Subtitling and Dubbing: A case study of investigating the translation of Proper Nouns in Rise of Guardians and Cloud with a Chance of meatballs II *

Audiovisual translation has got a great importance since different cultures are communicating and getting more and more interrelated. The translator must be aware of the culture of the source language and the meaning implied in each part of the text. Proper nouns are among those challenging items in translation which shall never be considered trivial, for they can easily contain some information about the culture. The present study analyzed the proper noun translations in subtitled and dubbed versions of two animations: Rise of Guardians and Cloud with a Chance of Meatballs II. Fernandes (2006) strategies for translating proper nouns were applied to the study to get whether the translations differ in dubbing and subtitling and also to find out which strategies could provide the translator with the best solution. The analysis showed there were differences between the two versions and that recreation strategy of Fernandes (2006) was mostly used in dubbing and transcription used more in subtitling.

Keywords: proper nouns, Fernandes (2006) strategies, subtitling, dubbing, Rise of Guardians, Cloud with a Chance of meatballs II

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