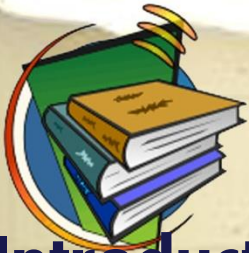


While Watching English Films...

V.Godina
Gubkinsky, 2020





Project content:

- 1. Introduction**
- 2. Project objective, tasks and relevance**
- 3. Translation strategies**
 - a. direct translation**
 - b. transliteration**
 - c. name transformation**
- 4. Analysis of the frequency of strategies**
- 5. Conclusion**
- 6. Internet information resources**

Project product: entertaining-educational presentation of movie posters (attached).

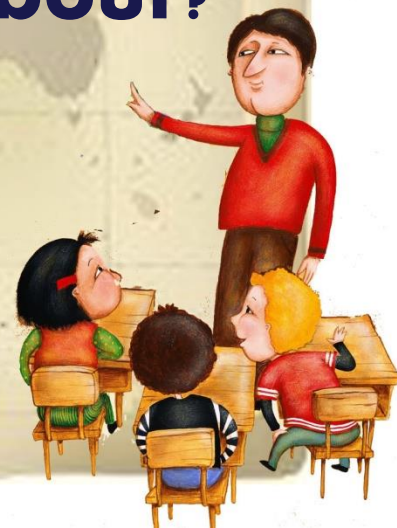




New terminology:

**Translation, film, method, transformation,
transcription, tracing, replacement,
transliteration, addition, omission,
replacement, strategy.**

Can you guess what I will speak about?

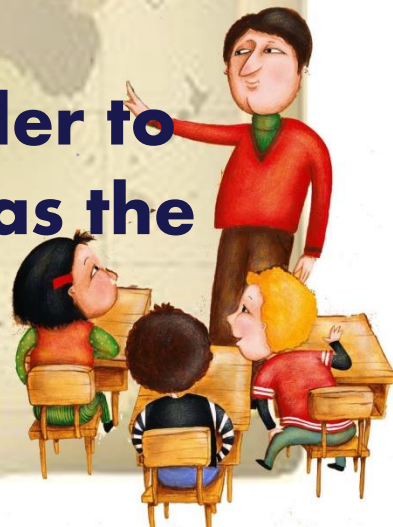


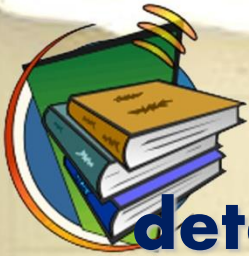


1. Introduction

I like to watch foreign films and first of all I pay attention to the English name of the film and its translation.

The name of the film plays a big role in understanding the film in general and the information contained in it. Therefore, the translator must be very careful when translating the name of the film in order to make it as meaningful and sonorous as the original.





2. Objective of the project: **determine the aspects of the translation of movie names from English into Russian**

Tasks:

- identify the strategies that translators use when translating movie titles;
- analyze the translation of movie titles by comparing the real name and translation;
- identify the most popular type of translation of movie titles;
- make an entertaining-educational presentation of movie posters

Relevance (Актуальность):

The relevance of this work is that at present the world of cinema is developing at a tremendous speed and a large number of people, especially teenagers, spend their free time watching a movie, including American ones.

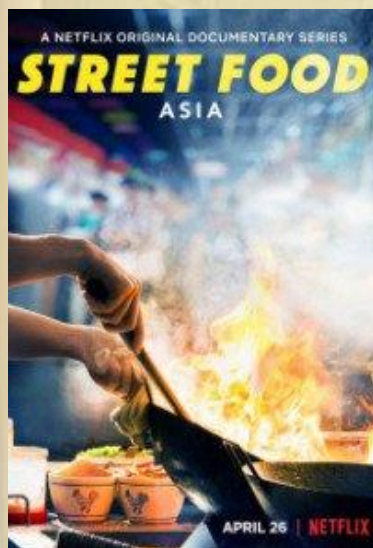




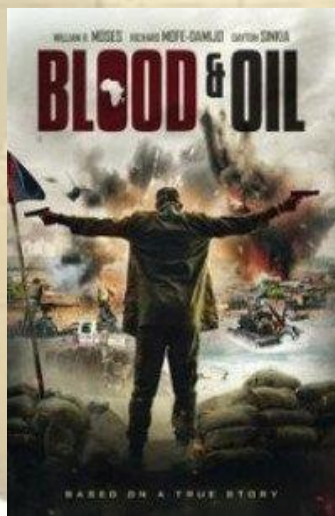
3. Translation strategies:

a. a direct or literal translation of movie titles

«УЛИЧНАЯ ЕДА»



