

# HOTEL TRANSYLVANIA

## Introduction

•This research will examine the Turkish dubbing of an animation from the aspects of humour and linguistic transfer, in order to reveal the translator's solutions for the problems s/he encountered during the process of translation.

•The animation film *Hotel Transylvania* (2012) has been chosen as a case study.

## Literature Review

• "Humor is cultural, certainly in content, possibly in its dynamics in different countries, languages, groups" (Lampert & Ervin-Tripp, 1995, 69).

• "Dubbing refers to any technique of covering the original voice in an audio-visual production by another voice" (Coelh, 2005).

• "Adaptation is when the translation seeks to recreate the effect, by means of replacing e.g. cultural elements from the source text in the target text" (Hillbrandt et al., 2014, 12).

## Methodology

•We watched the source movie *Hotel Transylvania* with English subtitles and the dubbing simultaneously.

•We analyzed the translation and classified the linguistic elements and items of humor that might cause problem to the translator.

•We determined the translational strategies, in this case 'localization'.

•We focused on the translations of localization samples.



## Case Study

Original	Dubbing
1. You ugly fool!	Kot kafali!
2. You heard the man. Make them!	Herifi duyduñ. Neyi bekleyisun daa, yapsana oni!
3. You catch the human, and then I will make human pot pie!	Sen insanı yakala, ben de hamsili pilavıma katayım oni!
4. Here comes the party!	İşte kamber de geldi!
5. Just do your job!	Hadi yallah, işinin başına!

1. The phrase «kot kafali» is a specific phrase to the Black Sea Region in Turkey, which means fool, feather-brain.
2. The accent of Quasimodo here sets out an example of adaptation. In the original audio, it's given in French accent but in the dubbing, it's met with the Black Sea Region dialect.
3. Hamsili Pilav is a dish specific to Turkish cuisine, peculiar to the Black Sea Region.

## Conclusion

Our research has revealed that:

- Literal translation is the most commonly used strategy while transferring non-cultural elements in the text.
- Localization is the only strategy in transferring culture and language specific elements, such as humor.
- For localization:
  - Expressions are added from the target language, such as "hadi yallah, maşallah" etc.
  - Accents and dialects from target culture is used such as Black Sea Region dialect for Quasimodo's French accent, Central Anatolian dialect for the construction workers.
  - Some expressions which are common in social media are preferred to make more connection with millennials, such as "oğlum bak git, neyin kafası bu?" etc.

## References

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