

Правильный перевод фильмов в жанре фэнтези на казахский язык

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В данной статье рассматривается правильное представление перевода английского кино в жанре фэнтези на казахский язык. Перевод для кино - одна из самых сложных задач, с которой переводчик когда-либо сталкивался в своей жизни. Во-первых, возникает вопрос о целесообразности того, что смысл фильма должен быть понятен, чтобы зритель после просмотра фильма не назвал его одним из «странных иностранных фильмов». Во-вторых, при переводе фильма встает вопрос о выборе между несколькими способами перевода фильма. Часто используются несколько основных режимов перевода: дубляж, субтитры, озвучка и т. д. Помимо вопроса о способах перевода, существует вопрос о различиях между отечественными и зарубежными зрителями. Отечественный зритель и иностранный зритель явно не похожи друг на друга, формируют лингвистические и культурные аспекты.

Ключевые слова: перевод, фильмы, кино, казахский, английский, фэнтези.

Correct translation of movies in the genre of fantasy into Kazakh language

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This article discusses the correct representation of the translation of English cinema in the genre of fantasy into Kazakh language. Translating for movies is one of the hardest tasks a translator will ever face in her/his life. First, there arises question of appropriateness that meaning a movie has to be comprehensible so that the audience after viewing a movie wouldn't call it one of the «weird foreign films». Second, when translating a movie there stands a question of decision between multiple modes of movie translation methods. Several main modes of translation are used often times: dubbing, subtitling, voice-over, etc. Apart, from the question of modes of translation, there is an issue of difference between domestic viewers and foreign viewers. Domestic viewers and foreign viewers are evidently dissimilar from each other, form linguistic and cultural aspects.

Keywords: translation, movies, cinema, Kazakh, English, fantasy.

One would find it difficult to enjoy and get delighted by movies if there were only made only in particular one language. Since, the release of silent movies, movie production industry has always relied on translation to get their productions go across countries. If there weren't translation methods such as dubbing, subtitling, voice-over and other forms of translation methods, movies would have been restricted to only one particular language and one geographical location. Translation is considered to be fundamental for the worldwide distribution and exposition of movies.

Nowadays, everything has evolved and whatever is being produced in one country can be imported to other countries. Music, fashion and movies are one of the things that can be imported to foreign countries and meanwhile carry in themselves something meaningful and represent a culture of a particular country. Especially, movies and films are imported more rarely than any other types of products. However, not all movies get to be translated and go overseas. For it, to be able to cross overseas and catch attention of foreign viewers it has to be interesting and thrilling and most importantly it has to be requested and demanded by foreign audience. Also, it must be noted that not every movie that is going to be imported is going to be a huge hit in another country. It is something that a translator plays a huge role in, because for its most part success of a foreign movie depends on its translation and a good delivery.

Entertainment industry takes a huge place in livelihood of all the people all around the world. This industry is widely known and serves millions of people on a daily basis. The so-called entertainment industry constitutes of sections such as: music, cinema, radio, television, etc. Especially, film industry is known to be the most pre-eminent section of this industry. The exact time appearance of film industry is unknown, however there are some clues that lead most scholars to believe that the industry started to grow around the end of XIX century. Although, there may have been movies or films shot before the end of XIX century, but they weren't good enough to catch viewer's attention and that is the main reason of their failure in the film industry. According to sources, first short movie was released in Paris and presented to the audience [1, p. 196]. Soon after this occasion, there started to appear movie production companies all over the world and not just in France. Films shot in the late XIX centuries were all black and white and didn't have recorded sounds. One of the first movies to be ever shot was produced by French inventor Louis le Prince. He released a silent movie called «Roundhay Garden Scene» which was shot in Leeds, England, in 1888. Without the presence of language, Louis Le Prince managed to musically accompany the movie, however despite the musical accompaniment; viewers would sometimes get bewildered as how to convey the storyline of the movie without words [2, p. 168]. After a while silent movies started getting replaced by movies with intertitles. In 1903, Edwin S. Porters' «Uncle Tom's Cabin» was the first movie ever to feature a novelty «intertitles». Sometimes its reputed,

intertitles were invented by cartoonist and filmmaker J. Stuart Blackman [3, p. 127]. In the era of intertitles, the problem of translation was fixed easily. The original intertitle would be removed, translated and re-inserted into the movie. Besides inserting intertitles, sometimes film producer would consider voicing the intertitles, for instance somebody would simultaneously interpret the text and then it would be re-inserted onto the movie again. This novelty enabled movie producers to tell a story within a movie. In 1909 M.N. Tropp suggested the idea of putting additional texts below the intertitles, to make the movies even more comprehensible [4, p. 263]. His new technique was called «subtitles». Subtitles were considered to be efficient, because it was low budget and movie companies would just shoot a movie, put subtitles at the bottom of the screen and distribute it to countries that inquired. But, film makers started facing problems with the invention of talkies – movies with sound effect around the year of 1927. This novelty enabled the audience to hear and listen actors speak. But this also, limited filmmaker's opportunities of distributing movies to more than one country. Because the film was shot, produced and edited in one particular language, filmmakers had lost their chance of worldwide distribution. One language movies meant that films were limited to an audience that spoke the same language.

