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TRANSLATION OF THE TV SERIES "BREAKING BAD" FROM ENGLISH TO
RUSSIAN: ANALYSIS OF LEXICAL DIFFICULTIES

Bachelor's thesis


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Töö autori allkiri ja kuupäev

**PREFACE**

Today, a lot of people watch TV series. People watch TV series because they want to relax and take time off after a long day, but some of them also can study through series. Translation of TV series from English to Russian has become more popular due to the appearance of a large number of popular TV series in English in recent years. Sometimes translation may cause difficulties because translation is not correct or accurate. Some words may be translated inaccurately or not translated at all. The TV series "Breaking Bad" contains a lot of different types of words which may cause difficulties in translation. "Breaking Bad" contains a lot of slang, jargon, and other specific words, and translators need to translate these words without changing the meaning. The aim of the research is to examine the translation of the TV series "Breaking Bad" from English into Russian, analyse the main lexical difficulties which may arise when translating "Breaking Bad" and examine the translation strategies that have been used to convey the meaning

The research paper consists of an introduction, Chapter I "Types of Lexical difficulties in Translation and Translation Strategies", Chapter II "Analysis of the Translation of Episodes Seven and Eight of the Second Season of the TV series "Breaking Bad"", and a conclusion. The introduction gives an overview of the popularity of American mainstream culture. The second part of the introduction describes the meaning of subtitles and their role in cinematography. The third part of the introduction gives an overview of the TV series "Breaking Bad". Chapter I presents different types of lexical difficulties in translation. Chapter I contains various types of translation strategies. Chapter II presents the results of the practical part of the research which includes analysis of translation of two "Breaking Bad" episodes presented in two tables, including "original text in English", "Russian translation", "Lexical difficulties" and "Translation". In Conclusion, there is a summary of the major points and findings of the theoretical and practical research concerning the hypothesis.

Contents

## INTRODUCTION

**The popularity of American mainstream culture**

'Mainstream' means something acceptable by most people. People think that it is normal and use it everywhere (Longman Dictionary, n.d.). Mainstream culture is culture, or part of it, which also has popularity outside the original country and is accepted broader around the globe. Today, American mainstream culture has spread all over the world thanks to the popularity of American films, TV series, music, video games, sports, technology, etc.

The US has a big success as a country that produces a large amount of mainstream popular music today and American music is well known all around the world. As Watson (2019), says in her article, the United States is one of the most authoritative music markets in the world. One of the best-selling albums in history came from the United States. The magazine *Ranker* claims that the most famous musicians right now are are Americans Ariana Grande, Billie Eilish, and Taylor Swift (Ranker website, n.d). One of the major factors behind the popularity of the American music industry is the strength of music publishing companies in the US. Around 58% of all music publishing revenue is owned by US companies (Watson, 2019: para 3). It also means that big American music corporations work with successful singers and groups around the world.

Video games now play an important role in the world's mainstream culture. As Taylor (2017) states in his article "Video Games Place in American Culture", nearly half of the American population play video games and most of the households have their gameplaying device (Taylor 2017: para 1). Besides, today it is popular to watch how people play video games online. Taylor (2017) claims in his article that 27 million people observed *The League of Legends Season 3 World Championship* (Taylor, 2017: para 5). Digital content creator Matt McIntyre in his shortlist "The Most Popular Games Right Now" (2020) says that the top video games today are *Minecraft, Fortnite*, *Grand Theft*

*Auto V, Tom Clancy's Rainbow Six Siege, Super Smash Bros: Ultimate*, which are owned by American companies (McIntyre, 2020).

In our fast-moving world, people spend a lot of time working. They have a very stressful lifestyle and for this reason, often tend to relax in front of the TV or the computer screen. They often wish to see another life, which looks extraordinary and differs from their usual way of life. The American film industry has enormous popularity currently because it has good cinematography, thrilling plots, expensive special effects, and famous actors. Brook in his article "How the Global Box Office is Changing Hollywood" (Brook, 2014: para 1), says that "Hollywood is like an octopus with tentacles extending across the globe." It may mean that Hollywood films and American mainstream culture is spreading all around the world. Brook claims that according to a statistic from the Motion Picture Association of America (MPAA) almost 70 per cent of the US film studios' yearly income from box office now comes from international markets (Brook 2014: para 2). Internet Movie Database (IMDb) statistics confirm that the most-watched films of 2019-2020 are *1917, Joker, Bad Boys for Life, Morbius,* and *Birds of Prey* (IMDb website, n.d), all of which are in English and produced in American with the exception of *1917*. These films have a high viewers' rating (over 7 out of 10) and are known around the world.

David Hancock (cited in Brook, 2014: para 5), gives some reasons why Hollywood films enjoy big popularity all around the world. First of all, Hancock states that Hollywood is making films that have typical themes, i.e., they are not culturally specific. Hancock also states that some Hollywood films earn twice as much income overseas as they do in the US. The second reason why Hollywood films have great popularity around the world is the actors. We get used to seeing Hollywood films with famous stars like Tom Hanks, Leonardo DiCaprio, etc. Not all people know that actors are being chosen according to whether or not they will resonate with viewers in overseas markets (Brook, 2014: para 7). The last reason is that Hollywood movies are made mainly to provoke a visceral – as opposed to intellectual – response (Brook, 2014: para 6). When a person watches something, he/she wants to relax and enjoy their spare time. Watching Hollywood blockbuster films is a popular free time activity, which does not require much cognitive activity, such as analysis of information. If a person sees a spectacular picture with colorful special effects, they will be fascinated by the quality of this picture and will be drawn into watching this film.

TV shows and TV series play an important role in American mainstream film culture, which are being watched all around the world and have a wide range of viewers of different ages. Michael Schneider in his article "100 Most – Watched TV Shows of 20182019: Winners and Losers" (2019), claims that the most popular TV shows in the US are *Game of Thrones, NFL Night Football, This Is Us, The Big Bang Theory,* and *The Walking Dead* (Schneider, 2019: para 20).

Estonians tend to watch American TV shows in English with Estonian subtitles, as American TV series and films are very rarely dubbed into the Estonian language. Usually, only TV shows and films meant for children are dubbed into Estonian, while other TV series are shown in the original language with Estonian subtitles both on Estonian TV channels and in the cinema. On the other hand, Russian-speakers often watch American TV series in Russian, as it is a common practice to dub American TV shows and films in Russian. The most popular American TV series among Russian speakers include *Breaking Bad, Game of Thrones, Stranger Things,* and *Sherlock* (Top 100 TV series website, n.d.).

American culture is very popular and widespread on the Internet, TV, and radio. Foreigners are more likely to choose American films, series, TV shows, music, video games because they find them attractive, spectacular, and well-made. Watching American series and TV shows also allows improving English language skills, especially listening, speaking, and vocabulary expansion. American entertainment industry has a special position in the world economy because it brings enormous income. The American TV series are some of the most popular TV series all around the world. And one of the most famous and top-rated American TV series is *Breaking Bad*.

**Subtitling**

Subtitles have become part of a person's everyday life now. People watch films or TV shows with subtitles, listen to music with subtitles, and sometimes study with subtitles.

Monika Saraf in her article "An Introduction to Subtitling" (2019) says that the first translated film was *Uncle Tom's Cabin* in 1903 (Saraf, 2019: para 1). Subtitling plays an important role in cinematography. It makes a film or TV series more understandable for viewers. Sometimes films have scenes in foreign languages. Moreover, subtitling provides information for deaf and hard of hearing people. Subtitles can be provided both in the original language of the video/audio or in another language, i.e. translation.

