



TRANSLATION OF METAPHORS

A COMPARATIVE ANALYSIS BETWEEN SUBTITLING AND DUBBING



FULL PAPER

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Introduction

- This research aims to find out to what extent metaphor translation strategies applied by translators differ or show similarity in dubbing and subtitling.
- Three American movies with content rich in metaphors have been chosen as case study: *Gladiator* (2000), *Inglourious Basterds* (2009), *Shutter Island* (2010).
- Analysis of the selected movies further helps us investigate the translators' decisions in conveying the metaphors to target audience in two different modes; subtitling and dubbing.

Literature Review

- “As I see it, the main and one serious purpose of metaphor is to describe an entity, event or quality more comprehensively and concisely and in a more complex way than is possible by using literal language.” (Newmark, 2001, p. 84)
- “Metaphor is understanding and experiencing one kind of thing in terms of another.” (Lakoff & Johnson, 2003, p. 5)
- “Not all metaphors and similes are easily understood. If they are translated literally, word-for-word, into a second language, they will often be completely misunderstood.” (Larson, 1984, p. 275)

Methodology

- First, data is collected by identifying different metaphors in the selected movies.
- Then, categorization of the strategies applied in subtitling and dubbing is established.
- All the selected movies are R-rated.

Theoretical Framework

Translation strategies applied by translators are analyzed and categorized based on the framework proposed by Mildred Larson (1984):

- M1. Metaphor is maintained if it is clear in the target language,
- M2. Metaphor is converted into a simile by using 'like, as if etc.'
- M3. Another metaphor carrying the same meaning is used,
- M4. Metaphor is maintained by explaining the meaning or adding the point of similarity,
- M5. Meaning of the metaphor is given without using the metaphorical expression.

