

Abstract

Translation can be defined as encoding the meaning and form in the target language by means of the decoded meaning and the form of the source language. Audiovisual translation (AVT) is a new field in translation studies. There are two typical forms for AVT: spoken and written. The spoken methods retain the language in oral form. Dubbing is a process during which the original soundtrack is replaced by a new soundtrack, recorded by actors in the target language. The written type of AVT is subtitling. In this case, the spoken dialogue is converted into written form and the text is usually placed at the bottom of the screen. This study works on the translation of compound nouns in the serial movie named "The walking dead", it is an American horror drama television series developed by Frank Darabont, based on the comic book series of the same name by Robert Kirkman, Tony Moore and Charlie Adlard. It compares the translation of compound nouns in dubbing and subtitle of this serial movie by Christensen's theory. Compounds are known to be formed by at least two words that here the combination of two nouns is considered. To obtain the foresaid goal, 5 hours of the film were analyzed based on Christensen's (2014) framework. Christensen defined ten strategies for translating compounds. Straightforward translation, decomounding, change of meaning and rewording were used by the translators and all of these four strategies were in common between the dubbed and subtitled versions of translation.

Keywords:

Translation, Audiovisual Translation, Subtitling, Translation Strategies, Compound Noun

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List of abbreviations

AVT: Audiovisual translation

ST: Source text

TT: Target text

TT₁: The subtitled version of translation

TT₂: The dubbed version of translation

CN: Compound noun

CHAPTER ONE: INTRODUCTION

1.1. Overview

Newmark (1988) pointed out that all translation is to some extent science, to some extent craft, to some extent art, to some extent a matter of taste. Commonly translation is considered to be conveying information from one language to another, but the great diversity of expectations and representations related to the concept of translation shows that translation is not a simple transfer from one language to another but a complex process, a set of activities.

Translation can also take place between different media, for example, from spoken to written form. Translation has always been a central part of communication, consequently, translation studies as a field of research has developed over the last two decades during which screen translation has slowly emerged as a new area (O'connell, 2007).

Screen translation is a general term which covers various language transferring techniques used to make audiovisual material such as television programs, films, videos and DVDs. Likewise, audiovisual translation (AVT) is a new field in translation studies. There are two typical forms for AVT: spoken and written. The spoken methods retain the language in oral form. Dubbing is a process during which the original soundtrack is replaced by a new soundtrack, recorded by actors in the target language. The manuscript is written in accordance with lip movements, the length of the original text, and sounds. It is extremely challenging to achieve an authentic result in dubbing, in addition, it is expensive and time consuming. The other forms of spoken translation, voice-over, is usually done by one person who reads the translated dialogue, not synchronized with lip movements, and often the volume of the original soundtrack is turned down, but remain audible in the background.

The written type of AVT is subtitling. In this case, the spoken dialogue is converted into written form and the text is usually placed at the bottom of the screen. Modern subtitles originate from silent films where there were texts in-between the scenes called intertitle. "subtitling is characterized by a change of medium; the oral text is

conveyed into written form in another language, which appears on screen simultaneously with the spoken text” (pettit, 2009, pp.49-53).

Cintas (2003) pointed out that the concept that has undergone greatest growth in translation is subtitling. It has many advantages; it is the quickest method and the most economical to implement. “compared to other forms of AVT, subtitling is most liable to evaluation and criticism, since both source and target texts are in front of the audience to judge, which makes the subtitlers’ task ever more demanding” (veiga,2009,p.166).

Subtitling has been under systematic investigation for rather a short time, so problems are sometimes difficult to work out. It is not only a difference of register, more radically the question is how to present an oral code within the written one and to find out why in subtitling there is a reluctance to insert oral features; also the time and space constraints limit the strategies available to the subtitler. The constraints of subtitling urge the translator to wonder about subtitling strategies. Iran is generally regarded as a dubbing country although subtitling is steadily but slowly gaining ground. Dubbing clearly prevails over subtitling but the offer in subtitled versions is steadily growing. A viewer must be able to follow the subtitles with ease. Subtitles should be correct, clear, credible and give the impression of being part of the action on the screen. Above all, the viewer should enjoy following a subtitled program or film in such a way that the subtitles form a natural part of the action. In order to help achieve these aims, subtitling strategies are intended to provide guidelines to ensure consistent high quality. This requirement may oblige the subtitler to make choice and choose the best strategies.

This study works on the serial movie named” The walking dead”, it is an American horror drama television series developed by Frank Darabont ,based on the comic book series of the same name by Robert Kirkman, Tony Moore and Charlie Adlard.It compares the translation of compound nouns in dubbing and subtitle of this serial movie by Christensen’s theory.It premiered in the United States on October 31, 2010, exclusively on cable television channel AMC and

internationally on FOX International Channels. The subtitled version of translation is from www.subsense.com and www.farsisubtitle.ir and the dubbed version is from www.saberfun.ir.

1.2. Statement of the Problem

Some translation studies have concentrated on difficulties associated with the translation of the words. This difficulty is often more in translation of compound nouns. There are so many compound nouns in movies the translation of which is a demanding task. The difficulties and challenges of this types of translation has increased the examples of insufficient translation so the audience of TT is not able to enjoy the same impact as the audience of the ST.

Every translator dealing with compound nouns, has the problem of finding the best strategy to handle the problems and constraints of their translation and this study was limited to combination of noun plus noun in CNs so the applied strategies are limited too.

According to Ivarsson (1992), there was very little literature on subtitling for a long time. As a result of this marginalization, no subtitler actually know how exactly the job should be done. . In subtitling there is especially the lack of space and time. The translation is influenced by confined space available for the subtitle text, the time available for and between subtitle exposures, the timing of subtitle insertion and removal and the display and format of the subtitles. Besides the subtitler has to take into account the average reading speed of the viewers.

According to Fisher et al. (1991), Dubbing has a long history in iran; however, young people have recently favored subtitled films, and universities have begun to include it as a subject of study in their curricula. Furthermore, many DVDs are subtitled using special software without human interference resulting in subtitles of poor quality. These factors narrow down the range of possible equivalents and translation strategies available for compound nouns.