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BOOK OF ABSTRACTS

The results reveal clear differences between the two target languages: Lithuanian translations tend to prioritize semantic clarity, frequently employing direct translation, modulation and explicitation. Italian translations, by contrast, more often use adaptation and modulation to recreate the humorous effect. Quantitative analysis shows that Italian translations achieve a higher success rate overall.

These findings suggest that the strategies focusing on pragmatic and performative equivalence are more effective in translating audiovisual wordplay. The study as well highlights the role of linguistic factors, as phonological and morphological differences between languages may influence the choice and success of translation strategies.

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When Something is Missing: The Analysis of Translation of Dubbed Songs in Frank Oz's "Little Shop of Horrors"

Until 2006, early works marked the beginning of Ukrainian dub, the translation of songs in musicals had limitations that hindered the songs' reception.

The aim of the study is to analyze the quality of translation of the songs from the movie "Little Shop of Horrors" (1986). It addresses the technical errors, omissions in the translation of songs and its absence in certain verses. The research examines contemporary approaches to song translation and the patterns of text omission, which influence viewers' perception of the film.

The theoretical basis of the research relies on the works by Nida, Low, Venuti, Molina and others. The songs in the feature films are characterized by the so-called pentathlon principle, combining singability, sense, naturalness, rhythm and rhyme. The question arises: which of these components are lost in the process of translation and to which degree.

The translation loss is defined as a situation in which terms or concepts in the source text have no equivalents in the target text. They can be classified as either inevitable or avertable. Moreover, the translation losses can be complete or partial.

For instance, in the dubbed version of the song "Skid Row (Downtown)", some parts were not translated or combined with other parts. Such loss is partial because these changes do not alter the overall meaning or plot of the original. In the same song, the second verse and refrain are entirely omitted, and the viewer perceives the original sound with the source text lyrics, thus enjoying the singing but lacking a precise understanding of the song text. This can be considered an example of complete translation loss.

The general overview indicates that the most frequent omissions in translation occur in omitted verses and misinterpretations of the original songs, while loss of rhyme is observed more rarely.

Conversely, this type of translation, which involves omissions, does have some advantages, such as adding imagery and stylistic markers that work well in certain contexts. Thus, the song translation conveys the overall meaning of the text, captures the mood, and preserves the general feel of the original.