

Translation of Children's Literature: A Study of *The Lorax*

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INTRODUCTION

• The present study examines how linguistic and didactic features in the children's book *The Lorax* are transferred from English into Turkish. The book was originally written in English by Dr. Seuss and published in 1971.

• The Turkish translation by Seda Çingay Mellor, entitled *Loraks*, has been recently published in 2019.

• Our study aims to comparatively analyse the translation of repeating rhymes, alliteration, and the frequent use of made-up words in order to reveal the translator's strategies.

LITERATURE REVIEW

• Chen states that "[...] translation of children's literature includes; using understandable words [...] translating the meanings instead of the words, keeping the exotic flavor, using vivid descriptions [...]" (2003, p. 128).

• "The power of a children's story lies in the rhythm it contains and the manner in which it insinuates itself into a child's brain" (Frankeberger, 2017).

• "The alliteration, the linguistic subversiveness, the stretching of the dictionary like bubble gum, these are Seussian traits that give the children an early taste for language [...]" (Varadarajan, 2006).

CASE STUDY: COMPARATIVE ANALYSIS

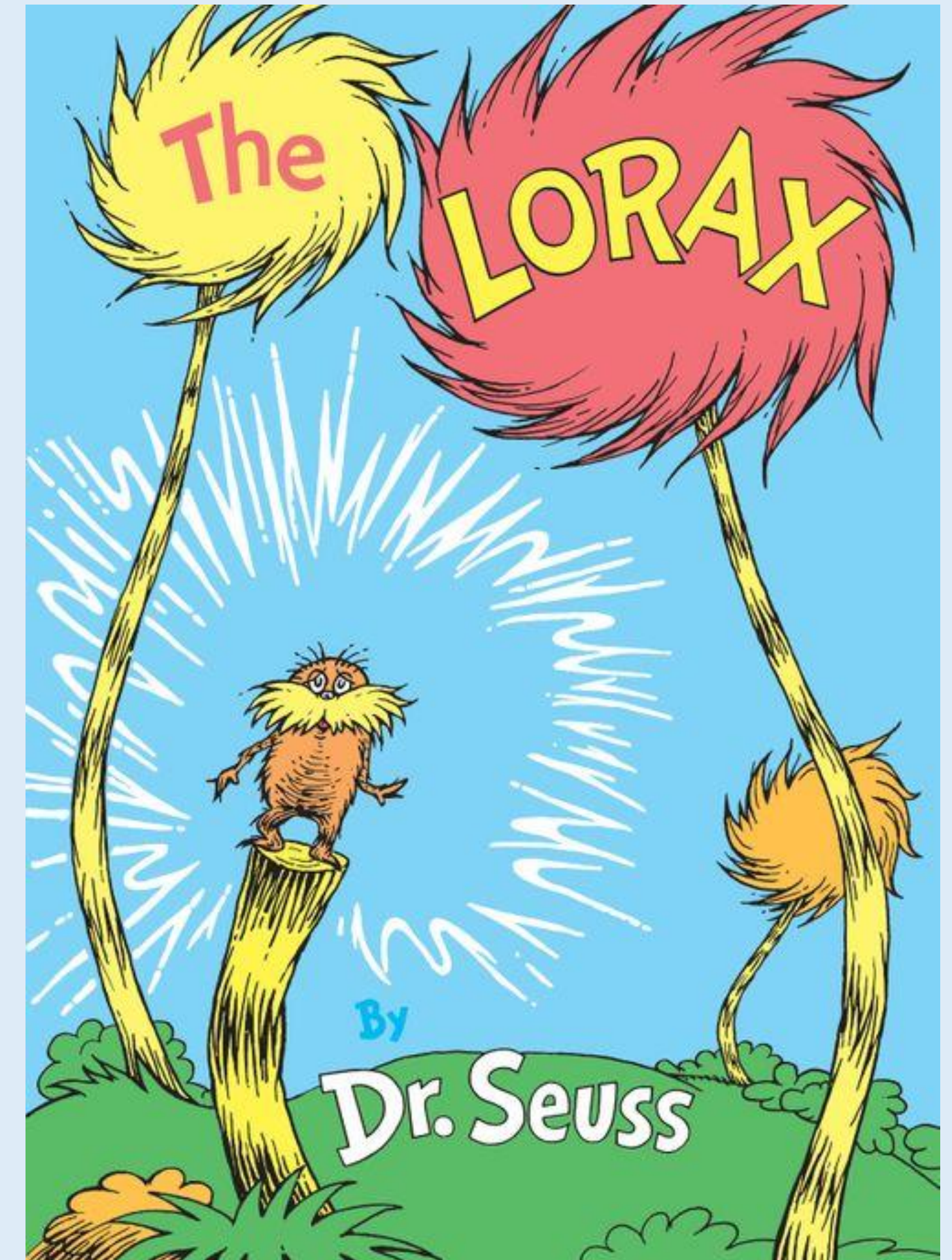
	ENGLISH	TURKISH
N E O L O G I S M	Grickle-grass	Çimbirik çimenler
	old Once-ler	İhtiyar Bir-Zamanlar
	Whisper-ma-phone	Fısırfısırteléfono
	miff-muffered moo	pufurdak pufur poşpoflar
	Swomee-Swans	Kuğurdayan Kuğular
	Brown Bar-ba-loots	Boz Barbulutlar

A D D I T I O N	ENGLISH	TURKISH
	...The old Once-ler still lives here. Ask him he knows.	...İhtiyar Bir-Zamanlar da orada yaşıyor <u>uzun süreden beri.</u> Ona sor o cevabı bilir <u>besbelli.</u>
	... So, I'm sending them off. Oh, their future is dreary.	O yüzden onları buradan gönderiyorum. Ah, gelecekleri karanlık, <u>adım gibi</u> <u>biliyorum.</u>

D E L E T I O N	ENGLISH	TURKISH
	...The old Once-ler <u>still</u> lives here.	...İhtiyar Bir-Zamanlar da orada yaşıyor uzun süreden beri.
	... And, for your information, you Lorax, I'm <u>figgering</u> on biggering and BIGGERING...	... Ayrıca Loraks, bak sana söyleyeyim, BÜYÜYECEĞİM, BÜYÜYECEĞİM...

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CONCLUSION

• Upon analysing the strategies used by the translator, it is seen that she created new words in the TL to equate the neologisms in the ST without changing the message.

• The messages intended by the author are maintained in the TT just as the rhymes are preserved as much as it can be.

• The comparison between the TT with the ST shows that the ST is successfully transferred into the TT using neologism, addition and deletion.

• We find the translator successful in her translation.



For the ST,
see the QR code:

