

INTRODUCTION

In this study, we analyze viewers' preferences between subtitling and dubbing through an online questionnaire conducted with the participation of the Turkish audience. We aim to determine what kinds of factors encourage or discourage viewers to choose one of the two adaptation methods. Our research also offers further information about the potential advantages and disadvantages of both subtitling and dubbing.

LITERATURE REVIEW

- "Listening to spoken texts is evidently not very demanding mentally, because viewers do not need to be reading at the same time. Especially when watching television is a secondary activity, dubbed programmes are easy to follow." (Cees M. Koolstra, 2002, p.11)
- "In the camp of the subtitlers, on the other hand, there is annoyance about the imperfect lip-synchronicity in dubbed programmes, and subtitling is defended with the argument that the original voices of the actors are left intact." (Kilborn, 1993)

LIMITATIONS

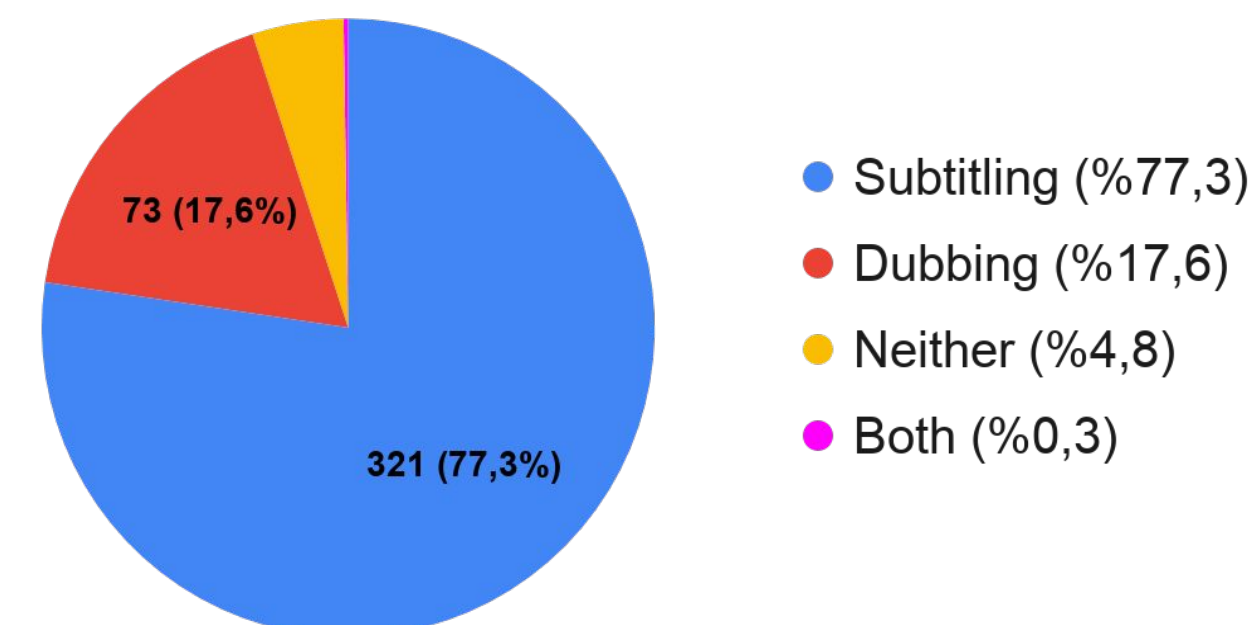
The questionnaire was conducted only in Turkey and therefore reflects the preferences of only the Turkish audience. The questionnaire was held only for a month and could have produced more precise results if it was online longer.

METHODOLOGY

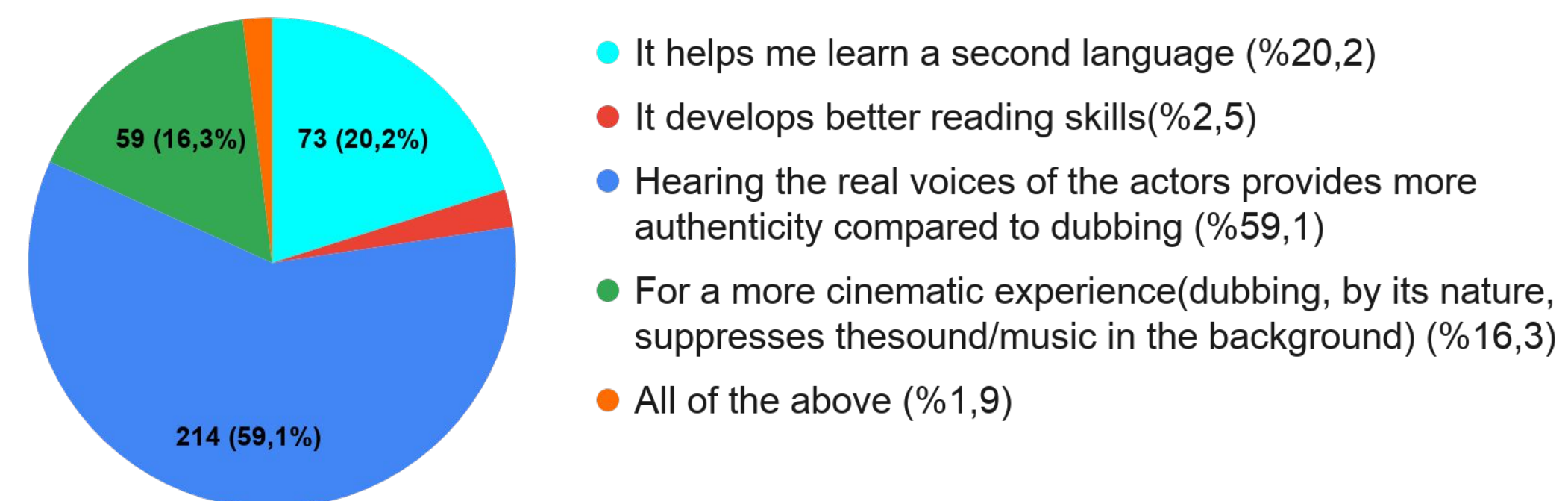
We have conducted an online questionnaire consisting of 9 questions aimed at measuring factors that have an impact on viewers' preferences between subtitling and dubbing. There were 415 participants. We have also employed the method of comparative textual analysis. We have examined pre-existing research carried out by a large number of scholars and academicians. We have analyzed the findings and results they have acquired in their studies and experiments, some of which are consistent with our own survey results.

