

CULTURAL COMPARATIVE ANALYSIS: BİR BAŞKADIR & ETHOS

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INTRODUCTION

This research will analyze the dubbing of TV series Ethos (Bir Başkadır in Turkish, 2020), which was translated from Turkish to English. Our aim is to examine how the cultural elements are transferred by the translators and find out the viewers' reactions to the dubbed version.

LITERATURE REVIEW

Research on subtitling and dubbing conducted previously in Turkey have mostly analyzed audio-visual products from English to Turkish as their cases (Sahin, A. 2015). The strategies used in conveying culture specific elements to another culture has always been a focus of interest to researchers. Thus, by taking a recent TV series as a case we hope that our study will complement to the previous ones.

METHODOLOGY

Firstly, we analyzed Bir Başkadır and Ethos comparatively, using the dubbed version, and listed the culture specific items that seem to have lost or changed in the target language, English. Then we conducted an online questionnaire of 16 questions including some examples from the series. 288 viewers consisting of monolinguals and bilinguals from Turkey participated to our questionnaire and we did not impose an age restriction for participants. Finally, we included the questionnaire results in our study.

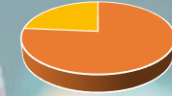
DATA ANALYSIS

Our survey analysis include comparing examples that lose meaning with translation, the subject of how much dubbing conveys the real meaning of the source language and its examples. Here are some examples we presented to our participants and their opinions::

ST: Tövbe tövbe

TT: Give me a break.

76.4% of the participants thought that there was a semantic loss in this translation.



■ No ■ Yes

ST: İlla bir çıkıntılık yapacak! İlla yapacak!

TT: No use with arguing her! She wins every argument!

84.3% of the participants thought that the cultural context could not be transmitted through the language used in this translation.



■ No ■ Yes

ST: "Ananız canına kıydı mı diyeceğim? "

TT: " Your mother, she just went on a trip"

89,5% of the participants thought that the main message in this translation could not be conveyed.



■ No ■ Yes

CONCLUSION

Our comparative analysis on Bir Başkadır and Ethos has shown that there is a loss in the transfer of culture specific items in target language. In line with these losses, our research has revealed that that viewers find the dubbing of Ethos to English not effective enough in terms of conveying the intended messages. As a result, the characters' world view, the details that can be counted as clues to understand the message in the series and the Turkish family structure have not been fully transferred. Thus the deleted parts peculiar to Turkish culture probably affect the reception the series and cause gaps for the target audience.

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