

Functional and Pragmatic Approaches to Subtitling in Digital Media: Evidence from a Systematic Review

Meutya Rizki Ramadhani¹ ✉, Nurul Widiatul Ihsan², Fatma Setya Ningrum³, Destina Kasriyati⁴

^{1,2,3,4}Universitas Lancang Kuning, Pekanbaru, Indonesia

Article Info

Article History:

Received

27 January 2026

Approved

28 March 2026

Published

30 April 2026

Keywords: subtitling, pragmatics, functionalism, digital media, audiovisual translation

Abstract

In today's digitally mediated communication landscape, subtitling has shifted from a peripheral linguistic transfer to a central practice of meaning-making that shapes comprehension, emotion, and engagement across online platforms. This study addresses the fragmentation of existing subtitling research by systematically reviewing recent scholarship on functional and pragmatic approaches to subtitling in digital media. Guided by the PRISMA protocol, the review identified, screened, and synthesized 10 peer-reviewed journal articles published between 2020 and 2025, retrieved from the Scopus database. Each study was analysed using thematic coding to capture recurrent concepts related to functional orientation, pragmatic strategy, audience reception, and platform affordances. The results reveal a paradigmatic shift in audiovisual translation: subtitles are now designed less for linguistic equivalence and more for communicative efficiency, emotional resonance, and cognitive accessibility. Five key themes emerged: reconfiguration of subtitling ecology, platform-specific adaptation, audience reception, automation and pragmatic adequacy, and pedagogical expansion, illustrating how subtitles serve as multimodal discourse tools within interactive digital ecosystems. The discussion highlights the novelty of integrating functionalist and pragmatic paradigms to reconceptualise subtitling as an audience-oriented discourse practice rather than a technical by-product. This review contributes to a more holistic theoretical understanding of subtitling while offering implications for translation pedagogy, digital media design, and cross-cultural communication. Future research is encouraged to explore comparative platform studies and AI-mediated subtitling to enhance cognitive and pragmatic effectiveness in rapidly evolving digital contexts.

© Copyright 2026

INTRODUCTION

In the contemporary digital era, subtitles are no longer confined to the margins of audiovisual texts as auxiliary tools for accessibility or language transfer. Instead, they have emerged as central semiotic resources that actively participate in meaning-making, emotional framing, and audience engagement across digital media

platforms. The rapid expansion of short-form video, streaming services, and user-generated content has rendered subtitles highly visible and influential, reshaping how narratives are constructed, circulated, and interpreted online. As audiences increasingly rely on subtitles to navigate fast-paced, multimodal environments, subtitling practices have begun to reflect not only linguistic concerns but also pragmatic, cultural, and affective

✉ Corresponding author:

Email: meutvarizki@unilak.ac.id

p-ISSN: 2252-6323

e-ISSN: 2721-4540

dimensions, particularly within digitally mediated learning and communication environments (Kasriyati & Andriani, 2021; Wen & Yi, 2022; Wardana et al., 2024).

Within audiovisual translation (AVT) studies, traditional subtitling models have long emphasized accuracy, equivalence, and technical constraints such as time and spatial limitations. These models were developed primarily for film and television contexts, where subtitles were expected to reproduce spoken dialogue as faithfully as possible (Duraj & Szarkowska, 2025; Çavuşoğlu, 2020). However, the migration of audiovisual content to digital platforms has significantly complicated these assumptions. In online media, subtitles frequently function as communicative cues designed to capture attention, signal stance and emotion, and guide audience interpretation, marking a shift from formal equivalence toward functional and pragmatic adequacy (Tardel, 2020; Lin & Liang, 2023; SHI, 2025).

A growing body of scholarship has documented how subtitles operate as dynamic discourse elements within digital environments. Research on social media platforms and video-sharing sites demonstrates that subtitles often employ evaluative lexical choices, paraphrasing, condensation, and simplification strategies to enhance narrative clarity and emotional resonance (Li et al., 2021; Rahmi, 2025; Liang, 2023). Studies of YouTube and other streaming platforms further reveal that subtitles are shaped by participatory cultures, in which creators and audiences co-construct meaning through comments, feedback, and remixing practices (Wu & Chen, 2022; Lu, 2025). These findings indicate that subtitling in digital media is increasingly audience-oriented and context-sensitive rather than purely source-text driven.

