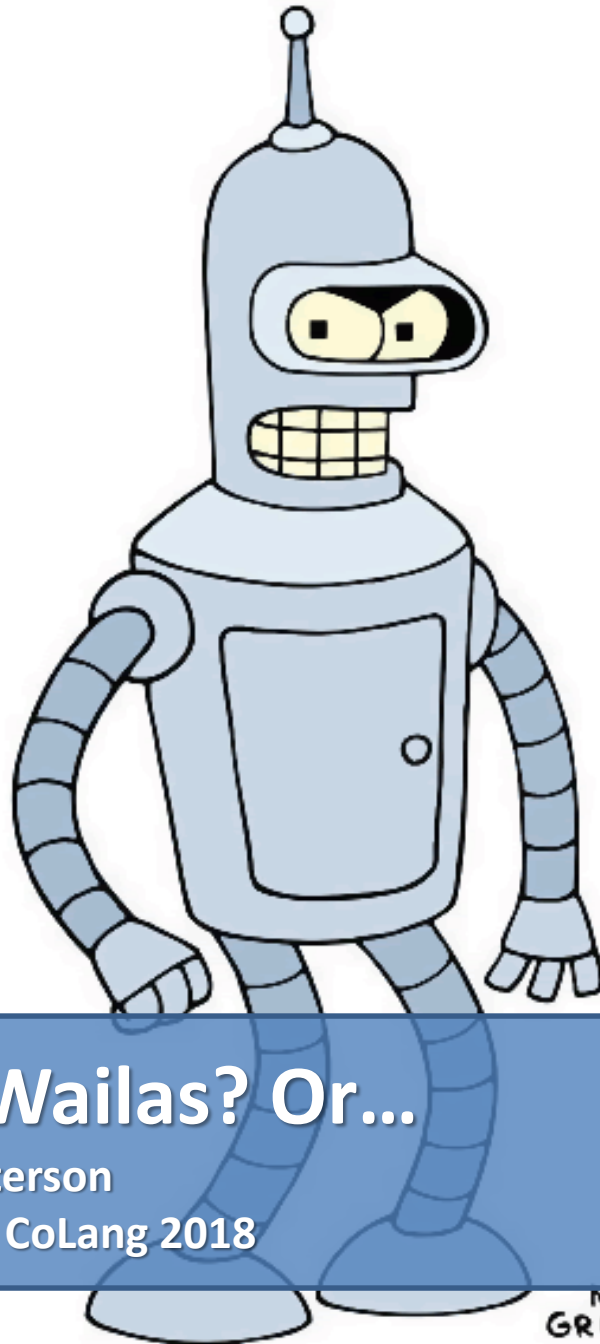


[CRIES IN SPANISH]

Traduttore, traditore

Translator, traitor

Italian proverb



Can Bender sing Wailas? Or...

Rolando Coto-Solano, Tyler Peterson
Translating Popular Media. UF, CoLang 2018

MATT
GROENING



Issues in Media Dubbing and Localization

Rolando Coto-Solano, Tyler Peterson
University of Arizona. AILDI 2015

Summary

1. Translatability and translation procedures
2. Dubbing and localization
3. Neologisms
4. Humor
5. Songs
6. Dysphemism
7. Language contact, sociolinguistics and dubbing

Summary



Translatability

This is an important topic in linguistics: **Is translation really possible?** Can the many nuances of one frame of reference (language + culture) be expressed in a different frame of reference?

Translatability

This is an important topic in linguistics: **Is translation really possible?** Can the many nuances of one frame of reference (language + culture) be expressed in a different frame of reference?

Translation procedures:

Adaptation (free translation)

Translatability: Adaptation



Original French:	Milou
English:	Snowy
Bengali:	Kuttus
German:	Struppi

But LatAm Spanish: Milú

Translatability: Adaptation



Original French:

English:

Dutch:

LatAm Spanish:

German:

Mandarin:

