

## **Pendekatan Semiotik Struktural dan Semiotik Interpretatif dalam Teks Polisemiotik: Satu Tinjauan Dari Segi Penterjemahan**

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### Abstract

Polysemiotic texts that can comprise of written and spoken natural languages, graphics, non-speech audio, maps, as well as animations have attracted some debates as to whether these texts should be studied based on the structure of language (Hjelmslev 1943, 1964 Barthes, Greimas 1966) or by the meanings present in the texts (Pierce, 1932, Eco 1976, 1984). However, there is also a middle ground approach, that is the intersection between structural and interpretative semiotics proposed by Jakobson (1959) that can be taken into consideration. Based on a number of audio-visual genres selected as representation for polysemiotic texts in Malaysian present context, this paper tries to explore the option of the practicality of the translation and the translation norms produced in the translation output. This discussion also focuses on how the extent of these three views of scholars mentioned above have affected the translation choices made in the selected sample. This paper will also examine the translation approaches used in audio-visual translation context, such as comprehensibility, accessibility and usability compared to translation quality, acceptability, and limitations on the use of language, which is said to be less important.