

VIEWERS' REACTION TO FOREIGNIZATION AND DOMESTICATION IN ANIMATION TRANSLATIONS

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INTRODUCTION

Our research aims at analyzing viewers' reactions towards the strategies of foreignization in the translation of animated films. In doing so, we conducted an online survey to 270 participants of both English and Turkish speakers with the purpose of finding out which strategy is preferred in subtitling and the dubbing of selected animations.

LITERATURE REVIEW

There have been many academic studies on foreignization and domestication in animation translation through subtitling; however, there are not many focusing on dubbing (see the references for detailed information). Moreover, we have observed that previous studies did not narrow the topic to a single genre. Hence, this is what makes this study prominent.

METHODOLOGY

A questionnaire comprised of 11 questions was conducted so as to analyze the viewers' reaction to foreignization and domestication in the **subtitled** and **dubbed** animated films.

This study is based on preferences of a **general audience** according to levels of competence in English.

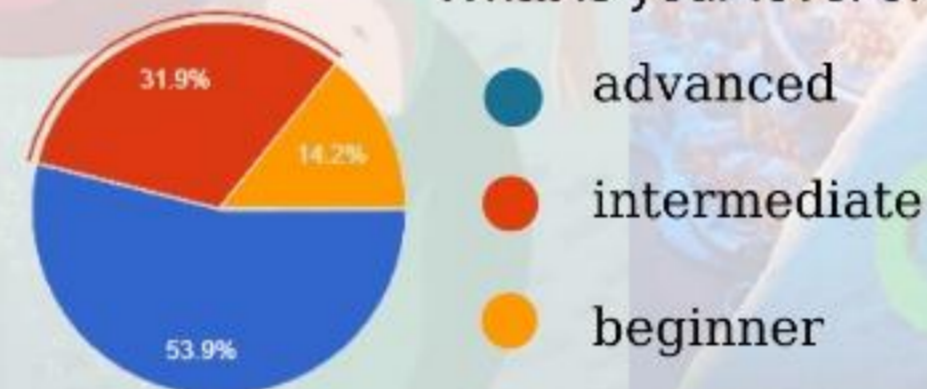
LIMITATION

A total of 270 participants took part in the questionnaire.

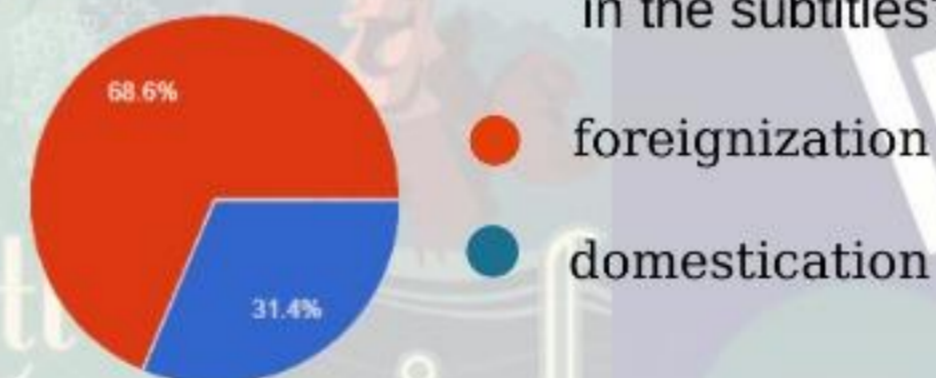
Due to time limitation, questionnaire could only be presented for 8 weeks.

QUESTIONNAIRE RESULTS

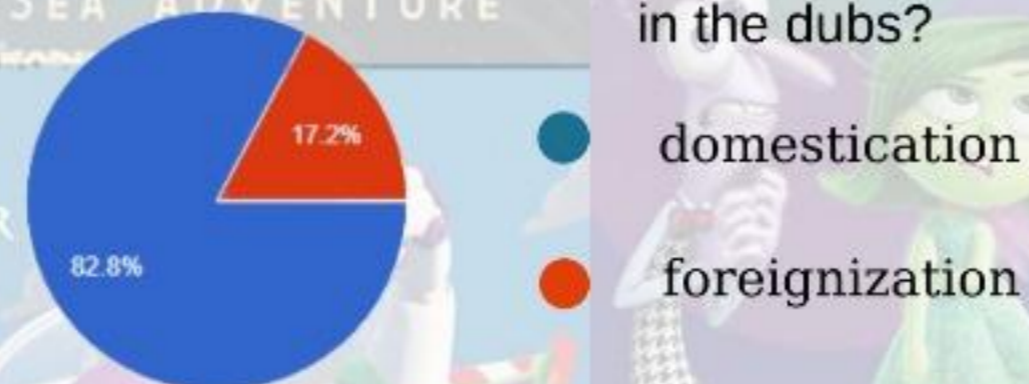
What is your level of English?



Which strategy do you prefer in the subtitles?



Which strategy do you prefer in the dubs?



CONCLUSION

The overall result of the questionnaire revealed that the viewers of animation movies predominantly preferred the domestication technique for dubbing and the foreignization technique for subtitles. However, the questionnaire demonstrated that while the viewers are open to foreignization in subtitling; they prefer domestication in dubbing, since they are more prone to see and hear elements in audio materials they are accustomed to.

The aim of this research was to reach a conclusion on the translation strategies in the subtitling of animated movies. Results were aimed to achieve through examining the preferences of the viewers through an online questionnaire. A general audience with all levels of English participated. The results have shown that viewers have preferred foreignization in the subtitles while they preferred domestication in dubs.

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