Subtitling is one of the methods of audiovisual translation. Audiovisual translation has been researched by many scientists and linguists, including Katharina Reiss (1923-2018), Dirk Delabastita (1960). Delabasita's point of view was that film translation and theatrical performance have several changes. He states that drama is created differently on each occasion it is acted, audiovisual material is written down, and is "perfectly producible in the material term". Audiovisual translation and subtitling can be subdivided into different types (Munday 2016: 276-78):

1. interlingual subtitling: translation from one language into another;
2. bilingual subtitling: subtitles are provided in two languages at the same time;
3. intralingual subtitling: subtitles in the original language for the hard of hearing;
4. dubbing: type of audiovisual translation where the source language (SL) voice-track is replaced by the target language (TL) voice-track;
5. voice-over; used mostly for interview or documentary;
6. surtitling: subtitles in the opera or theatre;
7. audio description: intralingual audio commentary on the action on film.

According to technical requirements, subtitles should be on the lower side of the screen. The maximum allowed value of the characters is 70. The time that the subtitles are shown on the screen is 6 seconds (Fernandez, 2017: para 3). From a technical point of view, there are open subtitles and closed subtitles. Open subtitles cannot be deleted, while closed subtitles leave the opportunity to choose whether to watch with or without subtitles (Cintas, Remael, 2007:80). Subtitling style depends on the genre and customers' needs, but sometimes subtitling guidelines are comprehensive.

**Breaking Bad**

The American TV series that will be researched in the present bachelor's thesis is titled *Breaking Bad*. It is a neo-Western crime drama created by Vince Gilligan. The TV series has five seasons and each has 7-16 episodes. *Breaking Bad* has received different awards, such as 16 Primetime Emmy Awards and other 58 notations, like Outstanding Drama Series, Peabody Awards in 2008 and 2013. The plot is centered on a chemistry teacher, who lives with his wife and son with cerebral palsy in New Mexico. The chemistry teacher's name is Walter White and he was diagnosed with Stage III cancer. His doctor claims that he will live two years maximum. When he found out about the disease, White

wanted to ensure financial independence for his family and entered the criminal world of drugs. White has a partner – Jesse Pinkman, a student of Walt's. White's brother is Hank Schrader, who is a Drug Enforcement Administration (DEA) agent. Saul Goodman is Walt's lawyer. The main methylamine supplier in the series is Lydia Rodarte- Quayle (AMC Newsletter website, n.d.). The translation into Russian was made by such companies: AMEDIA, LostFilm, Kubik-v-Kube. I will use bilingual subtitles produced by LostFilm for my bachelor's thesis as this is one of the most popular and available translations online. The second reason for choosing bilingual subtitles produced by LostFilm is that it is a unique and exclusive translation company, which has over 100000 viewers all around the world. The database contains more than 150 foreign TV series (LostFilm website, n.d.). Very often, translations made by this company are freely available online on the Russian segment of the Internet, and are thus used by English language learners together with the original English subtitles to learn the English language.

Having studied previous research into translation done by Estonian students, I can conclude that most of the works were written about translation of different books, like "Ray Bradbury's The Illustrated Man" (Jõgi 2015), Indrek Hargla's story "*Kadunud hingede ajaraamat*" (Someral 2016). Palu's (2016) bachelor's thesis "Developing Oral Communication skills in English trough sitcoms (Big Bang Theory)" looked at the ways of using TV series to develop language skills. It can be concluded that that the current topic is not yet deeply explored. Most of the authors tried to translate and analyze poetry, chapters from books, articles, etc. It appears that no one has researched the translation of the TV series Breaking Bad, which allows me to research and analyze the difficulties of translation of *Breaking Bad*.

The research problem is the following: companies which translate TV series may struggle to translate certain elements and may perform inaccurate translation. For this reason, sometimes some sentences may change their meaning. *Breaking Bad* contains a lot of slang, jargon, and obscene vocabulary, and translators need to translate these words without changing the meaning. The aim of the research paper is to research the main lexical difficulties which may arise when translating *Breaking Bad* and examine the translation strategies used in these cases. The bachelor's thesis hypothesizes that the TV series *Breaking Bad* can present lexical difficulties in translation from English to Russian

because it contains a lot of colloquialisms, slang, jargon, and taboo vocabulary. This may lead to a loss of meaning or inaccurate translation in Russian.

# CHAPTER I. TYPES OF LEXICAL DIFFICULTIES IN TRANSLATION AND TRANSLATION STRATEGIES

Translation has played an important role throughout history because competent translation allows international communication. As world trade, economic development of new technologies has grown, so has the importance of translation (Munday, 2016:11).

Newmark (1991: 27) defines translation as "transferring the meaning of a stretch or a unit of language, the whole or a part of the text, from one language to another". The objective or function of translation determines the translation strategies to be employed (Kuhiwczak, Littau, 2006: para 15). As Munday (2016) in his book "Introducing translation studies" (2016) says, people usually use the meaning "translation studies" in English- speaking countries to talk about various translation problems and strategies (Munday, 2016:11).

There are some ways in which translation studies have become more demanded. First, the growth of translation was associated with literary interest (Kuhiwczak, Littau, 2006: para 15). Secondly, there is popularization and spread of conferences, books, and journals on translation in many foreign languages (Munday, 2016:11). It includes international translation journals such as *Babel* (the Netherlands), *Target* (the Netherlands), *The Translator* (UK), and publications on web journals like *New Voices*. Third, as the amount of publication has grown, so has the demand for analytical instruments, such as encyclopedias, handbooks, dictionaries (Munday, 2016:12). Fourth, international translation organizations bring together translators all around the world to discuss important themes.

Today people actively use new technologies, which helps to make people's life easier. One of these new technologies is an online translator. An online translator is a machine that translates the necessary text into another language. Machine translation has pros and cons. The main advantages of online translators are speed and price (Kravariti, 2016: para 1). Many free tools are available on the Internet, such as Google translate, Multitran, which are more useful for reading, some online dictionaries like Oxford Dictionary, Longman Dictionary. Lower language level users usually use bilingual translators or resources to understand foreign language text meaning (Kerr, 2014: 48). Monolingual dictionaries like Cambridge Dictionary are useful for higher-level learners, where there is extra information about word etymology (Kerr, 2014:48). However, a machine translator

usually makes grammar mistakes, which can cause misunderstanding of the text. (Kravariti, 2016: para 3). Moreover, an online translator cannot translate the context. People should be digitally literate so as not to make mistakes. Translation done by a person often has a higher standard of accuracy but requires deep knowledge and much time. As Kravariti says in her article "Machine vs human translation: the pros, cons and when to use" (2016), each human translator can add to the text puns, metaphors, and slogans, which makes the text more literary (Kravariti, 2016: para 8). A translator can find text pieces where literal translation is not possible and find the most suitable alternative (Kravariti, 2016: para 8). Nevertheless, the cost of human translation is usually high.

**Lexical difficulties in translation**

The present research focuses on lexical difficulties in translation that have to do with lexis, i.e., vocabulary. In what follows, some of the aspects of the language's vocabulary that can present difficulties for translation are outlined. These difficulties mostly deal have with multiple meaning (polysemy) and words of different stylistic register, as it is has been found in a variety of sources analysed below that such words may be problematic to translate, unlike words with one or only a few clear meanings or neutral and basic words.