Other strands of research highlight the ideological, cultural, and pragmatic functions of subtitles. Community-based and activist subtitling practices show how subtitles can serve as tools for identity construction, cultural visibility, and political engagement, particularly within feminist and counterpublic digital spaces (Okech, 2021;

Ameri, 2025). Audience reception studies further demonstrate that subtitle design directly affects comprehension, humor appreciation, and emotional impact, particularly under cognitive load conditions typical of fast-paced digital viewing (Abu-Rayyash & Lacruz, 2025; Haider & Al-Salman, 2022; Liang & Lu, 2025). Nevertheless, these studies are often conducted in isolation, focusing on specific genres, languages, or phenomena without integrating their findings into a comprehensive functional-pragmatic framework (Moura, 2023; Massidda, 2025).

Despite the growing recognition of subtitles as meaning-making resources, existing research remains fragmented across platforms, methodologies, and theoretical traditions. Many studies address discrete issues such as humor translation, expressive speech acts, or meme-based subtitling without systematically conceptualizing how functional and pragmatic principles operate across digital subtitling practices (Darmawati & Sajarwa, 2022; Samir, 2022; Stera, 2025). As a result, pragmatic concepts such as contextual relevance, shared cultural knowledge, and communicative efficiency are frequently invoked implicitly rather than articulated as explicit analytical lenses (Menezes, 2025; Modarresi et al., 2020). This lack of synthesis obscures the broader theoretical implications of digital subtitling.

This systematic review addresses this gap by foregrounding functional and pragmatic approaches as central lenses for understanding contemporary subtitling practices in digital media. Rather than treating subtitles as secondary or supportive elements, this study conceptualizes them as active discourse strategies that shape narrative flow, emotional engagement, and audience interpretation. By synthesizing empirical and theoretical studies published between 2020 and 2025, the review aims to identify dominant themes, methodological trends, and theoretical orientations that characterize functional and pragmatic subtitling in online environments (Duraj & Szarkowska, 2025; Odorico, 2025; Wardana et al., 2024).

The findings synthesized in this review indicate a clear paradigmatic shift in subtitling

research. Across diverse digital contexts, subtitles are increasingly designed to achieve pragmatic adequacy by managing cognitive load, enhancing emotional impact, and aligning with platform-specific affordances (Feng et al., 2025; Abu-Rayyash & Lacruz, 2025; Çavuşoğlu, 2024). This shift challenges equivalence-based models and underscores the need to reconceptualize subtitles as integral components of digital discourse rather than peripheral translation products.

The implications of this reconceptualization are both theoretical and practical. AVT theory supports the integration of functionalist translation theory and pragmatic discourse analysis as core analytical frameworks. For practitioners and educators, it underscores the need to rethink subtitling norms and training models to reflect better audience-centered communication, participatory cultures, and multimodal digital realities (Wen & Yi, 2022; Allam, 2023; Lin & Liang, 2023). By positioning subtitles as functional and pragmatic resources for meaning-making, this study contributes to a more nuanced understanding of subtitling in contemporary digital media. It opens avenues for future research across emerging platforms and communicative practices.

METHODS

This study employed a systematic literature review (SLR) guided by the PRISMA 2020 framework (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). PRISMA was adopted to ensure transparency, methodological rigor, and replicability in the identification, screening, eligibility assessment, and inclusion of relevant studies, thereby minimizing selection bias and strengthening the credibility of the review process (Moher et al., 2009, as cited in Hamzah et al., 2022). This framework is particularly appropriate for examining functional and pragmatic approaches to

subtitling in digital media, a research area characterized by conceptual diversity and rapid scholarly development.

Identification

At the identification stage, relevant keywords were systematically determined and diversified to ensure comprehensive retrieval of studies. The primary keywords included *subtitling*, *subtitles*, *audiovisual translation*, *digital media*, and *online*, along with related terms and variations to broaden the search scope.

