mermaid – Kishkentay su Perisi), “Touch the Sky” – “Kok aspanga orleyin” (Brave – Batyl Zhurek), “Know Who You Are” – “Kimsin sen?” (Moana – Moana), “Circle of Life” – “Omır Shenberi” (The Lion King – Arystan Patsha), “I Just Can’t Wait to Be King” – “Patsha bolar kun” (The Lion King – Arystan Patsha), “Be Prepared” – “Dayyndal” (The Lion King – Arystan Patsha), “Hakuna Matata” – “Hakuna Matata” (The Lion King – Arystan Patsha), “Can You Feel the Love Tonight?” – “Makhabbat unyn tysnda” (The Lion King – Arystan Patsha), “You’ve Got a Friend in Me” – “Dosymyn men senin” (Toy Story – Oyinshyqtar Hikayasy), “Some Things Never Change” – “Keybir nerseler ozrepmeidi” (Frozen – Muzdy Olke), “When I

Am Older” – “Men eseygende” (Frozen – Muzdy Olke), “Speechless” – “Unsizdik” (Aladdin – Alladin), “Arabian Nights” – “Arab tunderi” (Aladdin – Alladin), “Show Yourself” – “Korshini mağan” (Frozen II – Muzdy Olke 2), “Into the Open Air” – “Omir əli alda” (Brave – Batyl Zhurek), “The Bare Necessities” – “Ormanda kun korem desen” (The Jungle Book – Dzhungli Kitaby), “We Don’t Talk About Bruno” – “Bruno zhaily aitpaimiz” (Encanto – Enkanto), “What Else Can I Do?” – “Kaitsem eken?” (Encanto – Enkanto), “How Far I’ll Go” – “Biraq kaida baram?” (Moana – Moana), “Surface Pressure” – “Men kotere min barin” (Moana – Moana), “Can I Get a Chee Hoo” – “Al, soileshi I-hu” (Moana – Moana), “Coconut” – “Aspanga karaymyn” (The Lion King – Arystan Patsha).

Research methods:

- theoretical analysis (analysis, synthesis, generalization) for studying scientific literature on the theory and practice of audiovisual translation;
- descriptive, comparative, and content analysis (to identify translation transformations and compare original and translated materials);
- linguocultural and contextual analysis (to assess the rendering of cultural realia and character names);
- case study method used in the analysis of 13 full-length animated films and 22 songs from them;
- experimental methods (online survey and directed associative experiment) to study the perception of translated content by Kazakh-speaking audiences;
- analysis of film accessibility (synchronization of dubbing and subtitles).

Scientific novelty of the research: the novelty of the study lies in a comprehensive approach to the analysis of audiovisual translation of Disney animated films into the Kazakh language (without an intermediary language), with a focus on the adaptation of song material. The research contributes to the development of audiovisual translation theory and practice and includes the following innovative aspects:

1. A comprehensive analysis of the translation features of Disney animated films into Kazakh, which have been insufficiently studied in national scholarship;
2. Special attention to the adaptation of songs as an important component of audiovisual content, which reveals the specifics of artistic and cultural transfer in translation;
3. Identification of difficulties arising from inconsistencies between dubbing and subtitles;
4. Development of a comprehensive model for classification and quality assessment of audiovisual translation;
5. An online survey conducted to identify audience perception of translated content;
6. Formulation of practical recommendations for translation specialists aimed at improving the quality and accessibility of audiovisual content in the state language.

Theoretical significance of the research:

- it significantly deepens scientific understanding of audiovisual translation processes and the adaptation of animated films into Kazakh;

- it identifies new approaches to song translation;
- it highlights the importance of considering specific cultural and linguistic features in localization, adding an additional dimension to translation theory related to content adaptation for a broad audience;
- it analyzes the consistency of dubbing and subtitles, contributing to the development of high-quality audiovisual translation theory.

Practical significance of the research:

- the results of the dissertation can be implemented in the practice of audiovisual translation of animated films in Kazakhstan, particularly in the creation of Kazakh-language dubbing and subtitles for different audiences;
- the proposed comprehensive model for classification and quality assessment of audiovisual translation can be used as a tool for analyzing and improving translation decisions, as well as in the work of translators, researchers, media companies, and localization studios, and in educational programs for translation specialists;
- the developed recommendations for improving audiovisual translation quality provide a practical basis for increasing accuracy and consistency between dubbing and subtitles, thereby expanding the Kazakh-speaking audience and improving the perception of multimedia content.

Thus, this dissertation research has high applied value for the professional sphere and the educational and sociocultural space of Kazakhstan.

Main provisions submitted for defense:

1. Audiovisual translation of Disney animated films into Kazakh is a unique linguacultural phenomenon requiring an integrated approach involving dubbing, subtitles, and localization, which preserves artistic value and increases content accessibility for all viewers.

2. The translation of song material in Disney animated films is primarily realized as artistic and cultural adaptation rather than literal translation, ensuring the preservation of emotional effect and cultural relevance.

3. In Kazakh versions of Disney films, transliteration is the dominant method for translating character names, sometimes complemented by semantic adaptation depending on the character type and narrative function. The choice of translation strategy is determined by the need to preserve character recognizability and adapt them to the cultural context of Kazakh-speaking audiences, as well as by the requirements of audiovisual translation related to on-screen coherence and perception of images.

4. The proposed “Comprehensive Model for Classification and Quality Assessment of Audiovisual Translation” systematizes dubbing, subtitles, and localization, allowing evaluation of linguistic accuracy, cultural adaptation, translation transformations, and synchronization index (dubbing and subtitles). This model represents a structured framework integrating translation typology with quality assessment criteria, enabling audiovisual translation to be viewed as a multifactor process of interlingual and intercultural adaptation.

5. It is recommended to ensure consistency between dubbing and subtitles in the audiovisual translation of animated films into Kazakh, as identified

inconsistencies reduce the quality of perception and the accuracy of conveying artistic and cultural content.

Approbation and implementation of research results: 9 articles have been published on the topic of the dissertation, including 1 article in an international high-ranking journal indexed in Scopus, 3 articles in journals recommended by the Committee for Quality Assurance in Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan, and 5 articles in proceedings of international and foreign conferences.

Structure of the dissertation: the dissertation consists of an introduction, three chapters, a conclusion, a list of references, and appendices. Each chapter is aimed at solving specific research tasks and contains theoretical and practical materials illustrating key aspects of audiovisual translation of Disney animated films into Kazakh. The total volume of the dissertation is 143 pages.