Evidently, United States of America has always been dominant in the field of movie production. As time went by United States continued producing more and more films. And, of course the request for movies produced in United States was really high. Their movies were distributed to many countries of Europe and that is where subtitles started to appear. On 26th January of 1929 «The Jazz Singer» with French subtitles opened in Paris, thereafter another movie was presented with subtitles in Europe. This particular movie is called «The Singing Fool». It had subtitles in Danish and was presented to the viewers on 17th August of 1929. Initially, public didn't respond to subtitles in an exciting way. Some claimed, subtitles were distracting them from the original picture and even called it annoying. Hollywood was expanding and having its so called golden age in 1930-1950s, in the meantime there were many film laboratories being built in different parts of Europe. Precisely, film laboratories were built in countries such as, Norway, Sweden, Hungary and France. There was film laboratory «Filmtekst» in Oslo, «Ideal Film» in Stockholm and Paris based film laboratory called «Titra-Film» [5, p. 147]. Afterwards, there may have appeared another couple of film laboratories as mentioned above. But, some of the film laboratories mentioned in previous sentences did remain till this day. Actually, only «Titra-Film» film laboratory based in Paris who survived and remained among other laboratories. All three film laboratories had obtained exclusive control over any other film laboratories, each in their own countries. This whole process took its beginning back in 1930 s, when Norwegian inventor named Leif Eriksen patented mechanical way of stamping text directly onto the film. After two years of working with mechanical way of stamping text onto the film, another chemical method of stamping

subtitles was introduced. Many chemical elements would be used, in the new technique of inserting subtitles onto the movie and it needed to be washed off, to make the letters clear for a person to read.

Back then, issue of movie translation was not considered about because there were only a few countries that were able to shoot a movie and those movies didn't have voice recordings. Decades later, movie production companies started to release longer movies which were about several minutes. At this time, movie production industry was not much international and movies weren't exported to other countries, instead they were presented to the citizens of the same country. However, this situation started to change after a couple decades. In the beginning of XX century United States of America had a huge success in exporting movies to Australia and some states of Europe. In late XIX centuries when movies were just appearing, they used to be a lot different than the present day movies that we used to see. Those movies would usually portray a situation or an event from daily lives of people and wouldn't have sounds. As time went by, movie production industry has adopted some new improvements which helped the movie industry to become more popular on its turn. Sound era entered the film business much later and it was an enormous development towards the industry. First movie with sound effect was called "Don Juan" which had synchronized sound effects but still no dialogues in it. Later on, movie production companies began to shoot movies with dialogues. In late 1927 s Movie Company "Warners" exhibited movie "The Jazz Singer" which for its most part was silent but had some synchronized dialogues in it therefore this movie is considered to be the start of sound effects in the movie production industry [6, p. 237]. This new change had a huge impact on the industry and soon there started to appear more movies with sound and conversations. In the time span of 2 year all movies were presented to the audience with sound effect and there was even some type of competence in the use of sound systems. Although, there used to be movies with various types of sound systems and the competition was really high at the time. Sound movies were extremely lucrative and made big benefits to different genres of movies than silent movies did. With the passage of time, movie production industry started to acquire new techniques of movie making and accordingly there started to appear all and different sorts of movies, which made the industry thrive rapidly. Invention of sound effect was a prominent novelty and this in its turn served as a cause for the export of movies. Emergence of sound effect caused movies to go popular which in turn helped movies to be exported to foreign countries.

If we go further into the history of film translation, France was one of the first ones to adopt subbing as their main mode of translation. France started to adopt dubbing as their main method of movie translation when it came to foreign films. They felt as if "France always felt it had a cultural mission within the film art form" and didn't want to let their audience watch movies in foreign

languages other than French language [7, p. 610]. Also French were thoroughly disturbed about the purity of their language and wanted to keep it that way. Moreover, many French people thought French language was in some ways superior to other languages, and demanded that foreign movies be translated into their native language French. French truly believed, their language remained lingua franca, though their demand to see foreign movies in their native language was reasonable. Both TV and cinema in France were lead in French and French people asked that movies from other countries be of the same French language. Above mentioned reasons, were main reasons why France had chosen dubbing over subtitling. Dubbing seemed to be expensive and still happens to be expensive to this day; however it is way more convenient for the audience than subtitling and is more profitable to the movie providers too. Big countries of Europe such as France, Germany, Italy and Spain were aware of the impact a foreign movie would leave on a person, therefore they wanted to preserve their way of ideology, these countries preferred to settle on dubbing.

Unlike big European countries such as France, Spain and Germany, some smaller states of Europe such as Sweden, Netherland, Belgium, Portland and some others preferred to choose another mode of movie translation other than dubbing. Smaller European states proceeded to go with the subtitling mode when importing foreign films and presenting them to their audience. These states had to choose to go with dubbing mode, just like the other states of Europe, but there many reasons that were holding them back from doing so. Their decision to go with the subtitling mode was instigated by several factors; first one is the small number of their population; second factor happens to be the low price of subtitling and the third factor is the presence of several official.

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