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Surveying Techniques for Cultural Problems of Children Comic Strips Translation

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Abstract

Comic strips, as we know today, have been around for over one hundred years. As a global phenomenon, comics enjoy a prominent place in translation studies. However, it should be pointed out that different cultures produce different comic strips. Furthermore, cultural adaptation includes processes such as domestication, internationalization, censorship and cultural jokes. In this paper, the researchers have tried to investigate cultural problems of children comic strips translations. To this end, we have selected one of the most popular comic books namely, "The adventures of Tin Tin" by Hergé. It has been translated by different translators in recent years. Hence, the researchers analyzed the following questions: what are the problems of translating cultural notions from English to Persian in "the adventures of Tin Tin"? What adaptations have the translator made in translating cultural notions? What adaptations can be proposed to make the strips more understandable regarding cultural notions? The researchers have compared the original texts with their translations to see the problems and have endeavored to come up with some solutions to remove these problems.

Keywords: Cultural problems; Children comic strips; Adventures of Tin Tin; Adaptations.

1. Introduction

Comic strips may never been considered as an important genre for children. It can affect children's lives and education. Comic strips have been around for over one hundred years. It developed the context, setting and the characters in visual forms which are more comprehensible for children. It adds more dramatic effect to storyline, whereas the linguistic context is usually limited. It motivates the newly-learn-to read kid and to start and enjoy reading enthusiastically. It fosters children's creativity, appreciation and sense of humor (Akef, 2009). As a global phenomenon, comics enjoy a prominent space in translation. In Iran and other parts of the world, the majority of comic's book's titles are translated from western sources. However, researches on comics' translation are not well represented (Zanettin, 2005:96). Therefore, the translation of children comic strips is very important, but unfortunately, the quality of translation of comic strips in Iran is not efficient and effective. (Akef, 2009). It seems that the most prominent feature in Tintin comic strips is humor after examining the 13 albums of Tintin.

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2. Method

2.1. Participants

The participants of the study were 2 raters; one of them had PHD in TEFL, and is teaching in branches of Islamic Azad University now. The other had MA in translation. Both of them had the same qualifications but the only difference is their educational degree.

2.2. Procedure

The researcher had to select a comic book that was available in market. After searching in the book market, it was concluded that Tintin albums were perfect for the purpose of the study for the reason that it was one of the best and famous comic strips in the world. Therefore; they were selected as corpora for the present study to be analyzed. 12 albums of Tintin comic books had been selected. Moreover, thoroughly and meticulously had been analyzed. After finding the source books, the attempt was made to identifying and categorizing the humorous speech. For this reason the researcher with two raters compared the source texts with the two different translations, pre-revolution translation and post-revolution translation to find the humorous speech. The humor manifested in 4 groups such as alliteration-wordplay-personal expression and spoonerism. As the wordplay, personal expression, alliteration and spoonerism were extracted; their translations were also analyzed and put in front of them.

Then, the aim was to check whether the translator employed any procedures to translate these items or not. If yes, what kind of strategy had been used based upon the framework to translate these items? Moreover, the researcher compared the different strategies which had been utilized by each translator. Finally, the translator added his own comments.

3. Results and Conclusion

According to the framework of study and review of the related literature, it is assumed that both translations have some shortcomings. Humor is an essential part of this comic strip and it was manifested in different ways, the translator should try to retain the humor with some strategies. Clearly, some strategies dwindle the effect of humor, such as deletion and reduction. Unfortunately, in both translations we had deletion and reduction which could fade away the effect of humor. Moreover, the translator should utilize adaptation and compensation to retain the sense of humor. There were almost 50% personal expressions in these albums, based upon the obtained result the translators in Universal Publications could retain and compensate personal expression effectively by adaptation and compensation strategies. Moreover, the percent of utilizing deletion and reduction is less than Rayeheh. Therefore, personal expression had been translated effectively in Universal Publication. The second scale was Alliteration that according to the obtained data had been preserved better in Universal than Rayeheh. The third scale was Pun that had been translated better in Universal Publication. Furthermore, this scale of sense of humor had been retained in Universal Publication better than Rayeheh. In Rayeheh Publication, the translator translated non-pun so he dwindled the effort of writer in creating the humor. There is 3.3% spoonerism which regrettably, the translator of Universal Publication could not compensate meticulously he applied most of the time deletion. Furthermore, this scale was better retained and compensated in Rayeheh Publication. At last, the researcher gave 20 frames to ordinary readers to

compare the obtained result practically. It worth mentioning that, the readers enjoy Universal Publication better. Therefore, the researcher concluded that Universal Publication could retain sense of humor better than Rayehe.

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