### 1.1. Polysemy

Words are a major part of speech that convey meaning: nouns, verbs, adjectives, etc. Words can be divided into function and content words. Function words denote words such as determiners, auxiliaries, articles, etc., which usually have only one meaning. Function words bind content words in a sentence (Ulatus, 2016: para 5). Words with singular meanings are usually easy for translators translate. One of the common lexical difficulties in translation is words with multiple meanings, i.e., polysemantic words (Ulatus, 2016: para 7). Polysemantic words can lead to improper translation, erroneous information, and cultural gaffes. Polysemantic words may also border with homonyms, i.e., words which have the same spelling and pronunciation but different meaning. Knudson says that paying attention to multiple meanings is valuable in advertising where wordplay is usually used (Knudson, 2017: para 6).

## 1.2. Colloquialisms

Another potential difficulty are colloquial expressions. Colloquialisms are informal words or phrases that are used in intimate and casual settings. As Ulatus (2016) claims in his article "Overcoming Lexical Issues in Translation: Role of Lexemes & Function Words" (2016), if these are translated word-for-word, it may cause problems (Ulatus, 2016: para 8). Translation must be accurate, but many colloquial expressions may cause difficulties. The problem is that there is sometimes no literary equivalent for a colloquial expression to be found in the target language. Complete lexical correspondence of lexical units may barely be detected. Complete lexical correspondences are usually proper names or geographical denominations, numerals, days of the week, months, scientific terms (Stukalova, n.d.). When dealing with the translation of colloquialisms, Ulatus (2016: para 8) recommends using more neutral and basic words and phrases.

## 1.3. Slang

Slang is non-conventional words or phrases that express something new or something old in a new way (Maurer, 2013: para 1). Slang, like colloquialisms, belongs to informal stylistic register. Slang is often associated with teenagers, who commonly use slang in their speech. However, it may be found in newspapers, magazines, media, dictionaries, etc. Major English dictionaries now make rich space for slang, much to the chagrin of traditionalists disturbed by Merriam-Webster's Collegiate or the Oxford English Dictionary (Zimmer, 2011: para 1). The origin of the word "slang" is not clear; it first appeared in print around 1800, used in the speech of disreputable and criminal classes in London (Maurer, 2013: para 2). In the beginning, slang was used as a dialectal word in the northern part of England. Over time, it was used to treat the people who would advertise in particular locations. Slang used to describe the colorful, informal speech these salesmen used to advertise their goods. In the 1960s, the sexual revolution in Britain led to many slang words entering normal usage which would have earlier been considered indecent. For example, "tosser" and "wanker" are now common slang simply used to name an idiot. Some examples of more recent slang words are "salty", "shook", "AF", "WOW", etc. (Picard, 2019). These words are modern, usually used by teenagers, and often have a double meaning. Besides, today exist old-fashion slang words like "nosh", "DAP", "Happy Cabbage", etc. (Steber, 2016). These words are rarely used or almost not

used. Zimmer (2011) states that slang remains a notoriously unscrupulous object of study. Zimmer (2011: para 5) thinks that "It's a never-ending challenge to keep up with the latest developments in the world of slang, but that is the lexicographer's lot". Slang has become part of everyday life and it is difficult to imagine informal conversations or social media without it.

### 1.4. Jargon

Longman Dictionary (n.d.) states that "jargon" is a word or expression used in a specific profession or by some people which belong to a certain group of people (businessman, teacher, etc.). Dictionaries claim that the first mention of jargon was in 1300-1350 and this word has different meanings (Dictionary.com website, n.d.). It originates from Old French and originally meant "unintelligible talk, gibberish; chattering, jabbering" (Etymonline.com website, n.d.). As Bruna Martinuzzi in her article "The History of Jargon" (2017) claims, enormous use of jargon may hinder communication and exchange of information and can be hard for listeners. If jargon is used a lot, it can cause a lot of misunderstanding of the topic being discussed (Martinuzzi, 2017: para 3; Mufwene, n.d.: para 2). There are many types of jargon, for example, medical jargon, business jargon, police jargon, military jargon, and Internet jargon. The most common jargon words are associated with the Internet because most people deal with it regularly regardless of their profession. Translation of jargon may be problematic. One of the main problems is that there may not be a specific equivalent in the target language to convey the meaning of the word in the source language. Besides, there may be several words to choose from and a translator needs to make the best choice. Specific jargon is an enormous challenge for translators because some types of jargon are not generally used and understood outside of the specific sphere of use of this jargon. As reported by Joe Miller in his article "Davos jargon: A crime against the English language?" (2018), some of the words and phrases used at the World Economic Forum can be strange for people unfamiliar with the topics (Miller, 2018: para 35).

### 1.5. Professional terminology

Professional terminology denotes certain terms used in a particular profession or field of study (Lexico website, n.d.). Professional terminology has some similarities with jargon, but jargon usually belongs to informal register (e.g., shortenings, abbreviations) while

professional terminology belongs to formal register. For example, cooks might use such jargon expressions as "still mooing", "cremated", "dine", and "dash" (Oxford Royal Academy website, 2015: para 8). As Cabré (1992) in her book "Terminology: Theory, Methods and Application" claims, social changes had a big impact on linguistic needs; these social changes include the growth of new technologies, mass production of consumer goods, development of science, and mass communication. In 1988, scientist Auger pointed out the main points in the development of terminology (Cabré, 1992: 5):

1. The origins (1930-1960)
2. The structuring of the field (1960-1975)
3. The boom (1975-1985)
4. The expansion (1985-present)

Professional terminology is difficult to translate because a translator needs to create terminological neologisms sometimes (Matamala, 2010: 5). Cabré (1992) states that translators need to know very well what specific terms stand for precisely and how they are used in a text. A valuable aspect is also knowing the usual phraseology (Cabré, 1992).

## 1.6. Abbreviations

An abbreviation is a short form of a word or phrase (Longman Dictionary, n.d.), such as USA or BBC. Some of these words may be non-standard or informal; today, people usually use abbreviations in text messages and on the Internet. Mary Burner (n.d.) in her article "What Are Abbreviations? - Meaning, Types & Examples" does not recommend using abbreviations in school and formal events. Abbreviations may have cause challenges in translation because it is necessary to reformulate them from one language to another without losing the meaning. In some cases, the order of characters is changed due to the grammatical features of the language (Bankole, 2006: Vol 10 No. 4).

## 1.7. Phrasal verbs

Phrasal verbs are verb phrases that contain a verb and an adverb or preposition (Longman Dictionary, n.d.). Examples are "get up", "shut down", "wake up", "and go on", etc. English has a large number of phrasal verbs. The *Cambridge Phrasal Verbs Dictionary* contains over 6,000 phrasal verbs with different meanings (McCarthy, 2017: para 4). Grammatically, phrasal verbs can be divided into several types. As Dwyer in his article "The Three Types of Phrasal Verbs" (2016) claims, some phrasal verbs have no object,

such as "go out", "dress up", etc. (Dwyer, 2016: para 4). Besides, phrasal verbs are subdivided into separable with an object and inseparable with an object. Separable with an object means that a noun can go between a verb and a preposition (Dwyer, 2016: para 4). Inseparable with an object denotes that the phrasal verb construction has an object, but it is not separable. For example, "look after them" (Dwyer, 2016: para 5). Phrasal verbs may cause difficulties in translation because phrasal verbs usually have two or more meanings. In addition, they mostly belong to informal register. For this reason, translators need to know the context in which phrasal verbs are used. The second problem is that phrasal verbs denote action, states, but also spatial, temporal characteristics. Because of this, the number of phrasal verbs increases. Translator has to know about polysemy of phrasal verbs, which may border with homonymy (Omarova, 2011: 204).

