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Can accents be used as a part of a translation strategy?
The translation into Spanish of diatopic variation in the *Cars* saga
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Introduction

- Linguistic variation (diatopic, diastratic and diaphasic) is a major difficulty in translation (buscar autores de apoyo).
- In AVT it is specially significant.
  - Oral texts.
  - Variation often linked to other aspects.
    - Cultural references.
    - Humor.
    - Connotations (social, economical, political, etc.)
- Some studies (buscar autores) and different strategies and techniques (buscar ejemplos)
- A study linked to a semiotic category (genre) and associated to connotations specifically seeked.
Purpose and premise

Purpose

1. To study the presence (use) of diatopic variation in a specific corpus: the Cars saga. (animated films).
2. To analyse the differences between the OV (English) and the DV (Spanish).
3. To establish patterns or norms behind the translation decisions.
4. To answer a few questions concerning the decision making about diatopic variation and accents.

Hypothesis

- Genre, as a semiotic category, influences the global translation strategy of diatopic variation.
Methodology

- Descriptive approach.
- (Buscar autores previos)
Corpus analysis (Cars Saga)

Original version
- Characters from different nationalities and origins
  - American.
  - English.
  - Italian.
  - German.
  - French.
- Foreign languages (Italian)
- Diatopic variation
  - English (american – british)
  - English with L3

Spanish dubbed version – Translation options
- Same characters (variety)
- Foreign languages (Italian). Different treatment
- Italian dialect
- Diatopic variation
  - French (L3)
  - Italian (L3)
  - German (L3)
  - Mexican (C3)*
Corpus analysis

O.V. Italian < English
S.D.V. Italian > Spanish

1. Morphological level
   Tires ⇒ neumatici*
   [t∫]Lightning ⇒ Raglio* ['ʌ] ≠ [gl]
   Know ⇒ conoscete ≠ conoscete[t∫] ≠ [∫]
   The whole world ⇒ a tuttios*
   Dream ⇒ soñado* ≠ soñado

1. Lexical level
   car ⇒ macchina
   for ⇒ perché
   fine ⇒ bene
   my whole life ⇒ tutta la mia vita
   welcome home ⇒ benvenuto a casa
   tire pressure is excellent ⇒ la pressione è ottima.
Corpus analysis

- O.V. Italian < English
- S.D.V. Italian > Spanish

What? ⇒ Che cosa?
Ti piace? E bellissimo!
Ma con chi stai parlando?

They will not know what bit them! ⇒ Doc, les vamos a dar pal capelli! [dar *pal* pelo] (idiom)
Corpus analysis

- O.V. (slight diatopic variation - Mexican)
- S.D.V: (strong diatopic variation – Mexican)
  - Lexical level
    - cuate, mano, manito
    - (Hey, man)
  - Sintactic level
    - no más que lo pidas
  - Morphological level
    - Purita locura (that’s too much)
  - Prosodic level
    - ¡Eh, me arañaste la pintura!
Corpus analysis

. O.V. (diatopic variation) (L2 accent)
S.D.V. (mixture: Spanish>Italian/diatopic variation)

If he is, how you say ‘the bestest’ race car’, then why must he rest, eh?

Si Mcqueen è, come dice, el mejor corredore, perché tiene que descansar?

Lexical level

Dormire (to sleep)
Due (two)
Stimoli intelettuale* (Intellectual stimulation)
Facere* (to do)
Corpus analysis

- O.V. Slaight Diatopic variation (German)
- S.D.V. Strong Diatopic variation (German)

PeRo al analizarlo con el microscopio he descubierto que tiene un pequeño fallo. Con un impacto de Radiación se vuelve muy peligRoSo.

Esta cámara es muy peligRoSa. ¿Quién podrá detenernos?

- Professor Zundapp
Other minor characters

Tomber (O.V.) (slight accent L3 – French) ⇒ S.D.V.
(strong accent L3- French)  Mama Topollino (O.V.) Italian
guess S.D.V. Italian dialect
Results

- Presence of a L3 (Italian / dialects)
- Presence of linguistic variation (Mexican, German / French).
- The same number of characters use linguistic variation in OV (English) and DV (Spanish) but some differences.
  - Variation is reinforced in the DV.
  - Reinforcement tends to stereotype.
    - Grammar mistakes.
    - Lexical mistakes.
    - Forced/Strong pronunciation.
Final Considerations (objectives)

1. Presence of diatopic variation: a significant element in the dialogues.
   - Original version (English)
   - Dubbed version (Spanish)


3. Norms / Patterns:
   - All levels are concerned (Lexical, morphological, syntactic, prosodic)
   - Stereotyped language.

4. Decision making process: translator ??
Final considerations (Hypothesis)

- A question arises: Is this level of reinforcement similar to the one used for adult films? No.

- Preliminary results confirm the initial hypothesis: genre seems to influence the treatment of linguistic variation.

- More research linked to specific variables (genre, potential audience) is needed in this field.
  - Wider corpus.
  - Reception studies.
Thanks for your attention!

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