

**THE CHALLENGES FACED BY THE TRANSLATOR IN ONE OF THE  
SUB - CATEGORY OF AUDIO-VISUAL TRANSLATIONS (AVT)  
CALLED “INTER -LINGUAL SUBTITLING (ILS)”**

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Subtitling is a broader field of Audiovisual Translations (AVT) which includes other sub- categories called “dubbing” and “voice cover”. Subtitling within the same language, in other words, intra- lingual subtitling, for the hard-of-hearing and the deaf and subtitling across the languages which falls into the category of inter-lingual audiovisual translation, mainly used in the film and television industry are the two sub-categories of subtitling. This research focuses on inter-lingual audiovisual subtitling. Actually, inter-lingual subtitling (ILS) is considered as one of the most popular and necessary translation activity that is being used in the film and television industry. Nowadays, most of the Tamil, Thelingu and Karnataka films and Tele drama series produced in India are imported to Sri Lanka in CD version include the Sinhala subtitles, which mean subtitling is gaining its ground as a marketing strategy that affects the demand of the film. Inter-lingual subtitling converts what is expressed in audio form in one language into a visual form in another language. Simply what is being said in one language is transposed into text mode to be read in another language. Therefore, subtitling is considered as "diasemiotic or intermodal". Generally, people do speak faster than they read. Thus, the subtitler inevitably faces two major challenges that of limited time and limited screen space. The purpose of this research is to explain the nature of these two challenges and to suggest solutions or strategies to overcome them. Apart from that, the subtitler faces many other challenges as well. Therefore, this research brings out other minor challenges and tries to suggest solutions for them as well. Accordingly, the solutions and the strategies generalized by the research will be useful, not only for subtitlers but also for translators because subtitling is a subcategory of translation.