The Scopus database was selected as the primary data source due to its extensive coverage of high-quality peer-reviewed journals in linguistics, translation studies, media studies, and digital communication. The initial database search yielded **974 records**. The search was subsequently refined by applying preliminary limits on publication year (2020–2025), document type (journal articles), language (English), and access type (open access), in line with the scope of this review.

Screening

During the screening stage, the identified records were progressively filtered based on predefined inclusion and exclusion criteria to ensure thematic relevance. First, a publication-year filter (2020–2025) was applied, yielding 575 records. Next, the document type was restricted to peer-reviewed journal articles, reducing the number of records to 325.

Subsequently, a language restriction was applied to retain only English-language publications, leaving 295 records. An open-access filter was then applied, resulting in 165 records. Finally, records were screened based on full-text availability, yielding 143 articles for further assessment.

The inclusion and exclusion criteria guiding the screening process are summarized in Table 1.

Table 1. Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion
Publication type	Peer-reviewed journal articles	Conference papers, book chapters, proceedings

p-ISSN: 2252-6323
e-ISSN: 2721-4540

Publication year	2020–2025	Published before 2020
Language	English	Non-English
Access	Open access full text	Restricted or unavailable full text
Research focus	Subtitling or captioning in digital or online media	Non-audiovisual translation contexts
Theoretical orientation	Functional, pragmatic, audience-oriented, or discourse-based analysis	Purely technical or engineering-focused studies

Eligibility

At the eligibility stage, the 143 full-text articles were examined in detail to determine their conceptual and analytical suitability for in-depth synthesis. Articles were excluded if they did not address subtitling in digital media contexts, lacked a functional or pragmatic orientation, or did not

engage with audience-oriented audiovisual translation practices.

When titles and abstracts were insufficient to determine relevance, the method, results, and discussion sections were reviewed. Following this full-text assessment, 133 articles were excluded for various reasons, and 10 studies were identified as eligible and retained for final synthesis.

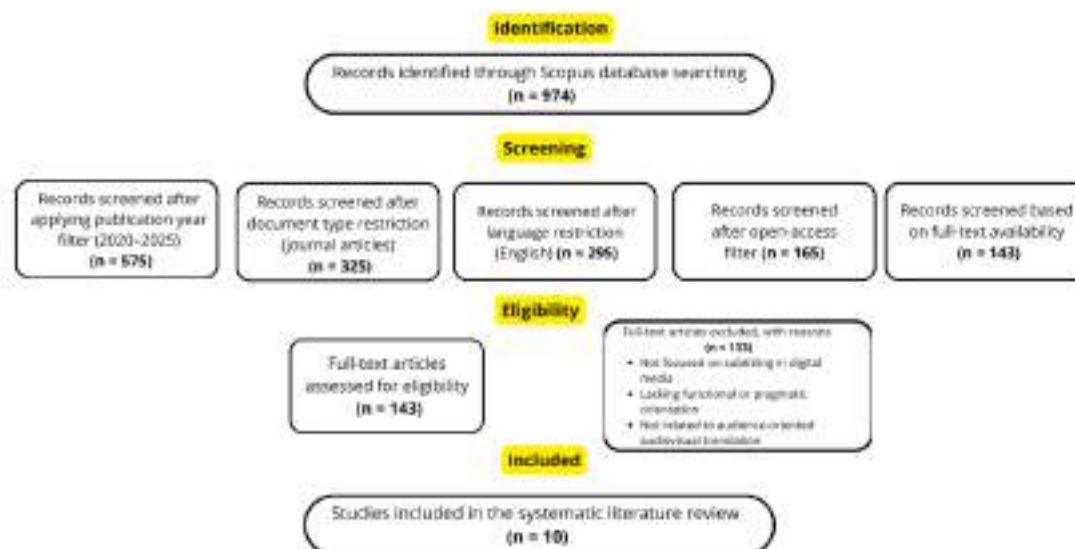


Figure 1. PRISMA flow diagram of the study selection process

The study selection process is illustrated in Figure 1 using a PRISMA flow diagram.

Data Analysis

The selected studies were analyzed using thematic analysis, a qualitative approach commonly employed in systematic reviews within language and discourse studies. Each article was read iteratively and coded according to recurring concepts related to functional approaches to subtitling, pragmatic strategies, audience

orientation, and digital media affordances. The codes were subsequently grouped into broader thematic categories to facilitate interpretation and synthesis.