### 1.8. Taboo vocabulary

According to Longman Dictionary (n.d.), a "taboo" is a word that a person avoids because it is displeasing. People usually use taboo words when they are frustrated or aggravated. In English, many words that were previously taboos have become slang now. One of the main reasons is widespread use of taboo words by teenagers. Taboo words and phrases can be divided into three groups: "dirty" words indicate words and phrases about sex, excretion, such as "ass" or "shit"; the second group relates to religion (e.g., "Jesus"); the third group of taboo words is used to name a person by the name of an animal (e.g., "bitch", "cow") (Nordquist, 2018: para 3). The general aim of translation of taboo words is to convey the function and meaning (Krouglov, 2018). Translation of taboo words is a challenge for the translator because he/she has to be well-aware of the cultural norms and conventions. Taboo words often cannot be translated literally because translation will not look professional (Nasery, Pishkar, 2015: 30). Translators usually replace taboo words with less offensive ones (Krouglov, 2018).

### 1.9. Idioms

An "idiom" is a set expression that has a figurative metaphorical meaning that is different from the meanings of the words that make up that expression. Ayto (2010) compiled the *Oxford Dictionary of English Idioms*, which contains over 6000 idioms from all over the English-speaking world. The main problem in translation of idioms is that idioms cannot be translated directly word-for-word because of the figurative meaning. Moreover, some

idioms have no equivalent translation in the target language. As Freeman (2016) notes, an important aspect of translating of idioms is knowing their cultural origin, as some idiom may lose their origin meaning over time (Freeman, 2016: para 3).

## 2. Translation strategies

In the process of translation, translators need to take into consideration many factors which can make the process of translation easier and the end result of translation more accurate. For this reason, translators need to know the aim of the text, the target audience, and analyze the text in terms of potential difficulties. The above factors affect the choice of translation strategy.

### 2.1. Literal or word-for-word translation

One of the ways of translation is literal or word-for-word translation, which involves translating one word at a time and providing an equivalent for every word (Munday, 2016). Literal translation is usually employed in translation of scientific, technical, legal, business, medical texts (Grassilli, 2016). Word-for-word translation is the method of translation that tries to convey the exact meaning of the text and its style (Grassilli, 2016). It is difficult to use this method of translation for translation of idioms, phrasal verbs, and set phrases.

### 2.2. Semantic translation

 "Semantics" is the meaning of words and phrases (Longman Dictionary, n.d.). Semantic translation is a type of translation that has similarities with literal translation in that it tries to convey the exact meaning of the text by searching for semantic equivalents. The main distinction from literal translation is that semantic translation also needs to consider the aesthetic value of translated text; therefore, it allows for more flexibility in the form of paraphrase and approximation. Semantic translation is often employed in translation of literary and fiction texts. The translator needs to convey emotions, feelings, meanings that the author wanted to convey. The translator needs to know that the original text literary always goes beyond ordinary understanding (Newmark, 1988).

### 2.3. Communicative translation

Communicative translation tries to provide the exact meaning of the text in such a way that the content and language will be understandable to the readers (Newmark, 1988).

Communicative translation makes the text simpler, more direct and reader centered (Izza, 2010: para 3). Communicative and semantic translation have similarities and can be used to translate stock and dead metaphors, collocations, slang, technical terms, colloquialisms, etc. (Newmark, 1988: 41). Cultural components of the source text should remain intact. Non-literary writing, journalism, reports, textbooks, publicity may require communicative translation. Although very often there is a combination of sematic and communicative translation. Features communicative and semantic translation are presented in the table below (Newmark, 1991: 10-13):

**Table 1.** *Features of semantic and communicative translation*

| Semantic translation | Communicative translation |
| --- | --- |
| Author-centered | Reader-centered |
| Pursues author's thought process and intention | Adapts the thought and content of original to make it more accessible |
| Faithful, more literal | Faithful, more free |
| Usually more detailed and complex | Easier to read, more natural |
| Source language biased | Target language biased |
| Always inferior to the original | May be better than the original |
| Wide and universal | "Tailor–made" for one category of readership |
| Inaccuracy is always wrong | Certain embellishing and approximation are acceptable |
| The translator has no right to improve | The translator has the right to correct and improve |

## 2.4. Adaptation

Adaptation is a method of free translation. Newmark (1988) says that adaptation is mostly used for translation of literature (plays, poetry, etc.). The main theme, idea, and characters are always preserved (Newmark, 1988). Adaptation is necessary when a text conveys something particular to the source language and culture (Grassili, 2015). For example, Estonian national holidays like "Jaanipäev" or Estonian national dishes such as "verivorstid", "mulgikapsad". This kind of translation may be used for translation of metaphors and idioms. For example, "that is not cricket" meaning "that is not fair" (Munday, 2016: 91). Adaptation allows making creative choices of vocabulary and grammatical structures.

## 2.5. Idiomatic translation

Newmark (1988) states that idiomatic translation conveys the original message but may change nuances of meaning by giving preference to colloquialisms and idioms in the target language. For example, an idiom "red carpet", with different variants such as "roll out the red carpet", "red carpet welcome", and "red carpet treatment" may be used to convey a meaning of respect and deference (Camenev, Pascari, 2009).

## 2.6. Other types of translation strategies

*Transliteration and transcription*

Foreign words which denote some specific cultural phenomena or objects absent in another language may be transmitted directly from the source language to the target language or transliterated or transcribed in the target language if the source language uses a different script. Transliteration or transcription is used when there is no similar meaning in the target language; when there is a semantic gap (Grassili, 2015: para 1). For example, Russian words "datcha", "perestroika" may be used in the English language to fill the semantic gap. English has borrowed numerous words from other languages, such as *cafe* from French, *hamburger, kindergarten* from German, *sushi, kimono* from Japanese. In case of transliteration or transcription, translators must follow the grammatical and pronunciation rules of the target language.

*Generalization and concretization*

Generalization is a supplementary translation procedure, where the translator uses more general words in the target text. An example of generalization is the translation of the

word "computer" by "machine" in the target language (Munday, 2016: 93). This translation strategy is used to correct structural and stylistic differences between source and target language texts (Gutiérrez, 2018: 55). Concretization is a translation strategy when "something in the TL is usually expressed using concepts with narrower meaning or when preserving the original concepts with broader meaning would result in an awkward translation" (Druzinin, 2009: 18).

*Transposition*

Transposition is a translation strategy when one part of speech changes to another in translation, without changing the meaning (Munday, 2016). Grassili (2016) lists various types of transposition, such as:

1. Verb-Noun: "I intended to give you a present / My intention was to give you a present".

2. Adverb-Verb: "I only defended myself / I did nothing but defend myself".

3. Adverb-Noun: "I called you early this week / I called you at the beginning of the week".

4. Adverb-Adjective: "He lives dangerously / He lives a dangerous life".

5. Adjective-Noun: "He found it difficult to learn for exams / He had difficulties learning for the exams".

6. Possessive article-Define article: "Your hair is too long / You have the hair too long".

# CHAPTER II. ANALYSIS OF THE TRANSLATION OF EPISODES SEVEN AND EIGHT OF THE SECOND SEASON OF THE TV SERIES "BREAKING BAD"

## 3.1. Research aims and hypothesis

The aim of the research is to examine the translation of the TV series "Breaking Bad" from English into Russian, analyze the main lexical difficulties which may arise when

translating "Breaking Bad" and examine the translation strategies that have been used to convey the meaning. It is hypothesized that "Breaking Bad" can present lexical difficulties in translation from English into Russian because the series contains a lot of colloquialisms, slang, jargon, and taboo words. This may lead to a loss of meaning or inaccurate translation in Russian.

