

电影译名差异及翻译技巧(下) PDF转换可能丢失图片或格式, 建议阅读原文

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2.1 second stage: since 1949 Things have greatly changed in this stage. The situation is more complicated. This study will discuss the different feature of movies names translation in mainland, Hong Kong, Taiwan one by one, and the reasons engaged.

	Literal translation	Liberal translation	Percent	Rename translation	Percent
Mainland	Before 1949	Percent	After 1949	Percent	
	7	13%	8	15%	6
	55%	33	77%		
Hong Kong	5	45%	11	26%	16
	30%	20	37%		
Taiwan	5	45%	15	35%	22
	40%	14	26%		

2.1.1 mainland

Literal translation is main tendency, which can be seen from above table obviously. There are totally 39 names among the 43, which be translated by literal method and the percent is 72%. At this stage, for one thing, people became conservative and mainly construed word to word. There are some examples: 《勇敢的心》 (brave heart) ,which makes people feel insipid, without its own features. It comes from word to word while there is no big error for the story of movie. It is uncanny for 《幽灵》 (ghost) . Although it was metaphrased, it is discrepancy for the story, which is a beautiful and impressive love story. 《雨人》 (Rain Man) is a touching story about two brothers especially the little one how to realize the real relationship between two brothers. But the literal translation loses the tasty of the movie and let people think it is a scenic fantastic movie. Literal translation belongs to text-centered and it is the easiest and most conservative kind method. The advantage is as close as the old

name, but the disadvantages are dull and mechanical. Sometimes the foreign movie names like use some common names of people and places. It is not difficult for their people to understand. But to Chinese people, they are totally strange to those names and place. Thus this kind of translation cannot wake the interesting of them. Be soaked in thousands of years the thought of Confucianist, mainland was not effected by commercial economy very much. Though reform and opening have happened, the commercial consciousness of mainland was also light. Naturally, simple and unadorned were thought good characters, and the reason of the natural thoughts happened is based on the thoughts of agriculture. Perhaps we can explain these phenomena as follows: one reason is that politically mainland has a cultural system quite different from that in the old society, thats why our translation is relatively conservative compared with our Taiwan and Hong Kong counterparts. Another possible reason is that mainland market set strictly limited control on the foreign movies, which probably leads to less experienced situation and the translations can only be loyal to the original names.

2.2. Hong Kong

Here, the main translation skill is rename translation, which should be the style of author-centered form. We can also see this feature from the table. The advantages of liberal translation are that the course of recreate will be freely. the works of recreation are vivid. The disadvantages are the recreated works often be far away from the original names. Hong Kong also has such characters: strong commercial, oral and plebeian. The entertainment is the first choice and the culture of paparazzo is very popular. Hong Kong has its own

culture features. Translation names meet the taste of local audiences. Even some sexy, violence and sting words are used to attract audience and make the stirabout influence. There are great many of local people speak Guangdong dialect, some elements and morphemes that just can be made in Guangdong dialect appear in the translation names. There are also some names, which cant be understood by those who dont know the Guangdong dialect. There are some typical examples for the feature : Brave Heart was translated for 《梅尔吉布森之英雄本色》. It not only points out who played in the movie, but also uses the same name of a famous movie directed by WuYushen, which has mighty affection in the local culture. The characters of Hong Kong translation names are expressed completely. 《杀戮战场》 (Platoon) makes people know that it is an action movie. The name was filled with the air of violence, but it had no relationship with its original name. It was said that Shawshank re Demption was translated for 《刺激1995》 just because the movie was put on at Hong Kong is in 1995. Moulin Rouge was translated as 《情陷红磨坊》 only in Hong Kong. This translation tends to emphasize the love component in the movie so that can attract more audience. American beauty is translated as 《美丽有罪》 is based the same reasons. 《生死时速》 (Speed) is also a wonderful translation name. It emphasizes the theme of the movie and closes to the English name. 《咪走鸡》 (chicken run) ,the literal meaning is that to telling the chicken in the movie to run fast, but the other meaning in Guangdong dialect is telling the people should watch the movie. But the names that like 《线鬼衰人》