Rather than quantifying the frequency of themes, the analysis emphasized interpretive depth, enabling the review to capture how subtitles function as meaning-making resources across diverse digital media contexts.

Ethical Considerations

As this study relied exclusively on previously published research, no direct ethical approval was required. Ethical research practices were maintained through accurate citation, transparent reporting of the review process, and faithful representation of the original authors' findings.

RESULTS AND DISCUSSION

a. Result

This section presents the results of the systematic review, derived from 10 selected studies that represent contemporary research on subtitling in digital media from 2020 to 2025. The findings are organized thematically to illuminate how

functional and pragmatic orientations manifest across diverse subtitling practices. The section begins with an overview of the included studies, followed by thematic syntheses supported by interpretative analysis.

3.1 Overview of the Selected Studies

Table 1 summarizes the ten studies reviewed in this study. Collectively, they investigate a range of contexts—including community-based subtitling, audience reception, automation, and audiovisual translation (AVT) pedagogy, demonstrating the evolution of subtitling from a purely linguistic transfer process into a complex communicative and functional practice.

Table 2. Summary of Reviewed Studies

No.	Title	Author(s)	Year	Interpretative Remark
1	<i>The Best of Both Worlds: From Volunteer Subtitling to Professional Subtitling</i>	Çavuşoğlu, E.	2020	Demonstrates the transition from volunteer to professional subtitling, signalling a transformation in the digital production ecology.
2	<i>Towards a Corpus-Driven Approach to Audiovisual Translation (AVT) Reception</i>	Wu, Z. & Chen, Z.	2022	Uses YouTube comments to explore audience reception as empirical evidence of subtitling effectiveness and user interpretation.
3	<i>Teaching Active Listening and Viewing in the Language Classroom</i>	Wen, J. & Yi, L.	2022	Positioning subtitling as a pedagogical strategy to enhance multimodal literacy and classroom engagement.
4	<i>The Effects of Intralingual Subtitles on Jordanian University Students' Foreign Language Learning</i>	Haider, A. & Salman, S.	2022	Examines how intralingual subtitles support students' comprehension and language-learning outcomes.
5	<i>Quality Assessment of Interlingual YouTube Auto-Generated Closed Captions</i>	Allam, R.	2023	Evaluates the quality and usability of YouTube's auto-generated captions, highlighting comprehension issues caused by automation.
6	<i>Advancing Audiovisual Translation Education</i>	Wardana, L., Baharuddin, B., & Farmasari, S.	2024	Assesses undergraduates' subtitling competencies and pedagogical approaches grounded in functional-pragmatic theory.
7	<i>Through the Eyes of the Viewer: The Cognitive Load of LLM-Generated vs. Professional Arabic Subtitles</i>	Abu-Rayyash, H. & Lacruz, I.	2025	Compares the viewer's cognitive load between AI-generated and professional subtitles, providing insight into processing efficiency.
8	<i>Beyond Traditional Subtitles</i>	Duraj, K. & Szarkowska, A.	2025	Expands the notion of subtitling as a multimodal discourse resource integrating visual and emotional dimensions.
9	<i>An Audience Reception Study of Danmu-Enabled Humour in Multimodal Texts</i>	Liang, L. & Lu, S.	2025	Explores how interactive humour and pragmatic strategies operate in multimodal subtitling environments.
10	<i>User-Generated Translation Community in Online Video Streaming</i>	Lu, S.	2025	Describes the socio-digital dynamics of fan translation communities and their influence on digital subtitling culture.

The overview above reveals that current subtitling research has moved beyond equivalence-

based translation to emphasize **function, reception, and context**. Subtitles are increasingly

examined as semiotic devices that facilitate comprehension, emotion, and engagement in rapidly evolving digital ecosystems.

3.2 Thematic Synthesis of Findings

To consolidate the findings across the corpus, the studies were grouped thematically according to recurring conceptual foci. Table 2 outlines the five dominant themes identified, along with representative studies and interpretive insights.