SURVEY RESULTS

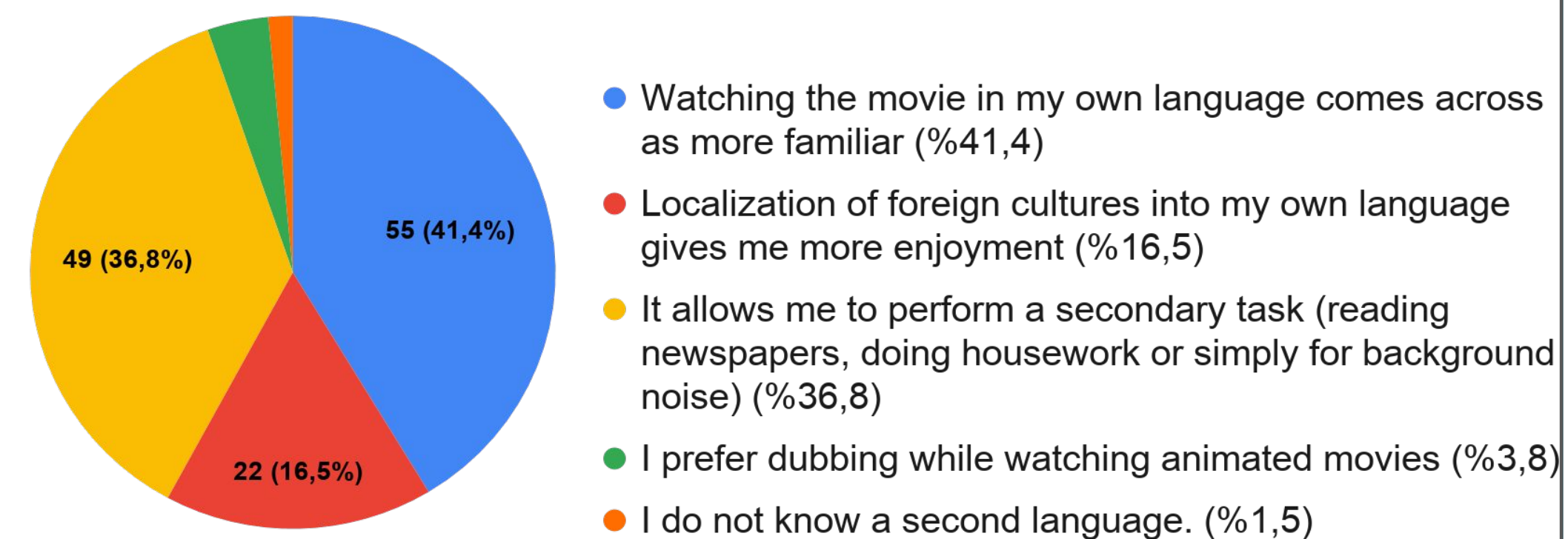
Which adaptation method do you prefer?



Why do you prefer Subtitles?



Why do you prefer Dubbing?



(See the QR code for the full survey)



DATA ANALYSIS

The main questions for this study are;

1. Which adaptation method do you prefer when watching TV programmes/movies?
2. Why do you prefer subtitles?
3. Why do you prefer dubbing?

The first chart shows that most of the Turkish audience prefer watching foreign programmes with subtitles. The second chart shows us that viewers want to hear the real voices of the actors that they see on screen and therefore enjoy a more authentic experience. The third chart explains the justification of those who prefer dubbing. This minority group believes that watching a foreign programme in their native language provides them with a sense of familiarity.

CONCLUSION

Generally, the viewers in Turkey prefer subtitling over dubbing. According to those who prefer subtitling, hearing the real voices of the actors is more authentic and they argue that culture-specific elements of a movie or a TV show are lost in dubbing. Those who favor dubbing claim that watching the movie in their own language comes across as more familiar and that reading subtitles distracts their attention from the movie, causing them to miss important parts of it.

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