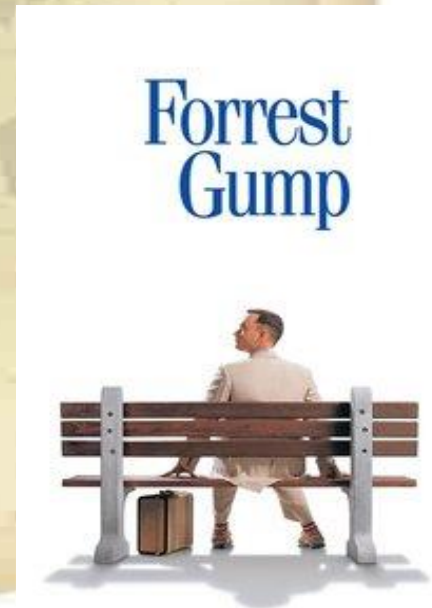
«КРОВЬ И НЕФТЬ»



«ДЕВУШКА В КНИГЕ»



3. Translation strategies:
b. transliteration (spelling) and
transcription (sound
reproduction) of proper
names.



3. Translation strategies:

c. name transformation. It is divided into the following criteria:

- ✓ **addition** - добавление
- ✓ **omission** - опущение
- ✓ **replacement** - замена



3. name transformation

addition – добавление



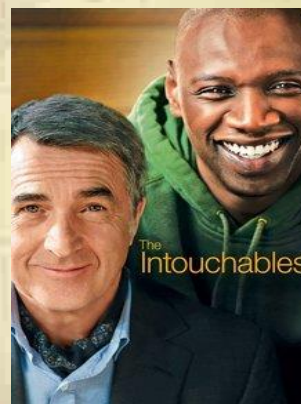
«Холодное сердце»

omission – опущение



«Труп невесты»

replacement – замена



«1+1»



4. Analysis of the frequency of applied strategies:

Let us analyze the names of ten popular films in order to determine their translation strategy. Examples were selected by random sampling. When analyzing the actual material, the comparative method was used.



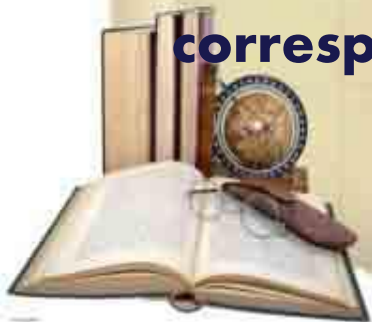
The results are presented in the following table:

No.	Original movie title	Official translation	Translation method
1.	TheShawshank redemption	Побег из Шоушенка	transformation
2.	The inception	Начало	replacement
3.	Dan in real life	Влюбиться в сестру брата	replacement
4.	Fair game	Игра без правил	transformation
5.	Tucker & Dale vs evil	Убойные каникулы	replacement
6.	The water horse	Мой домашний динозавр	replacement
7.	Over hedge	Лесная братва	replacement
8.	The Hangover	Мальчишник в Вегасе	replacement
9.	Lost	Остаться в живых	replacement
10.	Die hard	Крепкий орешек	replacement

As a result of the analysis, we found that 80% of films have titles that do not carry literal translation. Based on these data, we came to the conclusion that the distributors use more intriguing names in order to attract an audience.



- **In conclusion, the research work related to the specifics of translating film names from English into Russian has shown the inextricable link of the language level with the culture of the person himself.**
- **After analyzing the films whose names were translated using the replacement strategy, we came to the conclusion that this strategy allows you to translate the name of the film more attractively for the audience, but often the name obtained does not reflect the plot of the film and the idea of the author of this picture.**
- **It should be noted that the translation of the names of most films does not use a literal translation, but a replacement strategy, which is necessary to attract the attention of viewers, as well as for harmony and correspondence to the language of translation.**



Internet information resources:

- ✓ <http://begin-english.ru/blog/perevod-filmov>
- ✓ <https://www.film.ru/articles/kinoslovar-trudnosti-perevoda>
- ✓ https://pikabu.ru/story/7_pravilnyikh_nepravilnyikh_perevodov_nazvaniy_filmov_7096892
- ✓ https://zen.yandex.ru/media/kinoacademy/trudnosti-perevoda-ili-samye-glupye-perevody-nazvanii-filmov-na-russkii-5d3f1ab07cccba00ac208619?utm_source=serp