Table 3. Thematic Map of Functional and Pragmatic Subtitling

Theme	Core Focus	Representative Studies	Interpretative Insight
1. Reconfiguration of Subtitling Ecology	Transformation from volunteer subtitling to hybrid professional models, reflecting changing notions of authorship and legitimacy.	Çavuşoğlu (2020); Lu (2025)	Indicates the democratization of subtitle production and the emergence of hybrid production ecologies in digital media.
2. Platform Affordances and Stylistic Adaptation	Subtitles are designed according to platform logics such as speed, visibility, and multimodality.	Duraj & Szarkowska (2025); Wu & Chen (2022); Allam (2023)	Demonstrates that the effectiveness of subtitles depends on technological affordances and viewers' interaction habits.
3. Reception and Cognitive Processing	Audience reception and cognitive effort serve as key indicators of subtitle adequacy.	Wu & Chen (2022); Liang & Lu (2025); Abu-Rayyash & Lacruz (2025)	Shifts the evaluative focus from textual accuracy to processing success and viewer experience.
4. Automation and Pragmatic Adequacy	Comparison between automated and human subtitling in achieving communicative efficiency.	Allam (2023); Abu-Rayyash & Lacruz (2025)	Reveals the pragmatic threshold of "good enough translation" amid AI integration and fast-paced media environments.
5. Pedagogical and Multimodal Literacy Orientation	Subtitling as a tool for language learning and multimodal literacy training.	Wen & Yi (2022); Haider & Al-Salman (2022); Wardana et al. (2024)	Highlights subtitling as a pedagogical bridge between linguistic, visual, and pragmatic competencies.

The thematic synthesis shows strong convergence between functional and pragmatic perspectives. All studies emphasize that successful subtitling depends less on linguistic equivalence and more on **contextual relevance, audience engagement, and communicative impact** within specific digital settings.

3.3 Narrative Integration of Results

The results reveal that subtitling in digital media operates as an adaptive communication practice governed by three interdependent dimensions: function, audience reception, and technological mediation.

Early works (Çavuşoğlu, 2020; Lu, 2025) illustrate the structural reconfiguration of subtitling production, where volunteer and professional roles intersect within participatory ecosystems. Platform-oriented studies (Duraj & Szarkowska, 2025; Wu & Chen, 2022; Allam, 2023) highlight that temporal constraints and interface design have

become active determinants of subtitling style and communicative success.

Reception-oriented research (Liang & Lu, 2025; Abu-Rayyash & Lacruz, 2025) establishes that audience comprehension and affective engagement are central to subtitle adequacy, redefining quality as a measure of cognitive and emotional resonance rather than linguistic fidelity. Finally, pedagogical studies (Wen & Yi, 2022; Haider & Al-Salman, 2022; Wardana et al., 2024) underscore the integration of subtitling into multimodal literacy education, where students engage in meaning-making through translation, timing, and design.

Taken together, these findings affirm that digital subtitling is no longer a peripheral linguistic exercise but a dynamic multimodal discourse practice shaped by technological, cultural, and pragmatic factors. The results demonstrate a clear disciplinary shift from traditional equivalence-based subtitling toward functionally and

pragmatically informed models that prioritize audience understanding, interpretive participation, and contextual adaptability.

b. Discussion

This systematic review examined how functional and pragmatic approaches to subtitling are conceptualized and applied in digital media contexts. The synthesis of ten selected studies demonstrates a coherent paradigmatic shift in audiovisual translation (AVT): subtitles are no longer perceived as peripheral, technical components but as communicative, discourse-driven, and audience-oriented resources that shape meaning, attention, and affect in digital environments (Ameri & Khoshsaligheh, 2019; Moura, 2023; Odorico, 2025). This finding aligns with recent observations that digital subtitling practices—ranging from professional streaming services to volunteer or automated platforms—have redefined subtitling as a multimodal and socially negotiated act (Çavuşoğlu, 2020; Lu, 2025).

