

## Translated Works Telecasted In Television Channels

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**Abstract:** India is bounded by culture and tradition of its own. Still to know about the whole of the nation is quiet difficult and it is done through media in the recent days by telecasting serials of various languages in Tamil language. South Indian networks compete with one another to telecast. This paper brings out an analysis of usage of language and its barrier in being translated or dubbed into another language.

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### I. Introduction

Being multilingual is a boon. It is quite nature for humans to have entertainment in the evenings. When the TV channels took the job of satisfying the audience by telecasting serials that gets TRP rate for its popularity. In such a scenario, dubbed Hindi serials have taken their place, edging out the local competition. With more and more TV channels preferring to air dubbed serials, But why has a state so vehemently opposed to the Hindi language, suddenly shifted loyalty to these dubbed serials? Is it the glitz and glamour of Hindi serials, or are viewers simply tired of the deteriorating quality of Tamil serials over the years?

"There was a time when the house makers never missed the Tamil serials. But now they have become too tiresome. Most of them are sad and depressing or deal with illicit relationships. "It is really funny; someone's wife or husband is always falling in love with someone else's wife or husband. In watching *En Kanavan En Thozhan* (dubbed from the Hindi serial *Diya Aur Baati Hum*), *Moondru Mudichu* and most of the other dubbed serials on Star Vijay and Polimer TV, It's not the lavish sets, but the content that attracts them, The sets are quite different from what we usually see in Tamil serials, but how long can that hold our attention? Without a good story, the sets alone have no attraction. Though the cast is glamorously dressed, they are very decent. They often have their *pallu* over their heads and are very respectful to their elders.

Than having a confusion in understanding the meaning and fixing the context with the video shown, it is better to watch Hindi serials in original on Zee tv, Star Plus and Colors. Since then Hindi serials have come a long way, but the Tamil ones still seem stuck in the same old template. Except for a couple of primetime serials featuring popular actors, the others are totally out of date and boring. Also, you are forced to watch the same faces again and again in different roles. "Today, if people are watching *Vani Rani*, it is only because of Raadhika. In any serial, the lead actors are the biggest attraction. Hindi serial actors command a fan following almost equal to that of movie stars, but the same cannot be said about Tamil TV artists. Most of them are uninspiring. People get tired of the endless sob stories that were being telecast in the name of serials. Today, it just Star Vijay and Polimer TV for the maximum audience. You just have to visit the various social networking sites to know how popular these serials have become. Individual characters have their own fan page, which is constantly updated by the actors themselves.

"They have hundreds of followers. If one misses a particular episode and post a message, someone will immediately give a complete recap along with a collage of screenshots of the entire episode. It is a new and exciting world that is so much more fun and refreshing. As one among the audience, i love all the colour, celebrations and joy that are such an essential part of Hindi serials. It is also getting to understand the customs they follow, their festivals and functions. There is so much energy and life in these serials, it lifts the spirits and make one feel real good. Tamil serials are over-dramatic and sentimental, often focusing on negative and depressing emotions. Banning the dubbed serials is no solution, because you cannot force people to watch a particular serial. Why not make better serials instead? *Kalyanam Mudhal Kadhal Varai* is a proper remake of the popular Hindi serial *Ye Hai Mohabbatein* featuring Tamil artists. It has become so popular now. This proves that if the serial is good, people are going to watch. The product has to be good. In telecasting serial, one really need to constantly improvise, bring in new concepts. Over the past three years or so, roughly a little over half the TV serials telecast by local channels are the dubbed versions of big budget Hindi serials. Owing to this steep decline in number of serials being telecast, hundreds of people connected with them. The reason is purely one of costs. While a Tamil serial costs from Rs 60,000 to Rs 2 lakh to make, the dubbed versions of costly Hindi serials made at Rs 50 lakh are cheaper to telecast. Besides, the Tamil producers cannot match or complete with Hindi serial makers when it comes to grandeur, scale and production qualities. May be telecasting brings audience but the way the dialogues are being translated makes a big change. For an example in the source language (SL) Hindi, if the character delivers a dialogue then that gets an exact different matching in target language (TL)

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Tamil. Suppose if there is a word 'JAVO THUM' in Hindi then in Tamil it is delivered as 'PO NEE'. The lip movement differs from SL to TL. Even in spite of employing best translators to write a decent dialogues in TL, it is a high deficiency in the aspect of translation that is only culture, tradition and their way of life is seen and enjoyed but not the real essence of language is treated. The success of dubbing into a target language is heavily depending on budget. Dubbing, as opposed to simple voice-over, requires syncing the lip movements of the actors with the voice of the translated version. This puts the translator in a position where every single sentence has to be translated with a balance between the lip movements and the sounds of the translated version. Finding the exact right word that conveys the original meaning in a sound combination enabling matching the lips movement is a tricky business that requires much more effort than a translation for subtitles or voice-over when the only constraint is to keep up with the time constraints. With dubbing, once the translator has produced a script matching lip movements from as close as possible, actors then have to play their role with the added difficulty of having to adhere to a strict debit, so that the words chosen by the translator will be uttered in sync with the original actor's lip movements.

In watching Hindi serials like 'PUNAR VIVAH', 'NA BOLE TUM NA MANE KUCH KAHA' and 'EK DUJE KI VAASTE, the idea, plot. Settings and the dialogues were sharp and crisp. On watching the same serials in Tamil, it created much difference and the translated idea was not very much reachable in dialogues one must go with word-word translation. Some time in doing so, the translators have lost the meaning but stick on to translate to the core. In such a cases, the lip movement gives huge difference. The other important thing to be noted is that the characters who don't belong to tamilnadu or who didn't even know to speak tamil will get the dubbed voice of Tamil and it is really awkward. Translating and dubbing means recording voices for an episode in some different language. . Dubbing an episode is complex process. Translators have to keep the meaning as well as lip-sync of actors in their mind while translating for the serial. The translated version should have same time-length for a dialogue as the original movie. For example, if a dialogue is "f\*\*k you, John" , it is translated into Hindi as " bhad me jao John". The Hindi version would take a fraction of second longer if spoken in natural way. But they should speak it in such way that it should sync with the actors' lips and doesn't take that extra fraction of second. It should also be able to catch the "mood" of the dialogue. Dialogue writers and dining artists of regional language have to be catch the mood as well as meaning of the original dialogues.

## **II. Conclusion**

The main aim is to approach the challenges facing literary translation into Tamil from a broad global perspective, making as few assumptions as possible. The past ten years in particular have seen an increase in the visibility of the translation community and the idea of bringing more number of serials in sheer translation. Eventhough audience have huge fan clubs for hindi actors it is that the translators should take extra effort when they get a chance of translating the literal context. As we have many methods in translating, the doers must not be tempted to just pass the message rather they must take the real meaning and the right message to the audience. The audio and video must sink to meet out the pleasure of watching.