Case Study

Figure 1. Distribution of metaphor translation strategies in the TT

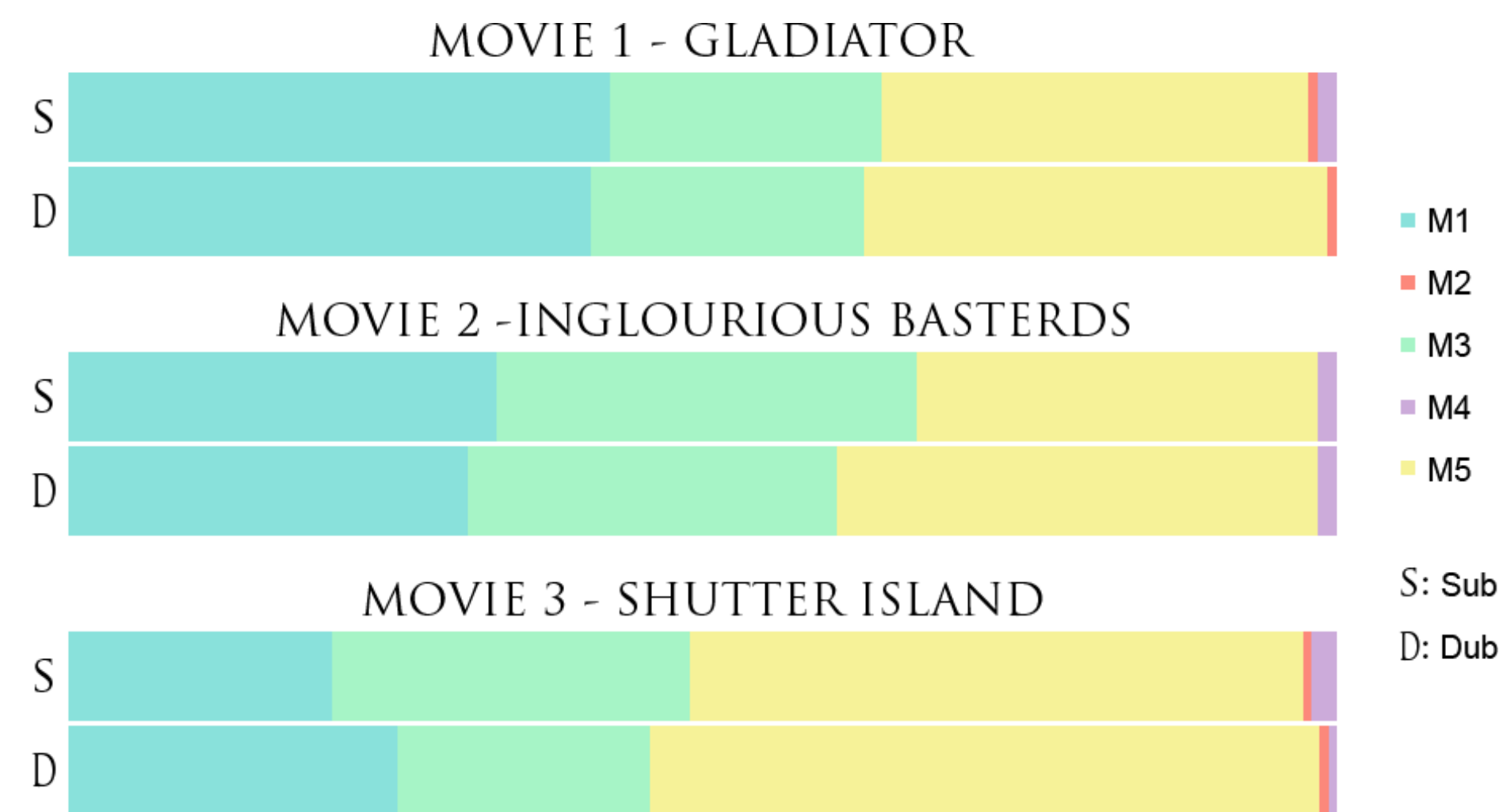
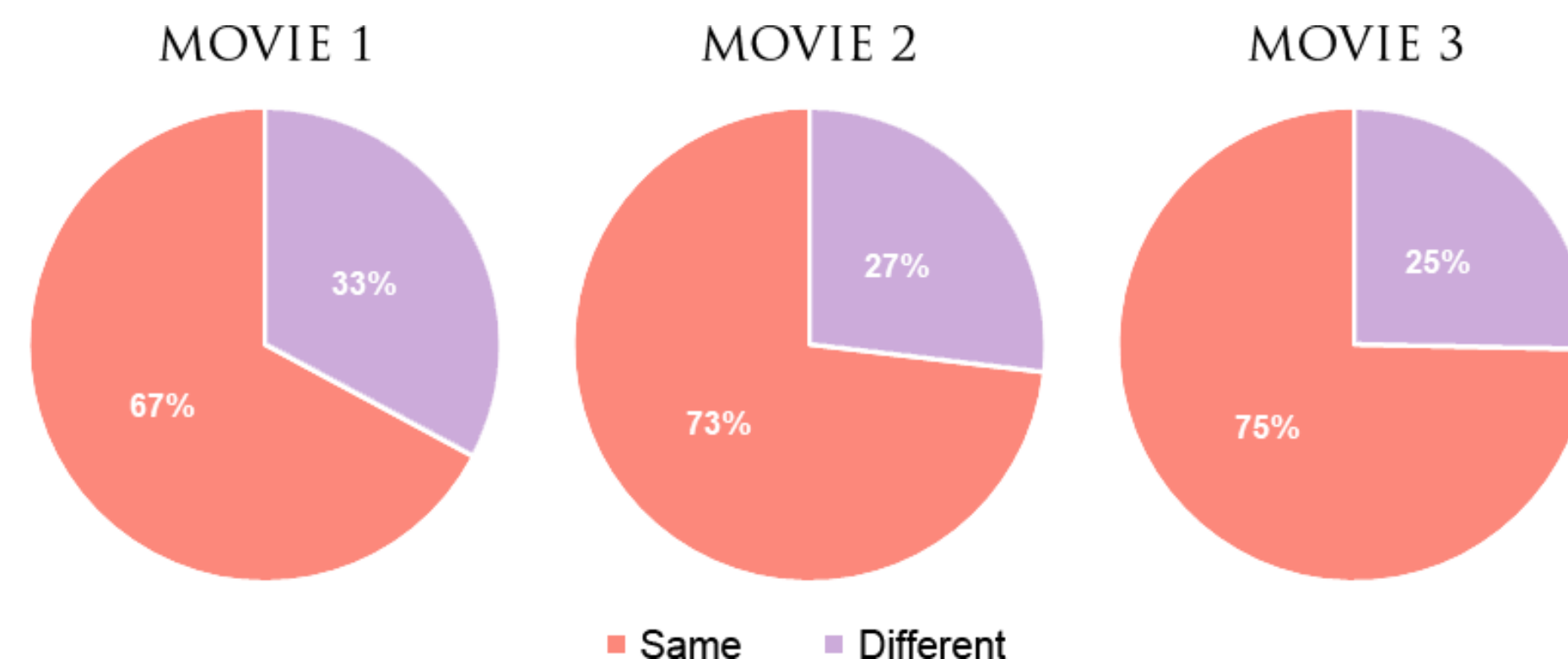


Figure 2. Distribution of the common and different translation strategies for the same metaphors



Discussion & Conclusion

- The results of this research show that M1, M3 and M5 are the most convenient and preferred strategies in translation of metaphors, while M2 and M4 are not practical due to the specific limitations of subtitling and dubbing.
- The target audience and the familiarity between cultures and languages play an undeniable role on the results.
- We can conclude from the frequency of M1 and M3 that there is a general tendency towards maintaining the metaphorical content in translation. However, the familiarity between cultures and languages do not always allow translators to maintain the metaphorical content, as the dominance of M5 in the third movie implies.
- A considerable number of metaphors are observed to have been translated by different strategies (see: pie charts).
- Considering the limitations of this study, further research is required to acquire better and more comprehensive results.

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