A key finding concerns the primacy of functional orientation in digital subtitling. The reviewed studies consistently show that subtitling decisions are driven by communicative goals, such as clarity, narrative continuity, and emotional engagement, rather than by rigid linguistic equivalence (Ameri & Khoshsaligheh, 2019; Rahmi, 2025). In line with this shift, subtitlers, both professional and community-based, adapt their translations to meet platform-specific norms and audience expectations (Duraj & Szarkowska, 2025; Lu, 2025). Such adaptation underscores the rise of purpose-driven translation within AVT, in which subtitles are designed to function optimally in multimodal, fast-paced environments. Functionality thus serves as a measure of communicative success, positioning subtitles as visible discourse agents that directly contribute to narrative coherence and viewer engagement (Vaughan & Johns, 2021; Moura, 2023).

Closely intertwined with functional aims are the pragmatic strategies subtitlers employ to achieve relevance and interpretive efficiency. Across the corpus, studies reveal frequent use of simplification, evaluative lexis, and contextual reframing to ensure message accessibility under temporal and cognitive constraints (Modarresi et

al., 2020; Menezes, 2025). These strategies enable subtitles to function as condensed yet meaning-rich texts that rely on shared cultural knowledge and inferential processing. Pragmatic adaptation is particularly salient in humour and emotionally charged content, where subtitlers must balance brevity with affective accuracy (Liang & Lu, 2025; Huang, 2025). Empirical studies further indicate that these pragmatic choices influence not only comprehension but also cognitive load and viewer response—a dimension illuminated by reception-based and experimental research comparing professional and AI-generated subtitles (Abu-Rayyash & Lacruz, 2025). Collectively, these findings emphasize that meaning negotiation, rather than semantic fidelity, anchors the communicative value of subtitles in digital discourse.

Another prominent outcome is the centrality of audience orientation and digital affordances in shaping subtitling practices. Subtitles are carefully crafted to match audience competencies, preferences, and viewing conditions, often through informal language, humour, or intertextual cues that enhance relatability (Vaughan & Johns, 2021; Odorico, 2025). Studies show that viewers actively interpret and even co-construct subtitle meaning through interactional features such as comments or danmu, signalling an era of participatory reception (Liang & Lu, 2025). Furthermore, platform affordances, including screen size, interface design, and algorithmic visibility, determine subtitle pacing, legibility, and integration with other semiotic modes (Duraj & Szarkowska, 2025). These findings corroborate the view that subtitling in digital media is inherently multimodal, involving dynamic coordination between visual cues, narrative rhythm, and audience engagement mechanics.

Despite significant theoretical and empirical advances, this review identifies enduring gaps in the literature. First, while functional and pragmatic insights frequently appear across studies, they are rarely integrated into explicit analytical models or systematically compared across contexts (Moura, 2023; Tardel, 2020). Second, cross-platform comparative work remains limited; few studies examine how subtitling strategies differ among streaming platforms, micro-video applications,

and educational media (Wardana et al., 2024). Third, although automation and AI technologies are increasingly present, there is insufficient research linking automatic caption quality with pragmatic outcomes such as viewer inference, emotion recognition, or attention management (Allam, 2023; Abu-Rayyash & Lacruz, 2025). Addressing these gaps would strengthen theoretical cohesion and practical applicability in future subtitling research.

The novelty of this review lies in its explicit synthesis of functional and pragmatic paradigms into a unified interpretive lens. By conceptualising subtitles as discourse-level mediators of meaning, emotion, and audience interaction, this study transcends prior analyses that focused narrowly on linguistic or technical aspects (Ameri & Khoshsaligheh, 2019; Menezes, 2025). The review demonstrates how function and pragmatics jointly determine subtitle effectiveness in digital contexts, function guiding purpose and communicative alignment, pragmatics ensuring contextual relevance and inferential clarity. In doing so, it introduces a comprehensive framework for evaluating subtitling practices that accommodates platform dynamics, audience cognition, and multimodal integration (Duraj & Szarkowska, 2025; Lu, 2025).

