Непеева Жаннет Юсупова

Специальность: 031202.65 – Перевод и переводоведение

2015

Кафедра теории и практики перевода

доктор филол. наук, доцент
Стадульская Н.А.

Тема: ОСОБЕННОСТИ ПЕРЕВОДА НАЗВАНИЙ АМЕРИКАНСКИХ И АНГЛИЙСКИХ КИНОФИЛЬМОВ

ABSTRACT

Subjectmatter: Translation Peculiarities of American and British Film Titles.

Author: Zhannet Yu. Nepeyeva, 5th year student, Institute of Translatology and Multilanguage Studies.

Supervisor of the project: N.A. Stadulskaya, Associate Professor of the Chair of Theory and Practice of Translation and Interpretation.

Information about the sponsor organization: Pyatigorsk State Linguistic University; 9 Kalinin St., Pyatigorsk, Stavropolkrai.

Titles are most important in terms of information they carry about the text, the film, radio programme, etc. Translation of titles is a challenging task that is fulfilled by employing specific translation methods. Film looks like a piece of mirror, which reflects all the respects of human society, including the material world and the spiritual world as well. With large quantities of English movies being introduced into Russia, more and more movie titles are translated into Russian, some well done while some poorly done. Exploring the present situation of film titles, within the framework of audience-oriented approach, this paper tries to generalize some principles, such as faithfulness, cultural awareness, and combination of commercial and aesthetic effects, of film titles with abundant examples. Based on the foregoing analysis, some concrete techniques of film title translation are discussed, such as transliteration, literal translation and explication. The research has shown that literal translation is the most frequently used translation procedure in the translation of comedy titles into Russian and is the first procedure by frequency of usage overall. The statistical data allows to state that in the translation of film titles pragmatic approach is much more frequent in the Russian translation. When compared by genre, the distribution of the statistical data varied, thereby allowing to state that the genre may have a specific influence on the choice of translation procedures.