### 3.2. Methodology

The research analyzes the original script of the TV series "Breaking Bad" (i.e., English subtitles) and its translation into Russian (Russian subtitles produced by LostFilm) to examine lexical difficulties in Russian translation. The research procedure consists of the following steps:

1. Watching different episodes of the TV series
2. Choosing two episodes for closer examination
3. Searching for lexical difficulties in translation, such as polysemantic words, colloquialisms, slang, jargon, taboo, words, idioms, terminology, and the like
4. Analyzing the discovered lexical difficulties and employed translation strategies
5. Drawing research conclusions

Two episodes from the second season of the TV series were chosen for the purposes of the research: episode seven ("Negro y Azul") and episode eight ("Better Call Saul"). The choice of the season can be justified by the fact that the viewer already knows the main information about this series, its main idea, characters, and preceding events. Besides, the episodes contain various types of speech and speech patterns which would be interesting to analyze. Moreover, these episodes have eye-catching names. The second reason for choosing the episodes is the content of these episodes. The seventh episode talks about Walt's relationships with Jesse, who has a drug lord reputation. Besides, this episode talks about a foray to the DEA's office, which can be thrilling for viewers. The eighth episode describes the arrest of Badger (Jesse's longtime friend), and for this reason, Walt and Jesse need to contact a lawyer.

In the process of data collection and analysis, attention was paid to the translation of colloquial expressions, slang, taboo words, phrasal verbs, idioms, and professional terms, as well as polysemantic words which may result in incomplete lexical correspondences and inaccuracies in the translation of the two episodes.

### 3.3. Results

The tables below (Table 2 and Table 3) present the findings of the research: instances of translation of colloquialisms, slang, taboo words, phrasal verbs, idioms, professional terms, polysemantic words found in the Russian translation of episodes seven and eight of the second season of "Breaking Bad". The tables include the original English word or phrase, Russian translation, analysis of the lexical difficulties, incomplete correspondences or inaccuracies, and the translation strategies employed in each case based on the information discussed in Chapter I. In addition, during the compilation of the tables and data analysis, the following dictionaries were consulted: *Longman*

*Dictionary of Contemporary English Online, Oxford Learner's Dictionaries, The Free Dictionary, Urban Dictionary* . The selection of these particular dictionaries is due to the fact that they contain a large number of words and meanings, provide stylistic marking and etymology of words, define the latest slang and idioms, give a wide range of examples, and comment on the grammatical features associated with the selected word.

***Table 2.*** *The analysis of the translation of the 7ᵗʰ episode of the TV series "Breaking Bad"*

| Original text in English | Russian translation | Type of lexical difficulty | Translation strategy |
|---|---|---|---|
| drug | метамфетамин | polysemy | **Semantic translation / concretization**. The translator chooses a more exact equivalent that fits the context, making the content understandable. |
| The quality is **pure** | По качеству **улетный** | polysemy | **Idiomatic translation.** According to Longman Dictionary (n.d.) "pure" means "clean and not including anything harmful". The translation is more colloquial / idiomatic to fit the context of the series. |
| Heisenberg, who **owns** the market | Гейзенберг, который **прибрал** весь рынок | polysemy | **Idiomatic translation**. The translator chooses a more colloquial equivalent. |

| But that **homey dead** | Но теперь **парнишка труп** | slang | **Semantic translation**. The translator chooses a less colloquial equivalent of the word "homey" in Russian. |
|---|---|---|---|
| has crossed the border | за границею в цене | idiom | **Communicative translation.** The translator chooses a freer translation of the original idiom, distorting the meaning. |

| | | | |
|---|---|---|---|
| Chemical bonds are what make **matter matter** | Химическая связь делает **материю материей** | professional terminology, polysemy | **Literal translation**. The translator translates the sentences word-for-word; however, the word "matter" may also mean "to be important" (Longman Dictionary, n.d.) and this element is absent from the translation. |
| You do not **get it at all** | Ты вообще **ничего не понял** | colloquialism | **Semantic translation**. The translator conveys the basic meaning of the original phrase, losing the stylistic nuances. |
| I studied **all night hard** | Я учил **всю ночь напролет** | polysemy | **Communicative translation**. According to Longman Dictionary (n.d.), the word "hard" has several meanings; one of them is using effort or force. The translator makes the sentence more natural, compromising on the exact meaning. |
| **To apply yourself** | **Приложить усилия** | idiom | **Semantic translation**. The translator has reproduced the exact meaning based on the context. |
| Do not **bullshit** a **bullshiter** | Не **засирай** мне мозг этим **дерьмом** | taboo | **Communicative translation**. The translator reproduces the message of the text and keeps the stylistic register. The translator does not try to avoid harsh phrases or make them more neutral. |
| I call the **cops** | Я вызвал **копов** | slang | **Literal translation**. The translator provides the exact equivalent. The emotional and cultural components of the sentence are preserved. |
| To be **zapped out** of her mind | **быть в отключке** | idiom | **Idiomatic translation**. The translation saves the tone and register of the sentence, giving a close idiomatic colloquial correspondence. |
| She was a **skank** | Она была **страхолюдиной** | slang | **Semantic translation / generalization**. According to the Free Dictionary (n.d.) "skank" can mean filthy, foul or sexually promiscuous, and is highly informal (slang). The translator has chosen a more neutral equivalent of the original word, distorting the meaning. |
| She was **zonked** | Она была **обдолбанной** | slang | **Idiomatic translation**. According to Longman Dictionary (n.d.), "to be zonked" means "to be tired or to be suffering from drugs". The translator has found a colloquial equivalent that fits the context but may not exactly convey the original meaning. |
| Do **business** | Делать **распродажу** | polysemy | **Sematic translation / concretization**. According to Longman Dictionary (n.d.), "to do business" means buying or selling something. The translator has given a more concrete equivalent based on the context of this episode. |
| **Yo, Bro** | **Эй, Братец** | slang | **Semantic translation**. The translator has given a more stylistically neutral equivalent, saving the meaning intact. |

| | | | |
|---|---|---|---|
| **Check it out** | **Зацени-ка** | phrasal verb (informal) | **Semantic translation**. This phrasal verb has five meanings in the Longman Dictionary. The closest in meaning is "look at something" (Longman Dictionary, n.d.). The translator reproduces the meaning of the original, keeping the colloquial coloring. |
| **Damn,** man, it is all over town | **Черт,** чувак, об этом весь город говорит | colloquialism | **Adaptation**. The interjection "damn" has no specific meaning; however, it is said to be used during times of irritation or frustration |

| | | | |
|---|---|---|---|
| | | | (Longman Dictionary, n.d.). Thus, the translator had to adapt this phrase by choosing an equivalent that is used in such situations in the target language. |
| White boy's gonna **kick your ass** | Белый парень **надерет тебе задницу** | slang | **Semantic / idiomatic translation**. The translator provides the exact meaning of the phrase and keeps the stylistic register. |
| Some **hushhush** deal | Из разряда **секретного** дела | colloquialism | **Semantic translation**. The translator conveys the exact meaning of the word which means "very secret" but loses the stylistic coloring of the original phrase. |
| **As big as you are?** | **С таким животом?** | polysemy | **Concretization.** The translator slightly changes the meaning of the sentence and adapts it based on the previous dialogue and past situations to make the text more understandable. |
| **Speak of the devil** | **Легок на помине** | idiom | **Sematic / idiomatic translation**. The translator conveys the meaning of the TL idiom by providing an idiomatic equivalent in the SL. |
| **Right on** | **Так держать** | colloquialism | **Semantic translation**. The translator conveys the meaning and stylistic coloring of the original phrase. |

