



Scan QR code for the full survey results.

TRANSLATION OF PROPER NAMES IN CHILDREN'S CARTOONS

M. Cenk Yıldırım –
Yaren Kerdak –
Batukan Bacak
IMT 4125, 2020-2021
Fall

Introduction

In this research we focus on the translation of proper names in the cartoons for children in order to find out if viewers prefer “domestication” or “foreignization” (Venuti 1995) of the proper names in target language. As a case, we chose *Heidi* and *The Smurfs* for comparative analysis and also as an example for our survey.

Literature Review

- "Replacing foreign names with more familiar ones shows a lack of respect toward other cultures. This deprives child readers of the chance to realize the wealth of cultural diversity that surrounds them." (Yamazaki, 2002)
- "In comedies, fairy tales and children's stories, names are often translated. Therefore, children's literature is habitually translated freely, adapted and manipulated in many ways." (France, 2000; Rudvin, 1994)
- Venuti defines domestication as a strategy that involves downplaying the foreign characteristics of the language and culture of ST. Venuti emphasizes that; he prefers the latter and calls it a *highly desirable* strategy. (Venuti, 1995)

Methodology

- First we watched *Heidi* and *The Smurfs* in SL and TL and listed the proper names comparatively.
- Then we conducted an online survey, including examples from the two selected cartoons, to 101 participants, most of whom are university students from various universities..

Data Analysis

Figure A: Opinions on Localisation of Heidi

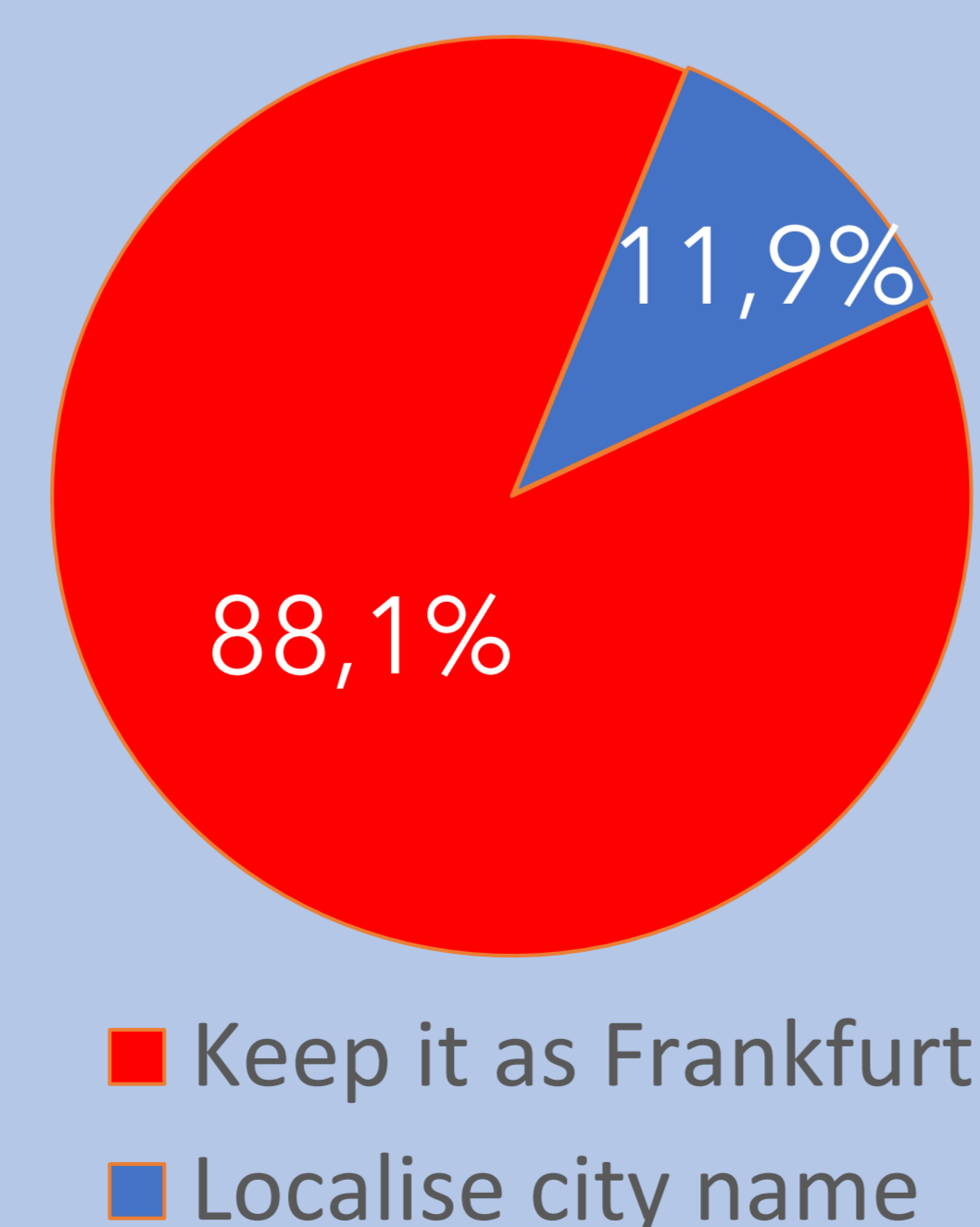
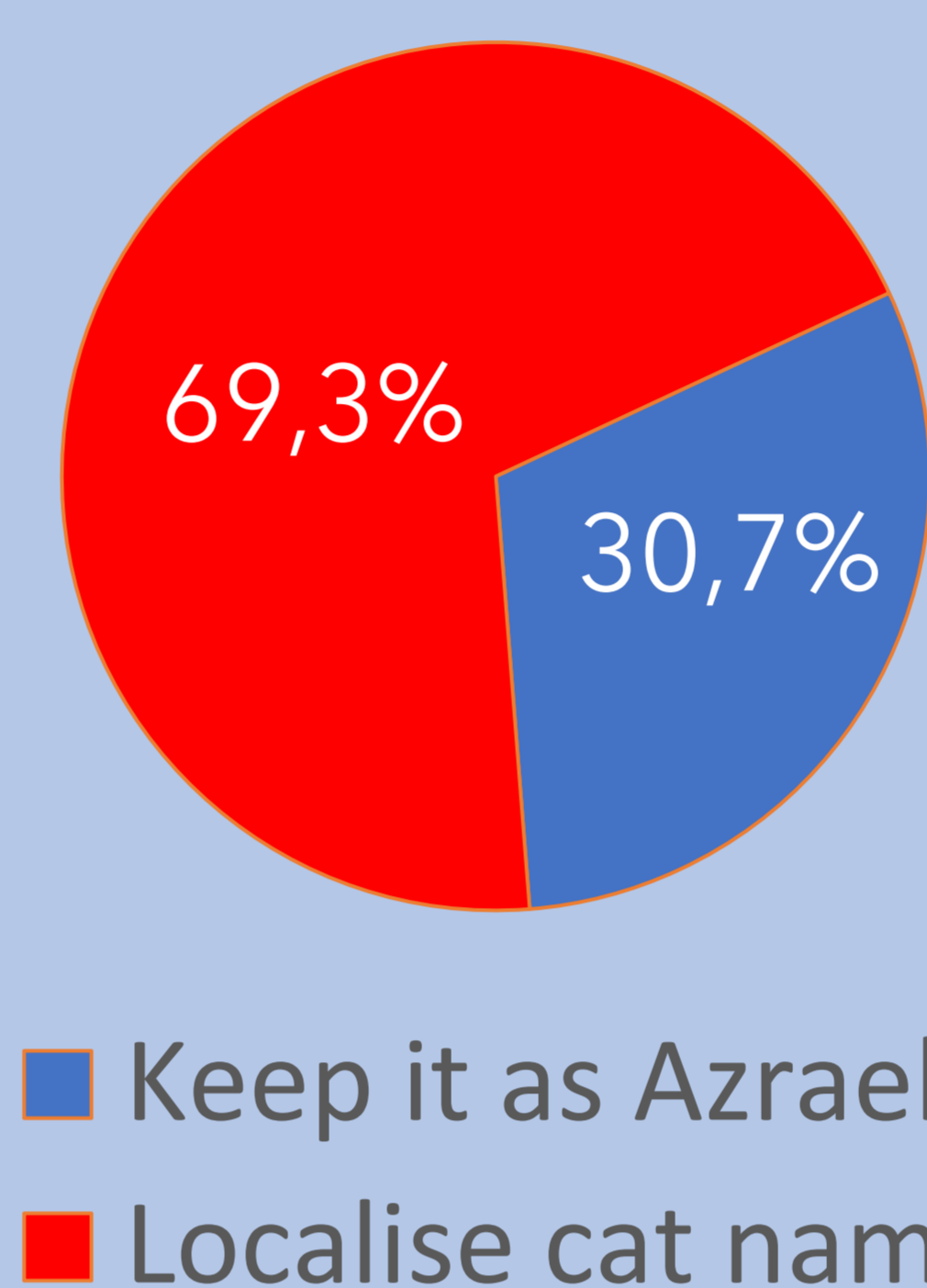


