

# CHAPTER I

## INTRODUCTION

### 1.1 Background

As a tool of communication, language has a very important role in human civilization. Language itself can take the form of spoken or verbal, and non-verbal type such as sign language and written language. History, religions, literature, and other valuable information are documented on the written form. Here, the existence of a translator is needed to convey the information from source language into the target language. He acts as the conveyor of the message written in the source language for those who do not speak the language. Translation has become an important thing since then.

In regard of translation, Frederic Houbert (1998) suggests that in most cases, translation is to be understood as the process whereby a message expressed in a specific source language is linguistically transformed in order to be understood by readers of the target language. Newmark (1988: 5) defines translation as "Rendering the meaning of a text into another language in the way that the author intended the text".

Translation is facing a more challenging task nowadays since the development of science and technology provides many new forms of translation work. One of them is translation of films for a foreign language audience. There is a specific term for films translation named Audiovisual

Translation (AVT) that covers subtitling and dubbing. According to Taylor (2000:1) there are two kinds of translations: dubbing (which involves the substitution of the original soundtrack by a version in the target language) or subtitling (the superimposition on the screen of a written version of the soundtrack). They are regarded as forms of Audiovisual Translation (AVT). However, this paper is focused on subtitling process.

Since there are many people who love to watch movie as one of entertainment media, movie industries have developed rapidly. As one of the biggest movie industries, Hollywood has produced many famous movies such as *Matrix*, *the Mask of Zorro*, *Lord of the Rings*, *Spiderman*, and *Titanic*. The films are not only distributed to American or European countries but also to other countries that do not have English as their first language. Due to this fact, the activity of subtitling has been playing an important role in the film industry.

However, in subtitling process itself subtitlers often encounter so many problems. Here, the subtitling strategies are really needed to solve the problems. One of the problems in the process of subtitling is swearwords. As a translation problem, swearwords must be translated properly by using some particular strategies. Therefore, this paper will be focused on how to solve the problems of subtitling swearwords with particular strategies of translation.

## **1.2 The Reasons for Choosing the Topic**

The subject of this study is an action comedy entitled *The Dukes of Hazzard*. It was directed by Jay Chandrasekhar from Warner Bros. Pictures and starred by Johnny Knoxville, Sean William Scott, and Jessica Simpson.

This film was chosen as the subject of the research by the writer since it portrays the world of teenagers in which swearwords are frequently used in their conversation. This film performs many swearwords to be analyzed in terms of the translation strategies.

### **1.3 Limitation of the Study**

This paper only analyzes the strategies used in translating the swearwords in the film subtitle of 'The Dukes of Hazzard'. It does not analyze the whole subtitle of the movie.

### **1.4 The Significance of the Study**

This study is expected to investigate subtitle in connection with the discipline of translation studies, specifically in the strategies used in translating swearwords found in film. Therefore this research will bring some benefits to:

1. English as second language learners who are studying translation subject.
2. Those who are interested to be an audiovisual translator.

3. Film industries, film makers and subtitlers to improve their quality of their film subtitle.

### **1.5 Research Question**

The questions formulated in this paper are:

1. What types of swearwords are uttered in 'The Dukes of Hazzard' film in terms of grammatical patterns?
2. What strategies are used in translating the swearwords in the subtitle of 'The Dukes of Hazzard' film?

### **1.6 The Aims of the Study**

Considering the research questions, the present study attempts:

1. To find out the types of swearwords uttered in 'The Dukes of Hazzard' film.
2. To analyze the strategies used in translating the swearwords in the subtitle of 'The Dukes of Hazzard' film.

### **1.7 Research Method**

Qualitative research is employed in collecting, analyzing, and interpreting the data. In qualitative research point of view, Preissle in Ratcliff (2002:1) states her definition:

Qualitative research is a loosely defined category of research designs or models, all of which elicit verbal, visual, tactile, olfactory, and gustatory data in the form of descriptive narratives like field notes, recordings, or other transcriptions from audio- and videotapes and other written records and pictures or films.

In line with the previous definition, Gay in Saputra (2003: 6) defines that qualitative research systematically and factually describes and illustrates the characteristics of and the connection between the phenomena studied. Due to this description, qualitative is appropriate to be applied in conducting the research.

### **1.8 Data Collection**

In obtaining the data, the writer follows these several steps below.

1. Observing the original DVD of “The Dukes of Hazzard”.
2. Transferring the movie dialogs and the subtitles containing swearwords, into script.
3. Analyzing and describing the types of swearwords and strategies used in translating swearwords in the subtitle of the film.
4. Doing library research in order to get relevant theories.

### **1.9 Data Resources**

The whole data of the research are taken from the original DVD of “The Dukes of Hazzard” film distributed by Warner Bros. Pictures. Movie

dialogs and its subtitles containing swearwords are taken from the caption served in the DVD into script. The writer transfers them into written text.

### **1.10 The Organization of the Paper**

#### **CHAPTER I BACKGROUND**

This chapter presents background, the reason for choosing the topic, limitation of the study, the significance of the study, research question, the aims of the study, research method, data collection and data resources, and organization of the paper.

#### **CHAPTER II THEORITICAL FOUNDATION**

This chapter deals with theories which are related to the topic of the research.

#### **CHAPTER III RESEARCH METHODOLOGY**

This chapter describes the procedures of the research used to conduct the whole study.

#### **CHAPTER IV FINDINGS AND DISCUSSIONS**

This chapter reports the results of data analysis including the findings and the discussions.

#### **CHAPTER V CONCLUSIONS AND SUGGESTIONS**

This chapter conveys conclusions and suggestions in accordance with the study.