Yarmouk University

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

By

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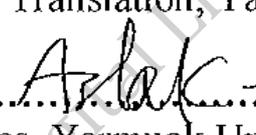
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Translation and the Process of Manipulation in the World of Disney : Aladdin a Case Study

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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 Language and Literature, Yarmouk University, Irbid, Jordan

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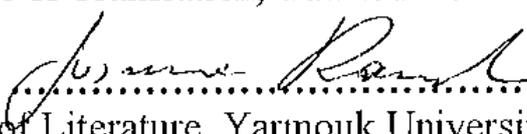
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Abstract

Bataineh, Mohammed Sabri. *Translation and the Process of Manipulation in the World of Disney: Aladdin a Case Study.* Master of Arts Thesis in Translation, Dept. of English Language and Literature, Yarmouk University, 2010. (Supervisor: Dr. Hisham T. Obeidat).

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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The tradition of studying manipulation goes back to the works of psychologists, sociologists, political scientists. The specificity of this picture of the world is that it not only transforms and deforms the habitual image of the world of native speakers of the Russian language, but also constructs through this language a quasi-realistic picture of the world, in which real reality is replaced by the reality of media discourse and offered to the mass addressee as the only. Dobrosklonskaya, T. G. Questions of the study of media texts (experience in the study of modern English media speech) / T. G. Dobrosklonskaya. - M.: URSS editorial, 2005. - 288 p. A case study involves an up-close, in-depth, and detailed examination of a particular case, within its real-world context. For example, a case study in medicine may focus on an individual patient or ailment, and a case study in business might cover a particular firm's strategy or a broader market. Similarly, a case study in politics can range from a narrow happening over time (e.g., a specific political campaign) to an enormous undertaking (e.g., a World War). Generally, a case study can highlight The Manipulation School of translation studies first appeared in the 1980s, influenced by the works of G. Toury [22], J.S. Holmes and I. Even-Zohar [6]. The name "Manipulation School" was given by the title of an anthology of essays edited by Theo Hermans "The Manipulation of. © Siberian Federal University. The translation units in this case are words and expressions from the Bible used in the source texts - the intertextual elements from the Bible. In the process of the intertextual elements' translation, according to the study by I.S. Alekseeva [1], the following results are possible: 1) full or partial loss of intertextuality; 2) replacement of the intertextual element of the original text to the intertextual elements, with the same connotations in the translated text. 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. 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.