| | | | |
|---|---|---|---|
| **For shizzle** | **В натуре** | slang | **Communicative translation**. According to the Oxford Dictionary (n.d.), "shizzle" means a more courteous form of the word "shit". The translator has chosen a more neutral word in the TL, which communicates what is happening in the scene (people trying to negotiate). However, the translation is not fully accurate. |
| **Drugs** | **Дурь** | polysemy | **Idiomatic translation.** The translator chooses a more colloquial equivalent. |

| | | | |
|---|---|---|---|
| Are you **ducking me,** or what? | Ты меня **избегаешь** или что? | slang/idiom | **Semantic translation.** According to Longman Dictionary (n.d.), "to duck" means to avoid something. The translator has reproduced the exact meaning based on the context, but chosen a more stylistically neutral equivalent. |
| **Weed** | **Дубас** | slang | **Idiomatic translation.** According to Longman Dictionary (n.d.), "weed" means kind of drugs. The translator has found a colloquial equivalent that fits the context but may not exactly convey the original meaning. |
| I'm a little **fuzzy on the mechanics** here. | Я немного **не понимаю** всех деталей твоей истории. | idiom | **Semantic translation.** The translator has reproduced the exact meaning based on the context. |
| **jefe** | **Джефи** | slang | **Inaccurate translation.** No exact match found for "jefe" in English (Longman Dictionary, n.d.). The translator did not search for the logical (cultural) equivalent, and used the word as in the original text. |

| | | | |
|---|---|---|---|
| **we cool** | **мы не наебём** | colloquialism | **Idiomatic translation.** The translation saves the tone and register of the sentence, giving a close taboo correspondence. The translator does not try to avoid harsh phrases. |
| **that's church** | **все в порядке** | slang/idiom | **Semantic translation.** "Church" can be used to show approval of a situation, as a synonym pf "good", "cool", perfect" (Urban Dictionary, n.d.). |
| Everybody's like, **"Whoa, snap."** | Все будто, типа, **поняли.** | slang | **Semantic translation.** The translator keeps the meaning but loses the stylistic coloring of the original word. |
| he's just **growing like a weed.** | он **растет не по дням, а по часам**. | idiom | **Idiomatic translation.** The translator conveys the meaning of the TL idiom by providing an idiomatic equivalent in the SL. |
| He's **plugging away**. | Он **очень упорный**. | idiom | **Semantic translation.** According to Longman Dictionary (n.d.), "plug away" means to work hard. The translator keeps the meaning of the original word, but not the idjomatic figurative meaning. |

| | | | |
|---|---|---|---|
| We go rolling into these neighborhoods | Мы **выходим на чужую территорию** | idiom/colloquialism | **Semantic translation.** The translator conveys the meaning of the TL idiom by providing an equivalent expression in the SL. |
| Now who **messes with** the blowfish | Итак, кто будет **портить отношения с** иглобрюхом | slang | **Semantic translation.** According to Longman Dictionary (n.d.), "mess with" means to cause a trouble. The translator pays attention to the aesthetic component of this expression and selects an equivalent that fits the context, while maintaining the meaning. |
| **snag a bigass widescreen**. | **прикупить толстозадый широкоформатник** | slang | **Idiomatic translation.** The translator has found a free equivalent that fits the context but may not exactly convey the original meaning. |
| **loudmouth** | **громкодыр** | colloquialism | **Idiomatic translation.** According to Longman Dictionary (n.d.), "loudmouth" means "a person, who talks too much". The translation saves the tone and register of the sentence. The translator has found a colloquial equivalent that fits the context. |
| **bunch of crap** | **говнодав** | slang/taboo | **Idiomatic translation.** The translator provides fully keeps the stylistic register, but coneys the meaning more freely. The translator does not try to avoid harsh phrases. |
| Gonna be some **mad cheddar.** | Это будут **сумасшедшие бабки** | slang | **Semantic translation.** According to Urban Dictionary (n.d.) "cheddar" means money. The translator tries to save the meaning of the phrase but makes it sound more natural in the target language. |
| that might be **a deal-breaker** | это будет **решающим моментом сделки** | polysemy | **Inaccurate translation**. A more accurate translation would be "переломный момент". |

**Table 3.** *The analysis of the translation of the 8ᵗʰ episode of the TV series "Breaking Bad"*

| Original text in English | Russian translation | Type of lexical difficulty | Translation strategy |
|---|---|---|---|
| I could maybe do with a **teenth** | Думаю, мне бы хватило **пакетика** | slang | **Semantic translation**. "Teenth" is 1/16 of an ounce – a slang term used in measuring drugs (Urban Dictionary, n.d.). The translator tries to save the meaning of the phrase but makes it sound more natural |

| | | | in the target language, compromising on the exact meaning. |
|---|---|---|---|

| | | | |
|---|---|---|---|
| **Dude**, I so smell bacon | **Чувак, я** чувствую запах бекона | slang | **Semantic translation**. The translator keeps the meaning and stylistic coloring of the original word. According to Longman Dictionary (n.d.) "dude" is informal for "man". |
| Dude, I **so smell bacon** | Чувак, я **чувствую запах бекона** | slang / idiom | **Literal translation**. The translator has translated the phrase word-for-word, which has resulted in an inaccurate translation. According to Urban Dictionary (n.d.) "I smell bacon" means "here come the police" ("bacon" is used here as a synonym of "pigs", which is slang for "police"). |
| Oh, **gee**, I don't know | **Ну и дела.** Я не знаю | colloquialism | **Adaptation**. According to Longman Dictionary (n.d.) "gee" is a synonym of "wow" and is used to show surprise or admiration. The translator has to adapt the interjection to the target language. |
| **Come on** | **Брось** | phrasal verb (informal) | **Communicative translation**. The translator reproduces the "message" of the original phrase, distorting the nuances. |
| **It is a freebie, yo** | **Это халява** | slang | **Communicative translation**. The Longman Dictionary (n.d.) indicates the meaning of the word "freebie" as something that is for free. The translator conveys the meaning of the sentence and the colloquial register but adapts it to the target language. |
| **Douchebag** | **Сволочь** | slang | **Semantic translation**. The Oxford Dictionary (n.d.) defines this word as an unpleasant person. Therefore, the translator pays attention to the aesthetic component of this expression and selects an equivalent that fits the context, while maintaining the meaning. |
| I was **out partying** | **Я** ехал вечеринки с | polysemy | **Transposition.** The translator has changed the structure of the sentence. However, the translation appears to be inaccurate, as "out partying" means to be partying somewhere, while the translation means that the party has already ended. |
| Oh, you know, **lousy** | Ты знаешь **, паршиво** | colloquialism | **Semantic translation**. The Longman Dictionary (n.d.) defines "lousy" as something bad. The translator has preserved the structure of the sentence and given a semantic equivalent for "lousy" in the target language. |

| | | | |
|---|---|---|---|
| ...on the trail of **motherless bastards…** | ..по следу этих **бездушных ублюдков...** | taboo | **Communicative translation**. The translator conveys the message of this sentence, slightly changing the exact meaning. |
| What, a **shrink**? | Что, с **мозгоправом**? | colloquialism | **Semantic translation**. The word "shrink" is informal for a psychoanalyst (Longman Dictionary, n.d.). The translator has provided an equivalent word in the target language. |
| Let's see what you bozos **been up to** | Посмотрим, что вы болваны **раскопали** | phrasal verb (informal) | **Communicative translation**. The translation slightly differs semantically from the original phrase but fits the context. |
| **Lighten up** | **Не тушуйся** | phrasal verb (informal) | **Idiomatic translation**. The translator reproduces the message of the original phrase, distorting the exact meaning. |
| **They want this guy like the ax wants the turkey** | **Им нужен этот парень как топору индейка** | idiom | **Literal translation of an idiom**. This idiom means that something is connected or attracted to another thing. The translator fully retained the structure of this idiom, without adding anything or changing it. |

