

Yarmouk University

**Faculty of Arts
Department of English Language and Literature**

**Translation and the Process of Manipulation in
the World of Disney: Aladdin a Case Study**

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July 29, 2010


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Aladdin a Case Study**

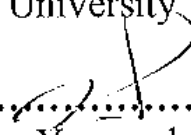
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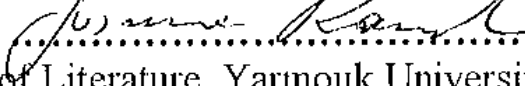
**A thesis submitted in partial fulfillment of the requirements of the
degree of Master of Arts in Translation in the Department of English
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Abstract

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This study attempts to show the process of manipulation that is evident in translating Disney's *Aladdin Trilogy* into Arabic. This study also shows the translation strategies that are followed by the translator/manipulator in translating the audiovisual dialogue of the *Trilogy*. In addition, this study sheds some light on the effect(s) of power relations and ideology on the translation process of cultural texts from English into Arabic. Qualitative research methodology was utilized in this study. The data of this thesis consist of eighteen quotations extracted from Disney's *Aladdin a Whole New World* (1992), *The Return of Jafar* (1994) and *Aladdin and the King of Thieves* (1995). The data were analyzed using Critical Discourse Analysis to show the ideological implications and power relation that lie behind translational manipulation of the *Trilogy*.

By analyzing the English Source Text and its Arabic translation, the researcher concluded that the translator/manipulator of *Aladdin Trilogy* opted for four translation strategies viz. addition, omission,

attenuation and substitution to manipulate the Arabic translation. The researcher also concluded that there are four types of translational manipulation that are evident in the Arabic version mainly, positive manipulation as improvement, positive manipulation as distortion, negative manipulation as improvement and negative manipulation as distortion. All in all, the translational manipulation was invested either to create peace or to create conflict.

Key words: Translational manipulation, translation strategies, audiovisual translation, ideology and translation, power relation and translation.

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description if translation process viewed as an interlanguage transformation. Translating as Version of Interlingual and Cultural Communication. The problem of relations between language, culture and speaker is one of the fundamental problems in modern linguistics. This problem is defined by many researchers as "anthropological". As language sets the parameters of human perception of the world and stereotypes of daily behavior, any linguistic research in the field of language semantics deals with the interrelations of the concepts of language, culture, and personality. Along with that, the globalization of cultures actualizes the concept of intercultural communication. Aladdin provides a unique opportunity to engage your students through a variety of disciplines: English Language Arts can be explored through character and theme, Social Studies can be examined by considering the story's source material, and the arts come to life through the production's thrilling script, score, and design. Study Guide for Disney's Aladdin: Broadway's New Musical Comedy. 3. Synopsis. Aladdin was added to the book, along with "Ali Baba and the Forty Thieves" and "Sinbad the Sailor," by Galland claimed to have heard Aladdin from a Syrian storyteller. The case study will review topics and issues related to organizational culture with reference to mergers and acquisitions, specifically in the cases of the Disney-Pixar Animation Studios and the Disney-Marvel Entertainment. However, it will exclude discussions on the other components of mergers and acquisitions not related to organizational behavior such as due diligence for accounting and finance; stock market prices; earnings per share and dividends distributed. 18. 18 In the case of Disney-Pixar, separation was the best fit to allow the corporate cultures to continue to flourish with the resulting synergies enhancing and expanding their market reach as well as their revenues. Translation is a process of great significance in the modern world and being the basic criteria in communication has become an important issue in language studies. The process of translation includes main aspects such as culture and language. And the role of translator is very important in this process. The translator should be good both at source and target languages. Moreover he should be aware of cultures of different peoples. The knowledge of culture is crucial in this process. Major difficulties are connected with the entire process of translation and can be divided into several categories