Dupond et Dupont

Thompson and Thomson

Jansen and Janssen

Hernández y Fernández

Schultze and Schulze

Dùběn and Dùpéng

Translatability: Adaptation



Translatability: Adaptation



Translatability

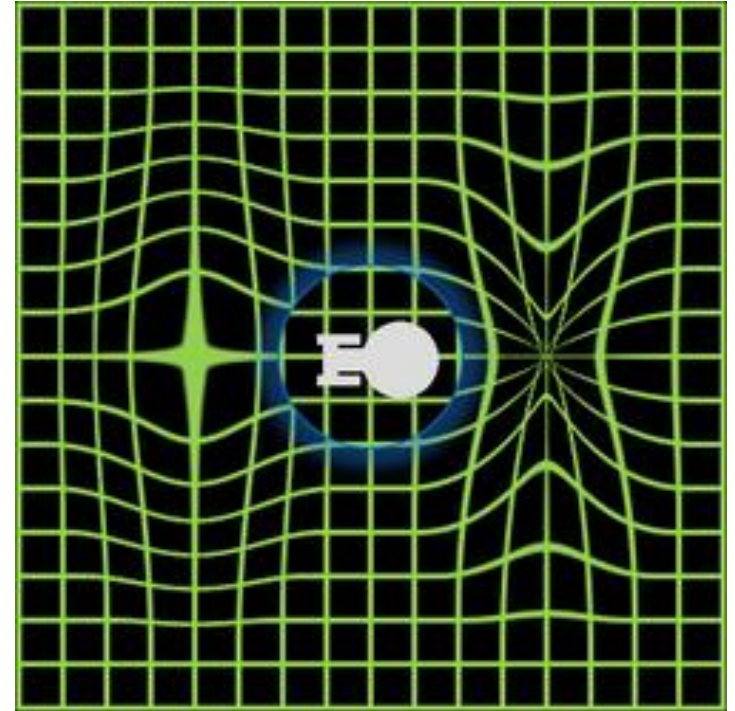
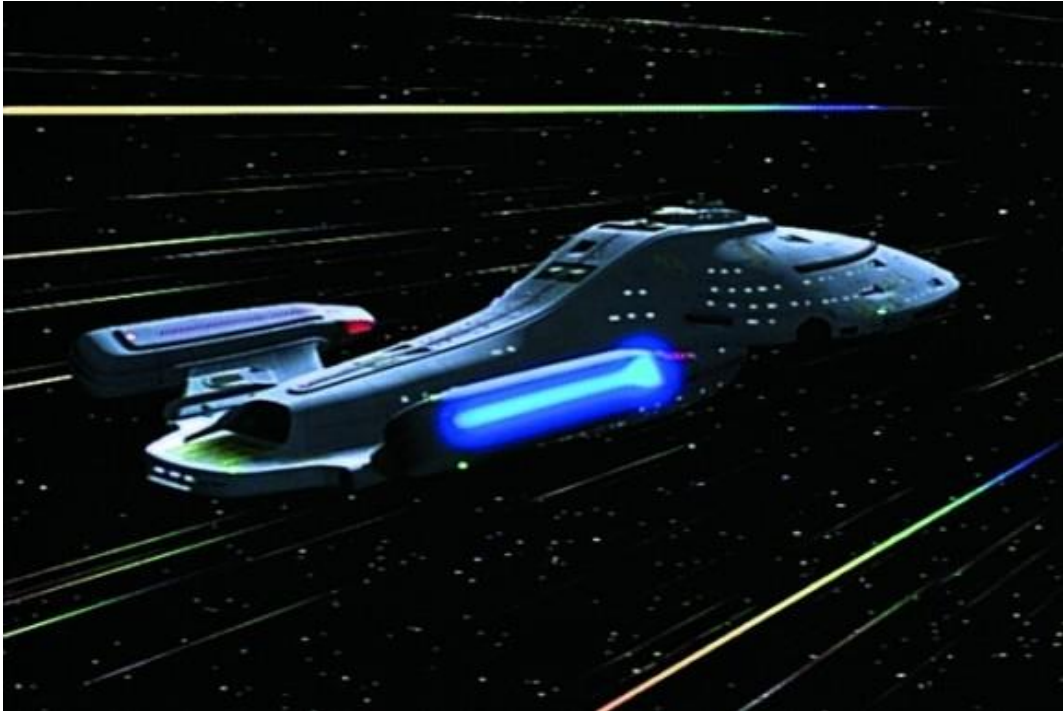
This is an important topic in linguistics: **Is translation really possible?** Can the many nuances of one frame of reference (language + culture) be expressed in a different frame of reference?

Translation procedures:

- Adaptation (free translation)

- Borrowing (loanword)

Translatability: Borrowing



English: Warp speed
Spanish: Velocidad *warp*

English: Warp core
Spanish: Núcleo *warp*

[Reboot Enterprise going into warp >>](#)
[Max Planck Institute: Word Loanword Database >>](#)

Translatability: Borrowing



Never "Curvature speed" (?)