Figure B: Opinions on Localisation of Smurfs



- The results of our survey have shown that viewers prefer both strategies depending on the proper name. As in Figure A, when the name of a city is in question, viewers seem to prefer the original name. But as can be seen in Figure B, when the name of a character is in question, they prefer domestication.
- In the other examples we presented the viewers in our survey, they appear to opt for foreignization in the real-life names, such as “Frankfurt”; but they mostly opt for domestication in fictional names, such as “Smurf” or “Azrael” (See QR code for the other examples).

Conclusion

Since people gave different answers to each question in the survey in terms of domestication and foreignization, we concluded that there is no single way of translating proper names in cartoons. This topic, in general, depends on people's own preferences. These different ideas can also be seen in the literature we have reviewed. Different scholars have put out different approaches on how to translate proper names, not only in cartoons but in all kinds of media. We studied how translators, along with consumers and scholars approach translating proper names. Translators' approaches are not only based on personal tastes, but also the demands of the clients, the perspective of their society towards foreign words, the familiarity of the target audience with the source language and even the pay they receive.

References

- Tuna, D. (2017). Exploring the Nature of Translation of Names in Children's Literature. *International Periodical for the Languages, Literature and History of Turkish or Turkic*, 12/15, 579-594
- Sharei, S. Yazdanmehr, E. Firoozian Pour Esfahani A. (2017) Translation of Anthroponyms in Children's Cartoons: A Comparative Analysis of English Dialogues and Persian Subtitles. *Journal of Language and Translation*, 4 (7), 21-31
- Veiesund, M. (2020) Translating Character Names Children's literature. *Bachelor's project in MLSPRÅK*
- Köprülü, S. G. (2016) Çizgi Film Çevirisinde Onomastik Etki. *Söylem Filoloji Dergisi*, 2
- Naghmeh-abbaspour, B. Mahadi T. S. T. (2015) On Translation of Children's Literature: Characters of Children's Books Enjoy a Different Diet in Iran. *International Journal of Multicultural and Multireligious Understanding*, 6 (2), 58-68