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FEATURES OF MOVIE TITLE TRANSLATION

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Turning to the analysis of translations of movie titles is caused by the existing situation on the film market, which is related to the quality of translations. The translation of the name, which performs an important function of advertising, can in a way realize the function of expressiveness and emotionality. For example, a review of the film «Lost and delirious» («Вас не наздогнати»). Only a few viewers would pay attention to a film called «Forsaken and Mad», which tells about the problems of female students of a closed college and even without the participation of famous Hollywood stars. The success, ratings of the film and its perception by the foreign audience also depend on how acceptable and bright the name will be. The famous American translation theorist Eugene Nida observed: «In order to make the best and most standard translation, the translation must be equivalent to the original title. And functional equivalence is to make the audience in the target language feel the same feelings as the audience in the source language, accepting information about history [3; p. 83]. Adequacy and equivalence are the central categories of the general theory» of translation. The classic definition of an adequate translation is that a semantically and pragmatically equivalent translation is considered adequate. [1; p. 263] Speaking about translation equivalence, it is worth noting that it is syntactic, semantic and pragmatic. Syntactic equivalence means the structural similarity of the source and target text. If there is no syntactic similarity, then we are talking about transformation [2; p. 127]. Grammatical transformations consist in transforming the sentence structure

during translation according to the norms of the target language. The transformation can be complete / partial.

Scientists distinguish the following types of lexical-semantic transformations: 1) concretization (when words in the English language have a broader semantic meaning and do not have a specific equivalent in the Ukrainian language); «The good liar» – «Ідеальна брехня»; 2) generalization (when a narrower semantic meaning is replaced by a wider one); «Early Man» – «Дикі предки»; 3) semantic development (translation due to contextual and logical change of the subject, process or sign); «Witches in the Woods» – «Дух відьми»; «Drunk Parents» – «Батьки легкої поведінки»; «Latte & the Magic Waterstone» – «Пухнасті бешкетники»; 4) antonymic translation (translation using a word with the opposite meaning to the word used in the original); «Ми-монстри» – «Happy Family»; «See» – «Сліпота»; «Get out» – «Пастка»; 5) adding words during translation to explain «The room» – «Кімната бажань»; «Mary» – «Прокляття Мері»; 6) omission of words during the translation of «Beyond Skyline» – «Скайлайн»; 7) compensation (transmission of content meaning by means other than those used in the original). «Silver Linings Playbook» – «Мій хлопець – псих».

There are four types of strategies for translating movie titles: 1. Literal translation. The so-called literal translation is to preserve the original text and the original form in the translation, when conditions allow, in particular, to preserve the original metaphor, image and local content. For example: «Innocent» – «Невинний»; «Against the ice» – «Проти льоду»; «Squid game» – «Гра у кальмара»; «Crazy Bus» – «Оскаженілий автобус». 2. Free translation. While the literal translation works well, it doesn't work for all movie titles. Due to differences in language and culture, a free translation strategy must be applied to some titles. For example: «Die Hard» – «Міцний горішок»; «The Intouchables» – «1+1»; «Shutter Island» – «Острів проклятих»; «Some Like It Hot» – «У джазі тільки дівчата». 3. Transliteration. This is a method of translation according to pronunciation. In a number of English films, the name of the hero or the location is used as a title. If the name was known to the audience or has important historical value, this method is used «Harry Potter» – «Гаррі Поттер»; «Jane Eyre» – «Джейн Ейр». 4. Expansion of the translation. Some English movie titles need some words added in the translation to explain them. In order to achieve the accuracy of the original film and take into account the language habits of the target audience, this approach is the basis of the translation: «Fair game» – «Гра без правил»; «A Dog's Purpose» – «Життя і мета собаки».

The translation of the film title is generally divided into two types. One type is that the word order should be the same «Better Call Soul» – «Краще

подзвонить Солу». Another is to replace the original word order. Some translations may be completely copied according to the English movie titles.

Among the tactics of translation, genre adaptation is increasingly common, in which the translation involves language units that relate the title of the film to a certain genre. For example: «Gun Shy» – «Супершпигун». The melodrama «Décalage horaire» (literally «Різниця у часі») is known to the Ukrainian audience as «Історія кохання». The title of the detective story «City by the Sea» in the Ukrainian translation is adapted to the genre – «Остання справа Ламарк», and the title of the horror film «She Creature» in the Ukrainian translation is more in line with the «scary» genre: «Страхіття з безодні».

Film title translation is a complex process that requires analysis of the original film title, immersion in cultural and social aspects, use and analysis of a number of translation transformations, strategies and methods of translation.

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