ST Voyager: "Maximum warp" (S0526, 42:45)

[Big Bang Theory: Curvature Speed, Mr. Spock >>](#)

Translatability

This is an important topic in linguistics: **Is translation really possible?** Can the many nuances of one frame of reference (language + culture) be expressed in a different frame of reference?

Translation procedures:

- Adaptation (free translation)

- Borrowing (loanword)

- Calque (word by word translation of a new term)

Translatability: Calque



English: Death Star

Spanish: Estrella de la Muerte (lit: "Star of Death")

[Castillian: Star Wars "Star of Death" >>](#)

Translatability

This is an important topic in linguistics: **Is translation really possible?** Can the many nuances of one frame of reference (language + culture) be expressed in a different frame of reference?

Translation procedures:

- Adaptation (free translation)

- Borrowing (loanword)

- Calque (word by word translation of a new term)

- Compensation (translate with partially overlapping term)

Translatability: Compensation

Using a translation that only partially overlaps with the original word.

Spanish	English	Translation
Tú	You	First name, "you"
Usted	You	"You", "sir", "ma'am"

Spanish	English	Translation
Tú vas	You are going	You're goin', you're gonna
Usted va	You are going	You are going

Translatability

This is an important topic in linguistics: **Is translation really possible?** Can the many nuances of one frame of reference (language + culture) be expressed in a different frame of reference?

Translation procedures:

- Adaptation (free translation)

- Borrowing (loanword)

- Calque (word by word translation of a new term)

- Compensation (translate with partial overlapping term)

- Paraphrase (say with other words)

Translatability: Paraphrase



Ilunga (Tshiluba)

a person who is ready to forgive any abuse for the first time, to tolerate it a second time, but never a third time



Gökotta

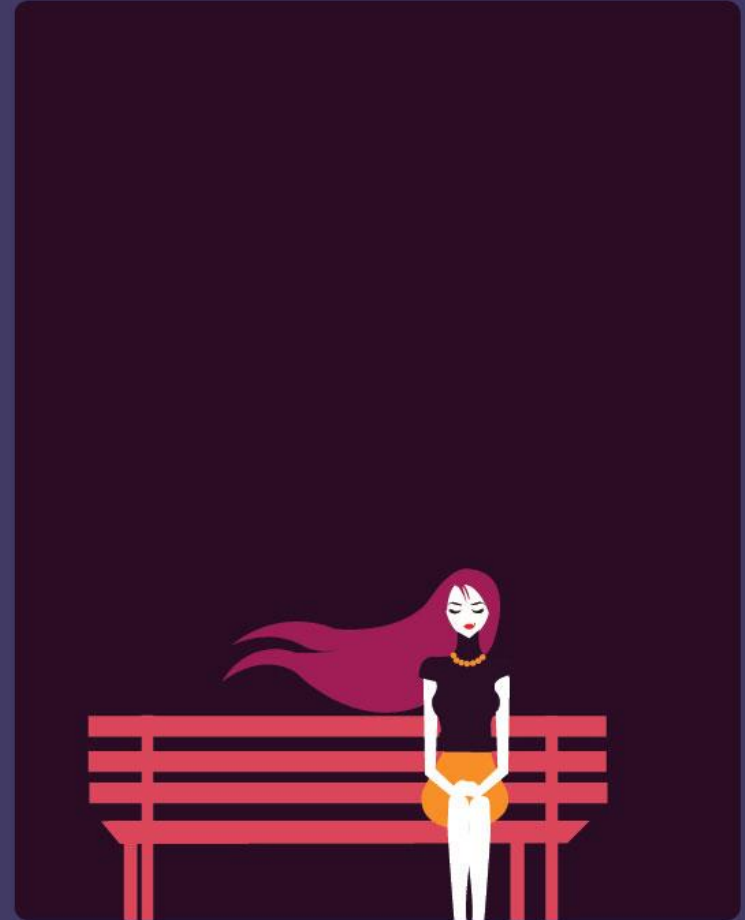
to wake up early in the morning with the purpose of going outside to hear the first birds sing

Translatability: Paraphrase



Tsundoku

the act of leaving a book unread after buying it, typically piling it up together with other such unread books.