| | | | |
|---|---|---|---|
| **Oh, Christ** | **Слава Богу** | taboo | **Communicative translation**. The translator saves the message of the phrase by giving a more natural target language correspondence. |
| **Be cool** | **Порядок** | idiom | **Idiomatic translation**. This idiom means to stay calm (The Free Dictionary, n.d.). The translator reproduces the message of the phrase, changing the exact meaning. |
| For **facilitating** | За **фальсификацию** | polysemy | This is a case of **inaccurate translation** both semantically and contextually. A more correct version would be "за содействие". |

| | | | |
|---|---|---|---|
| pot is like **stepping stones**. | трава, это все равно что **ходить по камням**. | idiom | **Literal translation. Inaccurate translation**. The translator has translated the idiomatic phrase "stepping stones" word-for-word, which leads to an inaccurate meaning. According to Longman Dictionary (n.d.) "stepping stone" is something that helps you progress towards something else. |
| That screen is **badass**. | Этот экран и правда **толстозадый**. | slang | **Idiomatic translation**. Inaccurate translation. A more accurate translation would be «крутой», «классный». |

| | | | |
|---|---|---|---|
| ASAC | босс | abbreviation | **Generalization.** ASAC is an FBI abbreviation that means "Assistant Special Agent in Charge", however, the translator used a more general word "boss". |
| Montezuma's revenge, **big time.** | Месть Монтесумы, **великое время**. | slang/idiom | **Literal translation. Inaccurate translation.** The translator has translated the idiomatic phrase wordforword, which leads to inaccurate meaning. According to The Free Dictionary (n.d.), "big time" is used "to emphasize the importance or extent of something". |
| **Kiss** your career **goodbye.** | **Поцелуй** свою карьеру **в зад** | idiom | **Idiomatic translation.** The translation saves the tone and register of the sentence, giving a close idiomatic correspondence. |
| Why you gotta be such a **hardon?** | Почему ты все время такой **мудажлоб?** | slang | **Idiomatic translation.** According to Longman Dictionary "hard-on" means an erection. The translator has found a colloquial equivalent that fits the context but may not exactly convey the original meaning. |
| In a Starbucks. | В супермаркете. | proper name | **Inaccurate translation. Generalization.** Starbucks is the name of a coffee shop. The translator uses more a general word in the target text |
| Let me **get down to brass tacks.** | Позволь **обяснить, как все будет.** | idiom | **Semantic translation.** The translator conveys the meaning of the TL idiom by providing an semantic equivalent in the SL. |
| your **Boy Scout leader** | своему **голубому другу** | proper name | **Inaccurate translation.** According to Longman Dictionary (n.d.), "boy scout" means a member of a team of scouts. A more accurate translation would be "своему бой-скауту". |
| Your **commercials**? They **suck ass.** | Ты **комерческий**? Они все **уроды**. | polysemy, taboo | **Literal translation.** Inaccurate translation. Commercials in this sentence mean "advertisements", while the translator has used it as an adjective "commercial". The phrase "suck ass" means "to be remarkable bad, unpleasant, disappointing" (The Free Dictionary, n.d.) and is used here to describe the commercials, whereas the translator has used the word "уроды" ("bastards", "scumbags") to talk about people. |
| God forbid... | Прости боже... | idiom | **Inaccurate translation.** A more accurate translation would be "Упаси Боже" or "Не дай Бог". |
| The kid keeps **spouting off about** | Парень **много говорил о** | idiom | **Sematic translation.** The translator has reproduced the exact meaning based on the context. |

| | | | |
|---|---|---|---|
| People love to **take credit** for the **fun ones**. | Люди любят **пользоваться кредитом ради удовольствия**. | idiom | **Literal translation. Inaccurate translation**. "To take credit" means to "to receive recognition, praise, or approval for something" (The Free Dictionary, n.d.). "Fun ones" here is used to describe crimes, not pleasure ("удовольствие"). |
| Morally outraged | Морально опущенный | collocation, set phrase | **Inaccurate translation**. A more accurate translation would be "морально возмущен", "шокирован". |
| **Time served,** no probation. | **Время послужить,** никакого дословного. | idiom | **Literal translation**. Inaccurate translation. "Time served" means "the period a criminal defendant has been in jail" (The Free Dictionary, n.d.); it does not mean "time to serve" ("время послужить"). |
| Don't get cocky. | Пока не возьмем повара. | colloquialism / idiom | **Inaccurate translation**. "Cocky" means "o verly selfassertive or self-confident" (The Free Dictionary, n.d.); it is not connected to the word "cook" ("повар"). |
| So you bought a bed. What is that, **a king?** | Итак, ты купил кровать. Что это? **Кинг?** | polysemy | **Literal translation. Inaccurate translation**. "Kingsized bed" means "a very wide bed". A more accurate translation would be "двуспальная кровать". |
| My **PI charged me** for three hours, so I **seriously doubt** it took him more than one. | Мой **стукач разузнал** за три часа, и **я всерьез беспокоюсь,** что на самом деле меньше, чем за час. | abbreviation, polysemy | **Inaccurate translation**. PI stands for "principal investigator", i.e. "An agent hired by a private party for the purpose of investigation or evidence gathering" (Wiktionary, n.d.). "Charge" and "doubt" are also translated inaccurately, so that the sentence slightly loses its original meaning. |

## 3.4. Discussion

As discussed above, sometimes translation may be inaccurate as some words may be translated incorrectly or not translated at all. The TV series "Breaking Bad" contains many different types of words which may cause difficulties in translation and lead to a change in meaning or a loss of meaning. The tables above were made to confirm or disprove the hypothesis that the TV series "Breaking Bad" can cause lexical difficulties in translation

from English to Russian because it contains a lot of slang, colloquialisms, jargon, taboo words, and the like.

As can be seen from the tables above, slang is the most common lexical difficulty found in the analyzed episodes (22 examples), as the series talks about the life of drug dealers, which indicates that slang in the speech of the characters is appropriate. The translator needs to find such words in the TL that will be equivalent in the SL. The episodes also contain a large number of idioms (19 examples), which gives the dialogues liveliness, casual feel, and a greater emotional charge. Idioms pose a challenge for translators because they cannot be translated literally and sometimes there is no equivalent idiom on the TL. Polysemantic words are less common but also plentiful in the analyzed episodes (14 examples), but in the English language, there are a large number of words that have several meanings. The translator needs to determine the exact meaning of the original phrase and find a suitable equivalent, taking into account both the semantic and cultural considerations. Colloquialisms and informal phrasal verbs are also abundant in the analyzed episodes (11 examples) as they mostly depict informal everyday conversations. Taboo words were used infrequently (5 examples), however, when these phrases appeared in the episodes, the translator was not afraid to translate these words using a taboo equivalent. Abbreviations were used infrequently (2 example), moreover abbreviations were translated inaccurately, so that the sentence slightly loses its original meaning.

According to the data analyzed in the tables, the translator most often used semantic translation. This choice can be explained by the fact that the translator tried to convey the exact meaning and stylistic register of the word and sometimes make the meaning of the text more understandable for the readers. Most of the text that is translated by this method are non-literary writing, journalism, reports, etc. Communicative translation is used for the translation slang, colloquial expressions with which the text was filled. Some examples of using the communicative translation as a translation strategy with slang expressions are such phrases as "Dude, I so smell bacon", "She was a skank", "yo, Bro", "White boy's gonna kick your ass", "It is a freebie, yo" with taboo expressions like "Do not bullshit the bullshiter", "...on the trail of the motherless bastard", "Oh, Christ", with a colloquial expression such as "right on", with phrases with inaccurate meaning like "shizzle", "drug", and some informal expressions such as "You are not his pal", "What, a shrink?".