(the cable guy) and 《口力女掌门人》 (clueless) are that can not be understood kind. The act of language (including translation) is the act of humanistic. It cant be separated from social actions, experience, thoughts, and feelings of human. In the word, translation was close relationship with the logic and experience of life. Hong Kong was ruled by Britain since the Opium War, and affected by British culture. At the same time, the own area culture has a deep-rooted influence in Hong Kong. Hong Kong has its special culture atmosphere. It is an important financial city in Asia, even in the world. The level of commercialization is high in Hong Kong. But in the same time the people of Hong Kong lack the feeling of belonging-to. Most of them feel homeless and rootless. With the heavy pressure of life, they accept some relaxative, shallow, things easily. Hong Kong has a very special history. And the people of Hong Kong have used their own dialect indicates that they have a relative closed culture circle.

2.3 Taiwan

The main skill used for movie names translation is liberal translation. This kind of form is often used and belongs to the reader-centered form (the character of movie lead to it should to be accepted by audiences, so the audiences are put to an important position) . This kind of translations is so hard to reach excellent. And it requires the translators and audiences both have high level of literature. An outstanding feature of Taiwan translation is that it keeps the surviving traces of translation before mainland was liberated. The feature of Taiwan is of more literature, higher culture-inside-information, and vivid imagination. But some times some word games are used and

some translation names are a little artificial, at the same time, the form was sought excessively. The aesthetics is common which lead to some morphemes was used mistakenly. The appearances put the English name away and take the other name, which are pleasant to hear, is also very common. For example: 《一树梨花压海棠》 (Lolita) is a poetic sentence. ZhangXian, a poet in Beisong dynasty, married an 18 years old girl when he was 80 years old. His friend, another great poet, SuShi wrote a poem to congratulate. "一树梨花压海棠" is the last sentence in the poem. "梨花" (the flowers of pear tree) means ZhangXian and "海棠" (the flower of Chinese crap apple tree) means the pretty girl. It right fits the content of the movie, which the old people fell in love with so little girl. 《门当户不对》 (meet the parents) , it fits the content of the movie and it is a very rightly name with a Chinese proverb: 门当户对 (be well-matched in social and economic status) which is usually used in case of marriage. 父 (father) and 户 (the status of family) are homophony words. In the movie, the daughter brought her boyfriend to meet her parents, all things are OK, but just her father is unsatisficially. It is a proper name by change word in a Chinese proverb. 《不羁夜》 (Boogie Night) is a mixture. The first word is translated as its tone, but the second word is translated literally. Its a movie to express the life of pornographic actors and actresses. The most time they have their movements in night, and their actions could be called uninhibited. Its very lively, so it is a excellent name. 《美国心玫瑰情》 (American Beauty) is a very delicate in form and pleasant to hear. Thought it is concerned with

the content of movie, does not point out the theme. 《惊世未了缘》 (brave heart) is a little artificially. Mel Gibson is a hero to lead the independence of nation and could be called "惊世" , but love, which is the main meaning in translation name is just a small part in the movie. The theme of the movie is the spirit of freedom. And this name can be used for many movies, has no its own sole feature.

Taiwan translators like using series names to a series of movie, which are played by a same actor or is in a same type. The case is that if one movie is succeed at Taiwan then the element of movies translation name will be used broadly in the movies after it especially those the same types or acted by the same actor. 《魔鬼总动员》 (Total Recall) , which acted by Arnold Schwarzeneger, have succeed in Taiwan and attracted a lot of audiences. Then all movie acted by him after it are translated with the two words "魔鬼" (devil) . For example, a comedy movie was translated to be 《魔鬼孩子王》 (Kindergarten Cop) . 《终极警探》 (die hard) acted by Bruce willies is also good, so the other movie after it was called 终极XX. This mostly made for commercial benefit. And maybe the movie businessmen think the series names are easy to be remembered by audiences. Taiwan was ruled under the same government that ruled mainland before the year of 1949. we can see there is no wonder why we find the surviving traces of translation before the year of 1949.

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