Iktsuarpok (Inuit)

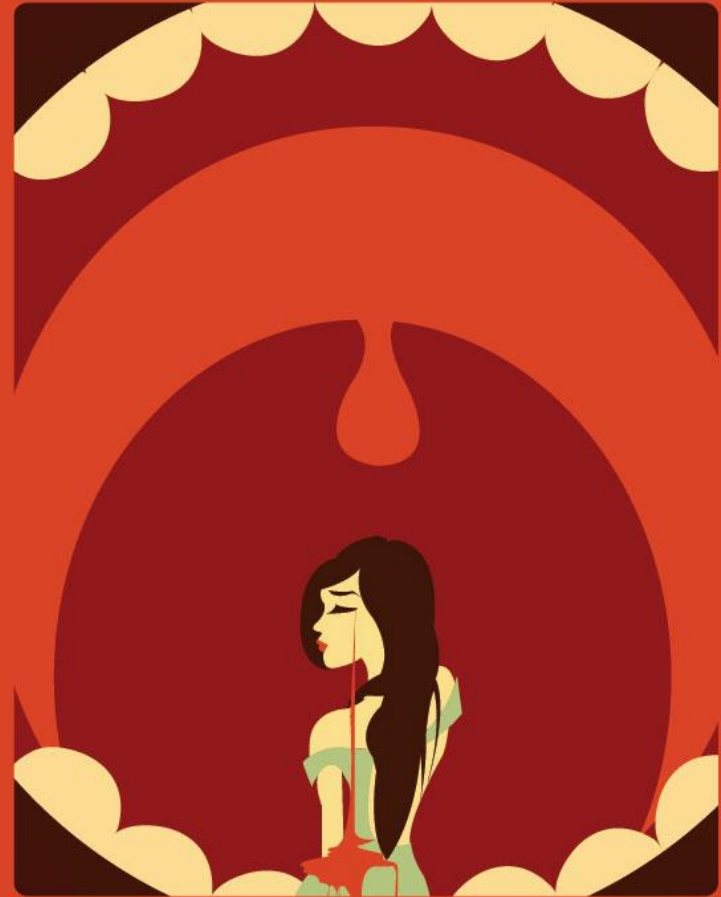
The frustration of waiting for someone to turn up

Translatability: Paraphrase



Mamihlapinatapei (Yagan)

a wordless yet meaningful look shared by two people who both desire to initiate something but are both reluctant to start



Schadenfreude (German)

enjoyment obtained from the misery of others

Translatability: Paraphrase



Mamihlapinatapei (Yagan)

a wordless yet meaningful look shared by two people who both desire to initiate something but are both reluctant to start



Paraphrasing difficult words often leads to **borrowing**

Schadenfreude (German)

enjoyment obtained from the misery of others

Translatability

This is an important topic in linguistics: **Is translation really possible?** Can the many nuances of one frame of reference (language + culture) be expressed in a different frame of reference?

Translation procedures:

- Adaptation (free translation)

- Borrowing (loanword)


- Calque (word by word translation of a new term)

- Compensation (translate with partial overlapping term)

- Paraphrase (say with other words)

- Translator note (provide an explanation)

Translatability: Translator Notes



[Urashima Taro is a character from Japanese folklore similar to Rip Van Winkle.]

I feel a little like Urashima Taro.

Neologisms

A **neologism** is a new word in the language. It can be:

A foreign word:	hors d'oeuvre (from French)
A borrowing:	sushi, espresso
A calque:	Superman (from the German <i>übermensch</i>) spring roll (from Mandarin <i>chūn juǎn</i> 春卷) Monday (from Latin <i>dies lunae</i>)
A new meaning:	heaven (first spatial, then religious)
An invented word:	Uber, Google, grok, bedazzled

These words will be increasingly integrated in the grammatical system of the language. (For example, they'll be pronounced as other words of the languages, they'd take noun and verb endings, etc.)

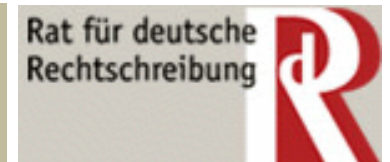
Neologisms

Bedazzled: The Taming of the Shrew, Act IV, Scene V

“Pardon, old father, my mistaking eyes, that have been so bedazzled with the sun that everything I look on seemeth green.” – Katherina

Neologisms

If there is a language authority in your community, try to find out if they have guidelines for the creation of new words.



Neologisms

Be orderly with your neologisms :) Fans are gonna know if you use different words for the same concept.



Star Trek:

English: Romulans

Spanish: Romulanos
Romulinos
Romuleanos

Neologisms

When you're translating them, flatten them only if you absolutely have to.

E.g.: "Maximum speed" versus "Maximum warp"
"Taxi" versus "Uber" (-15:21)

Humor

Why are things funny?