Analyzing the tables, communicative translation strategies were used infrequently, mostly with taboo, phrasal verbs (informal), and slang. This type of translation strategy has similarities with semantic translation but is mostly used with non-literary texts. According to the data from the tables, the translator reproduces the message of the text and keeps the stylistic register. The translator does not try to avoid harsh phrases or make them more neutral.

Idiomatic translation strategy was mainly used with idioms such as "To cross the border", "You do not get it at all", "To be zapped out of her mind", "Speak of the devil", "Be cool". This type of translation usually used with idioms, and reproduces the "message" of the original text, distorting the nuances. The idiomatic translation was applied to some phrasal verbs like "check it out", "come on". The translator tries to give more preferences to colloquial expressions in this type of lexical difficulty.

Generalization was used with the abbreviation "ASAC", where the translator used more general word and translated it like "босс". Concretization was used once with the example "As big as you are?" The translator adapts this sentence based on the previous dialogue and past situations to make the text more understandable.

Analyzing the tables, adaptation is used with the informal exclamation "Damn, man, it is all over the town", where the main difficulty is that the translator has to translate rude interjections. The adaptation was used with the colloquial expression "Oh, gee, I don't know".

Analyzing the tables, literal translation strategy was rarely used, which is expected. This translation strategy was applied with professional terminology like "Chemical bonds are what makes matter matter". Literal translation was used with slang such as "I call the cops", and "Dude, I so smell bacon". The translator provides the exact equivalent and in the second case ("Dude, I so smell bacon") it results in an inaccurate translation. Literal translation was used to translate the idiom "They want this guy like the ax wants the turkey". The translator fully retained the structure of this idiom, without adding anything or changing it.

Inaccurate translation was used with idioms like "God forbid...", "Don't get cocky", "pot is like stepping stones." Inaccurate translation may arise because some idioms have no

equivalent translation in the target language. Inaccurate translation was used with proper names "In Starbucks", "Your Boy Scout Leader", with polysemantic expressions "...So I seriously doubt it took him more than one", "For facilitating". This type of translation strategy was used with slang like "Jefe". According to the Longman Dictionary (n.d.), no exact match was found for "jefe" in English (Longman Dictionary, n.d.), it is a slang term borrowed from Spanish.

**CONCLUSION**

Summarizing the results of the research, some general conclusion can be made. Accurate translation depends on many different features. The translator needs to take into account many factors that can make the process of translation easier and the result of translation more accurate. One of the features is lexical difficulties. As it was discovered, polysemy, colloquialisms, slang, idioms, etc. may cause difficulties in understanding, change the meaning in the target text, produce multiple meanings. Moreover, the choice of translation strategy affects the accuracy of the translation. For this reason, translators need to know the purpose of the text, the target audience, and analyze the text in terms of potential difficulties.

The aim of the bachelor's thesis was to examine the translation of the TV series "Breaking Bad" from English into Russian, to analyze the main lexical difficulties which may arise when translating "Breaking Bad", and to examine the translation strategies that have been used to convey the meaning. The theoretical part of the research provides information compiled from different print and online sources, which consists of online articles, bachelor's and master's theses, books. The first subchapter defines different types of lexical difficulties, such as polysemy, colloquialisms, slang, jargon, professional terminology, abbreviation, phrasal verbs, taboo vocabulary, and idioms. The second subchapter defines translation strategy, describe the use of each strategy, and features of strategies.

The practical part of bachelor's thesis contains the analysis of episodes seven and eight of the second season of the TV series "Breaking Bad". The analysis consists of two tables and a discussion of the results. During the compilation of the tables and data analysis, the following dictionaries were consulted: *Longman Dictionary of Contemporary English Online, Oxford Learner's Dictionaries, The Free Dictionary, and Urban Dictionary*. The results of the analysis indicate that slang, idioms, and polysemantic words were the most common translation difficulties in these TV series, which in some caused inaccuracies in translation. Professional terminology and taboo words were used infrequently. In addition, most often was used semantic translation for translation of slang and

colloquialisms. Idiomatic translation was mainly used with idioms. Adaptation was mostly used with the informal exclamation. Inaccurate translation strategy was mainly found in the translation of idioms and slang. Communicative translation was used infrequently with taboo words, phrasal verbs, and slang.

To conclude, all of the aims of the bachelor's thesis has been achieved. From the analyzed tables, it is clear that the TV series "Breaking Bad" may cause lexical difficulties in translation from English to Russian because it contains a lot of slang, idioms, and polysemantic words, colloquial expressions, and other specific words. This may lead to a loss of meaning.

**SUMMARY IN ESTIONAN**

Tänapäeval eelistavad inimesed vaadata teleseriaale. Inimesed vaatavad seriaale selleks, et nautida, puhata pärast pikka päeva. Mõned inimesed soovivad õppida seriaalide kaudu. Teleseriaalide tõlkimine inglise keelest vene keelde on muutunud populaarsemaks, sest ilmunud on viimastel aastatel suur hulk populaarseid ingliskeelseid teleseriaale. Mõnikord võib tõlkimine olla keeruline, kui tõlge ei ole piisavalt täpne ning õige tähendusega.

Käesolev bakalaureusetöö põhineb „Breaking Bad" teleseriaali episoodide inglise keelest vene keelde tõlkimisel esinevate leksikaalsete raskuste analüüsil. Uurimisobjekt on seriaali „Breaking Bad" tõlkimisel inglise keelest vene keelde erinevate tõlkestrateegiate kasutamine. Töö eesmärk on uurida teleseriaali "Breaking Bad" tõlget inglise keelest vene keelde. Täpsemalt analüüsida põhilisi leksikaalseid raskuseid, mis on tekkinud episoodide vaatamise ajal ning uurida tõlkestrateegiaid, mida on kasutatud tähenduse edastamiseks. Bakalaureusetöö hüpotees on: teleseriaali "Breaking Bad" tõlkimisel inglise keelest vene keelde võib esineda leksikaalseid raskusi, sest teleseriaal sisaldab palju slängi, žargoone, kõnekeelseid väljendeid ja muid spetsiifilisi sõnu. See võib põhjustada tähenduse kaotuse või ebatäpse tõlke vene keeles.

Bakalaureusetöö koosneb sissejuhatusest, kahest peatükkist ja kokkuvõttest.

Sissejuhatus annab üldist informatsiooni Ameerika "mainstream" kultuuri kohta, subtiitrite ja nende rolli filmitööstuses, teleseriaali „Breaking Bad" ja teleseriaali tegelaste kohta.

Esimene peatükk on teoreetiline, mis jaguneb kaheks osaks. Esimene osas annab autor ülevaate leksikaalsetest raskustest. Teine osa annab ülevaate tõlketüüpidest, tõlketüüpide kasutamisest ja tõlketeooriate erinevustest.

Teine peatükk on praktiline. Peatükis on väljatoodud kaks tabelit, kus on originaalne tekst inglise keeles, venekeelne tõlkimine, leksikaalne raskus ja tõlketüüp. Nende tabelite järgi on koostatud analüüs ning jõutud uurimistöö tulemusteni. Uurimistöö tulemuste järgi olid släng, idioomid ja polüsemantilised sõnad kõige levinumad tõlkimisraskused nendes episoodides, mis põhjustasid tõlkimisel ebatäpsust.

Kokkuvõttes antakse ülevaade uurimistöö tulemusest, eesmärkidest ja uurimisküsimustest.

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