The findings carry broad implications. Theoretically, they call for integrating functionalist translation theory and pragmatic discourse analysis to capture the socio-semiotic complexity of digital subtitling (Ameri & Khoshsaligheh, 2019; Menezes, 2025). Practically, the results encourage subtitlers, content creators, and platform designers to consider audience relevance, cognitive load, and emotional coherence as primary principles in subtitle creation (Abu-Rayyash & Lacruz, 2025; Vaughan & Johns, 2021). Pedagogically, the review underscores the need to reform subtitling education by integrating pragmatic awareness, multimodal literacy, and competence with digital tools into translator-training curricula (Rahmi, 2025; Modarresi et al., 2020; Wardana et al., 2024). Such reform would bridge academic training with real-world platform demands.

Recommendations for Future Research

Future research should pursue platform-specific and comparative investigations to map

how functional-pragmatic strategies evolve across ecosystems such as TikTok, YouTube, and educational streaming services (Duraj & Szarkowska, 2025; Lu, 2025). Empirical studies that combine audience reception data, eye-tracking, and cognitive measures could further illuminate how viewers process subtitled meaning under multimodal constraints (Liang & Lu, 2025; Abu-Rayyash & Lacruz, 2025). Moreover, examining AI-generated subtitling through pragmatic adequacy frameworks would reveal the boundaries of automation in achieving interpretive precision (Allam, 2023). Comparative and cross-cultural studies are also encouraged to explore how subtitling mediates humour, emotion, and identity in multilingual digital spaces (Vaughan & Johns, 2021; Huang, 2025). By pursuing these directions, future scholarship can refine theoretical integration and practical relevance in the ever-expanding landscape of digital subtitling.

CONCLUSION

This systematic review demonstrates that subtitling in digital media has evolved from a peripheral accessibility aid into a central multimodal discourse practice shaped by platform affordances, audience participation, and pragmatic meaning-making. Synthesising ten studies published between 2020 and 2025, the review identifies a clear paradigm shift from equivalence-driven norms toward functional adequacy, in which subtitles are designed to enhance narrative clarity, sustain engagement, and support viewers' comprehension under fast-paced, cognitively demanding viewing conditions. The findings further show that this functional orientation is achieved through pragmatic strategies such as simplification, evaluative lexical choices, and contextual reframing, enabling subtitles to remain relevant, efficient, and emotionally coherent while operating within strict temporal and spatial constraints. The novelty of this study lies in integrating functional and pragmatic perspectives into a unified analytical lens that reconceptualises subtitles as discourse-level resources that actively mediate meaning, affect, and interpretation across digital ecosystems. The implications extend to theory, practice, and pedagogy, suggesting the need to update AVT frameworks and training

models to prioritise audience-centred design, cognitive efficiency, multimodal literacy, and culturally sensitive meaning negotiation. Future research should pursue systematic cross-platform comparisons, particularly in short-form and algorithm-driven environments, and combine subtitle analysis with reception and experimental measures to clarify how viewers process pragmatic meaning shifts, humour, identity positioning, and the communicative risks and potentials of AI-mediated subtitling.