Humor

Why are things funny?

Because they break away from our **expectations**,
linguistic or cultural.

Jokes can be based on:

- The grammatical structure of the language

Humor: Properties of the language



Humor: Properties of the language



Homer: "I have a great way to solve our money woes. You rent your womb to a rich childless couple. If you agree, signify by getting indignant."

Marge: "Are you crazy? I'm not going to be a surrogate mother."

Homer: "C'mon, Marge, we're a team. It's uter-US, not uter-YOU."

Humor

Why are things funny?

Because they break away from our **expectations**,
linguistic or cultural.

Jokes can be based on:

- The grammatical structure of the language
- Manipulating meaning (semantics and discourse)

Humor: Manipulating meaning

Futurama, Episode 0102 “The Series has Landed”, 9:05; (09:30)

“Why does a moon rock taste better than an Earth Rock?
Because it’s a little meteor”.

The Simpsons, Episode 1F02 “Homer Goes to College”

“Is there a Homer Simpson present? - Smithers: I’m afraid he
couldn’t BEE here”

[Homer Simpson – Head Bee Inspector >>](#)

Humor

Why are things funny?

Because they break away from our **expectations**,
linguistic or cultural.

Jokes can be based on:

- The grammatical structure of the language
- Manipulating meaning (semantics and discourse)
- References to the larger culture of the speakers

Humor

Why are things funny?

Because they break away from our **expectations**,
linguistic or cultural.

Jokes can be based on:

- The grammatical structure of the language
- Manipulating meaning (semantics and discourse)
- References to the larger culture of the speakers
 - References to the world-knowledge of the speakers

Humor: World Knowledge

The Simpsons, Episode 1F07 “The Last Temptation of Homer”

English: “Wow, Capital City! The Windy Apple!”

[Windy Apple >>](#)

Humor

Why are things funny?

Because they break away from our **expectations**,
linguistic or cultural.

Jokes can be based on:

- The grammatical structure of the language
- Manipulating meaning (semantics and discourse)
- References to the larger culture of the speakers

References to the world-knowledge of the speakers

Expectations about gender or ethnic roles (not great 😞)

Humor

What to do when a joke cannot be translated?

- Modify the joke as best as you can
- Change it to a more culturally significant joke
- Flatten it or ignore it
- Create a new joke (if you dare!)

Humor: Modify the joke

Futurama, Episode 0405 “Godfellas”, 02:50:

English	“He always wanted to drift forever, but through the American Southwest”
Spanish	“He always wanted to drift, but in first class”

The Simpsons, Episode AABF20 “Thirty Minutes Over Tokyo”

English	“I can’t believe they stuck us at Tax-a-chusetts”
Spanish	“I can’t believe we got dork-a-chusetts”.

Humor: Modify the joke

The Simpsons, Episode 1F07 “The Last Temptation of Homer”,
06:19

English “Nice glasses, four-eyes! Tee hee hee. Yeah, nice shoes, uh...two-feet. Yeah.”

Spanish “Nice glasses, four-eyes! Yeah, nice shoes, Frankie... Stein!”

The Simpsons, Episode 1F02 “Homer Goes to College”, 16:45

English “Some guys are sending us reasons of why Captain Picard is better than Kirk.”

Spanish “Some friends from the University of Michigan are sending whale song frequencies”

Humor: Modify the joke

The Book of Life, 03:38

English

“Narrator: This book holds many truths. Some are actually true. - Girl: “The ba-ttle of Cin-co de Mayo? - Boy: Mayo! I love mayo”.

Spanish

“Narrator: This book holds many truths. Some are true. - Girl: The daaay of in-de-peeendence? - Boy: Independence? I am very independent”.

Humor: Culturally significant joke

Futurama, Episode 0102 “The Series has Landed”, 08:40

English “How many roads must a man walk down... before you can call him a man? Keep those things off of me, magnets screw up my inhibition unit. - So you flip out and start acting like some crazy folksinger? - Yes. I guess a robot would have to be crazy to want to be a folksinger”.

Spanish “And you take advantage of me, because you know that I love you... ‘Cause you know that... Keep those things away from me. Magnets disturb my inhibition unit. - And you go crazy and starting yelling like a *grupero* singer! Yes... I think a robot would have to be crazy if he wanted to be a *grupero* singer...”

