

Translation of phraseological units used in film taglines: Linguoculturological aspect

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Abstract

The paper addresses the problem of translation of phraseological units (PUs) used in film taglines within the framework of linguoculturological approach. The investigation aims at determining the degree of influence of pragmatics and linguoculturological peculiarities of PUs on rendering film taglines from English into Russian and German. Linguoculturological approach is specified to be principal with regard to the investigation of the problem raised. Research methodology is stipulated for comparative nature and comprehensive approach applied to the analysis of examples from English along with their translations, which allows to define cultural identity of the practical material under investigation. The main survey techniques include comparative method, methods of contextual analysis and continuous sampling, as well as methods of phraseological identification and phraseological description, proposed by A.V. Kunin. The paper demonstrates PUs analyzed in terms of the way they shape linguistic and cultural views of the world, considers the possibility of applying the concept of adequacy to the translation of PUs used in film taglines, elicits regularities and means for rendering semantic and stylistic properties of PUs and instantial PUs, highlights the main problems encountered in the process of translation, and identifies prevailing translation model used to render English film taglines.

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Keywords

Film tagline, Instantial phraseological unit, Phraseological unit, Transcreation, Translation