REFERENCES

- Abdi, Z., & Khoshsaligheh, M. (2018). Applying multimodal transcription to Persian subtitling. *Studies About Languages*, 32, 21–38.
- Abu-Rayyash, H., & Lacruz, I. (2025). Through the eyes of the viewer: The cognitive load of LLM-generated vs. professional Arabic subtitles. *Journal of Eye Movement Research*, 18(4), 29. <https://doi.org/10.3390/jemr18040029>
- Allam, R. (2023). Quality assessment of interlingual YouTube auto-generated closed captions in some crime narratives applying the NTR model. *Textual Turnings: An International Peer-Reviewed Journal in English Studies*, 6(1), 58–82. <https://doi.org/10.21608/ttaip.2023.340217>
- Ameri, S., & Khoshsaligheh, M. (2019). Iranian amateur subtitling apparatus: A qualitative investigation. *Mutatis Mutandis: Revista Latinoamericana de Traducción*, 12(2), 433–453. <https://doi.org/10.27533/udea.mut.v12n2a08>
- Çavuşoğlu, E. (2020). The best of both worlds: From volunteer subtitling to professional subtitling. *Translogos Translation Studies Journal*, 3(2), 83–102. <https://doi.org/10.29228/translogos.28>
- Çavuşoğlu, E. (2024). Subtitle translation of screen texts: The study of the series *Baby Reindeer* and its Turkish subtitles. *Uluslararası Dil Edebiyat ve Kültür Araştırmaları Dergisi*, 7(4), 830–841. <https://doi.org/10.37999/udekad.1529838>
- Darmawati, D., & Sajarwa, S. (2022). Pragmatic equivalence of expressive speech acts in the television series *Bridgerton*. *Lite: Jurnal Bahasa, Sastra, dan Budaya*, 18(1), 43–53. <https://doi.org/10.33633/lite.v18i1.5630>
- Duraj, K., & Szarkowska, A. (2025). Beyond traditional subtitles. *Journal of Audiovisual Translation*, 8(1). <https://doi.org/10.47476/jat.v8i1.2025.339>
- Haider, A., & Al-Salman, S. (2022). The effects of intralingual subtitles on Jordanian university students' foreign language learning. *International Journal of Instruction*, 15(4), 57–76. <https://doi.org/10.29333/iji.2022.1544a>
- Kasriyati, D., & Andriani, R. (2021). *Online learning in pandemic Covid-19: Difficulties faced by the students of Universitas Lancang Kuning*. *ELT-Lectura: Studies and Perspectives in English Language Teaching*, 8(2). <https://doi.org/10.31849/elt-lectura.v8i2.7091>
- Kitinur, S. (2025). Cultural adaptation on YouTube. *M/C Journal*, 28(4). <https://doi.org/10.5204/mci.3193>
- Liang, L. (2023). How humour travels in the new and dynamic mediascape: A case study of a short video platform, Little Red Book, and an online teaching platform, Rain Classroom. *Humanities and Social Sciences Communications*, 10(1). <https://doi.org/10.1057/s41599-023-01822-8>
- Liang, L., & Lu, S. (2025). An audience reception study of danmu-enabled humour in multimodal texts. *Visual Communication*, 24(3), 648–674. <https://doi.org/10.1177/14703572251331109>
- Lu, S. (2025). User-generated translation community in online video streaming: The social-digital dynamics of YouTube-focused fansubbing channels on Bilibili. *SAGE Open*, 15(1). <https://doi.org/10.1177/21582440241300550>
- Massidda, S. (2025). Exploring creative audiovisual translation in the age of AI. *Translation Spaces*. <https://doi.org/10.1075/ts.25013.mas>
- Okech, A. (2021). Feminist digital counterpublics: Challenging femicide in Kenya and South Africa. *Signs: Journal of Women in Culture and Society*, 46(4), 1013–1033. <https://doi.org/10.1086/713299>
- Samir, A. (2022). An investigation of dark jokes translation strategies in Persian subtitled versions of *Joker* movie. *Journal of Contemporary Language Research*, 1(2), 71–78. <https://doi.org/10.58803/jclr.v1i2.10>
- SHI, J. (2025). Audience reception and cultural communication of Chinese animation characters in the era of new media. *Quantum Journal of Social Sciences and Humanities*, 6(6), 476–489. <https://doi.org/10.55197/qjssh.v6i6.965>
- Stera, G. (2025). Mèmes de sous-titrage: Une typologie. *Travaux Neuchâtelois de Linguistique*, 80, 129–153. <https://doi.org/10.26034/ne.tranel.2024.6996>
- Wardana, L., Baharuddin, B., & Farmasari, S. (2024). Advancing audiovisual translation education: Evaluating and enhancing the capabilities of English undergraduates at the University of Mataram. *Dinamika Penelitian: Media Komunikasi Penelitian Sosial Keagamaan*, 24(1), 187–208. <https://doi.org/10.21274/dinamika.2024.24.01.187-208>

- Wen, J., & Yi, L. (2022). Teaching active listening and viewing in the language classroom: Subtitling through VisualSubSync. *RELC Journal*, 55(3), 888–893.
<https://doi.org/10.1177/00336882221143188>
- Wu, Z., & Chen, Z. (2022). Towards a corpus-driven approach to audiovisual translation reception: A case study of YouTube viewer comments. *The Journal of Specialised Translation*, 38, 128–154.
<https://doi.org/10.26034/cm.iostrans.2022.086>
- Tyson, Lois. (2006). *Critical Theory Today: A User-Friendly Guide*. New York: Routledge.