Source for the Spanish song: [Grupo Límite - Y te aprovechas](#) (00:51)

Humor: Culturally significant joke

Futurama, Episode 0409 “30% Iron Chef”, 06:56

- English “I’m walkin’ on sunshine... hmm-mm-mm. Hmm-hmnh-hmnh sunshine... ah ah aaah...”
- Spanish “Well, sir, it turns out that Espergencia turned 15. And it wasn’t until today that she turned 30 that we had a party for her. But, oh well...”

Original song: [Espergencia’s Quinceañera](#) (00:10)

Humor: Flatten or ignore the joke

Unbreakable Kimmy Smith, Episode 0111 “Kimmy Rides a Bike!”, 06:56:

English “See, I’m a man of faith. I believe in Gosh and his son Jeepers”

Spanish “You’ll see, I’m a man of faith. I believe in God and in his son, of course”

Futurama, Episode 0407 “Roswell that Ends Well”, 09:51:

English “I’ll ax you again... Where can we get a microwave?”

Spanish “Now, I will ask you again, where can we get a microwave?”

Humor: Flatten or ignore the joke

Futurama: Episode 0406, Future Stock, 03:44:

English	“I was having whiskey with Boesky and cookies with Milken”
Spanish	“I drank whiskey with Boesky and ate with Milken”

Futurama, Episode 0102 “The Series has Landed”, 09:42

English	“Why does a moon rock taste better than an Earth Rock? Because it’s a little meteor”.
Spanish	“Why does a moon rock taste better than an Earth Rock? That’s because it tastes like cheese”.

Humor: Flatten or ignore the joke

The Simpsons, Episode 1F07 “The Last Temptation of Homer”, 15:22

English	“Wow, Capital City! The Windy Apple!”
Spanish	“Oh, the Fabulous Capital! The city of glamour!”

The Simpsons, Episode 1F02 “Homer Goes to College” 1:59

English	“Is Homer Simpson present? - Smithers: I’m afraid he couldn’t BEE here”
Spanish	“Is this Homer Simpson present? - I’m afraid he didn’t come to work”

Humor: Create a new joke if you dare!

The Simpsons, Thirty Minutes to Tokyo:

Dragon Ball Z!

Humor: Fail!

The Simpsons, HOMR (Season 12):

Engliss

“It’s uterus, not uter-you!”

Spanish

“It’s not a uter-I, it’s a uter-we!”

Songs

Should you or should you not?

Songs

Should you or should you not?

Translated song: Whalers of the Sea of Tranquility

Futurama, Episode E0102 "The Series has Landed", 09:12

English "We're whalers on the Moon, we carry a harpoon. But there ain't no whales, so we tell tall tales and sing our whaling tune"

Spanish "We've arrived on the moon and we have a harpoon. There's no fish in here, so I'll go back there to keep singing this tune"

Translated song: Seashanty

Futurama, Episode 0307, "The Birdbot of Ice-catraz", 06:59

English "Oh Greenland is a barren land, a land that bears no green, where there's ice and snow and the whale fishies blow..."

Spanish "There was once a tiny boat... There was once a tiny boat... And we couldn't find our way"

Original song in Spanish: [Había una vez un barco chiquito](#) (00:19)

See: "Popplers song" versus "Robot Devil Song".

Dysphemism (dirty words)

There are several kinds of words that one could call "dirty", or "swear words":

- **Taboo words** (offensive to aesthetic, social or religious values)
- **Vulgar words** (Body parts, bodily functions)

Different cultures find different domains: religion (i.e. Québec's *tabernacle!*), bodily functions, etc.

Dysphemic words can be ameliorated in a number of ways:
Oh my God! – Oh my Goodness! – Oh my Gosh! - Oh my word!

Dysphemism (dirty words)

How do you translate them?

- Bleep them
- Ameliorate them
- Ignore them
- Replace them with an appropriate swearword from your language

Unbreakable Kimmy Schmidt (S01E13, -13:08):

English: "We're getting the fudge out of here!"

Spanish: "I'm going to make us get out of here!"

Language Contact

- Could you do your dubbing in just one dialect of an Indigenous language? Do you need several dubbings?

France



vs.

Quebec



French

Language Contact

- How do foreign characters speak in your language? Is there any precedent to this?



Language Contact

- How do characters from regional groups or minorities sound in your languages?



Sociolinguistics

What does "sexy", or "senile" sound in your language?

(Futurama's *Big Z* versus *Zapito*...)



How would you solve these issues?

References

Muehlmann, S. (2008). "Spread your ass cheeks": And other things that should not be said in indigenous languages. *American Ethnologist*, 35(1), 34-48.