

CHAPTER I

INTRODUCTION

This chapter provides background of the study, research question, purpose of the study, scope of the study, significance of the study, research methodology, clarification of key terms, and organization of the study.

1.1 Background of the Study

People's interest in movie increases over time. Movie as one of cultural products might express its message by using different kinds of language. Therefore, this phenomenon has encouraged the translation field to invent Audiovisual Translation (AVT) which includes dubbing (lip-sync), subtitling and voice-over. According to Cintas and Anderman (2009), different forms of language transfer like AVT is required in order to make sure that all viewers from different languages are able to comprehend the movie. Subtitling, as one of AVT types, is a translation practice in the form of the written text, generally on the lower part of the screen (Cintas and Remael, 2007). Georgakopoulou (2009) adds that subtitling is required to comply with certain levels of readability and be as concise as necessary in order not to distract the viewers' attention from the movie itself.

As forms of nonstandard language, slang and swear words are common phenomena in movies today. It is known that many American movie characters utter nonstandard language in their dialogues. Spears (2000) argues that slang words have become the major part of American communication such as in the movie industry. Similar to slang, Foote and Woodward (1973, as cited in Mercury, 1995) state that swear words such as *f*ck* and *sh*t* are among the 75 most often spoken words in American English. Furthermore, today scholars still seem to have different point of views regarding slang and swear words. It is still debatable whether or not the swear word is a part of slang, or vice versa, and whether the swear word is different from slang or not. This issue possibly appears because slang and swear words are

commonly used by societies in the same context. Briefly, Moore (2012) clarifies that slang and swear words are still in the same lexical category but they are actually different. Translating slang and swear words can be a challenging task for subtitlers because they are firstly required to understand slang and swear words before transferring them into the target language. Subtitlers are also required to translate them accurately in order to avoid misunderstanding.

Before a translator translates slang and swear words, it seems beneficial to understand more about them in the field of morphology and lexical semantics. In the field of morphology, one of the strategies is by using Yule's concept of word formation processes (1996) which has nine classifications: coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, and derivation. Dividing slang and swear words based on word formation processes, can discover how every slang or swear word is formed. If a word cannot be categorized into those morphological classifications, it is possible to use lexical classifications like Finegan's. In lexical semantics, Finegan's (2004) classifications consist of hyponymy, synonymy, antonymy, converseness, metonymy, and metaphor. Moreover, by using Finegan's classifications, the relationship among the meanings of every word can be investigated. Therefore, combining those two different classifications can be more beneficial for determining the best method in translating slang and swear words.

Applying the concept of equivalence is another important beneficial strategy to translate slang and swear words in addition to determining types of slang. Barnstone (1993, as cited in Mayvalencia, 2011) states that the equivalence takes a major part of the theory of translation. In general, Pym (2007) explains that equivalence can be understood as a source text and a translation that can share the same value (equi-valence) on particular level of form, level of function, or even the level of reference. In its realization, the translation process always involves searching for equivalence of meanings. In this case, Nida (1964) has great contributionsto the

field of translation studies by introducing two techniques of equivalence: formal and dynamic. Formal and dynamic equivalences seem to be the most fundamental classifications because they can reveal the purpose of a subtitler, whether form and content (formal equivalence) or naturalness (dynamic equivalence) that becomes his or her primary consideration.

Deadpool movie (2016) is one of many American movies that contains slang and swear words in its dialogues. It is clear because the jargon of the movie itself is “*Bad *ss. Smart *ss. Great *ss.*” Moreover, slang words such as *kinda*, *'cause*, *tiger*, and *fire up* are frequently uttered by many characters including the main character, Deadpool. In addition, swear words such as *f*ck*, *motherf*cker*, *sh*t*, **sshole*, are also frequently uttered when Deadpool and other characters express their emotions like anger. This movie was released in 2016 by a worldwide movie company that has diverse viewers, vary from children to adults. Therefore, the appearance of informal and non-standard words in this movie seems to have a powerful impact especially for viewers in non-speaking English countries.

Various phenomena of translation encourage many scholars to conduct studies. Benyamin and Ghaemi (2010) applied Gottlieb’s classification of translation strategies (1992) in analyzing Persian subtitles in five movies. The study only focused on comparing those five movies in using translation strategy. Rahmi (2011) applied the theory of semantic shift by Mujianto (2001) in analyzing *The Adventure of Tintin*, *The Broken Ear* comic series. Similar with Benyamin and Ghaemi’s study, this study also only focused on one objective and indicated the frequency of each classification.

In a more specific context, there have been some studies about slang and swear words translations that are related to this study. For instance, by analyzing slang translation from English to Bahasa Indonesia in *Wild Child* movie script, Mayvalencia (2011) attempted to combine three different classifications of equivalence from Nida (1964), Baker (1992) and Newmark (1988). Glewwe (2012)

analyzed English-French slang translation by applying Nida's concept of equivalence in four French novels. Nilasari (2014) had three objectives in analyzing the English-Bahasa Indonesia subtitle of *Glee Season 1*: types of slang, translation strategy, and meaning of equivalence. Similar to Nilasari, Rahmawati (2015) also applied those three objectives in analyzing slang words in *50/50 movie*. However, Nilasari and Rahmawati seem to leave each objective explained separately.

These previous studies seem to only conduct the classification of each objective and do not attempt to find the relationship between those objectives. Therefore, this study, which has two objectives: types of slang and swear words and the equivalence techniques, attempts to find the relationship between those types and the equivalence techniques. In other words, this study finds out whether or not particular types of slang and swear words have a tendency to apply specific techniques of equivalence. Nida's concept of equivalence techniques: formal and dynamic (1964) is applied because it borrows the concept of semantics and pragmatics, so that it may help to reveal the meanings in the translation. Other theoretical frameworks applied are the combination of Yule's (1996) classification of word formation processes and Finegan's (2004) lexical semantics in order to identify the types of slang and swear words.

1.2 Research Question

This study aims to answer the following question:

How is the equivalence technique of the translation of slang and swear words used in *Deadpool* movie?

1.3 Purpose of the Study

Regarding to the research question, this study aims to analyze the equivalence technique of the translation of slang and swear words used in *Deadpool* movie.

1.4 Scope of the Study

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THE TRANSLATION OF SLANG AND SWEAR WORDS IN DEADPOOL MOVIE: THE ANALYSIS OF EQUIVALENCE IN THE SOURCE AND TARGET LANGUAGE

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The study focuses on identifying whether the subtitler of *Deadpool* movie transfers the style, meaning, and above all the communicative functions of the ST (Source Text) into TT (Target Text) or she or he only conveys the formal features and elements of the ST into TT. Then, the study discovers whether or not the subtitler applies formal and dynamic equivalence techniques equally. Moreover, the study also finds out whether particular slang and swear words types have a tendency to use formal or dynamic equivalence or not.

1.5 Significance of the Study

This study is expected to give a contribution to the study about translation and to become an additional study reference about identifying types of slang as well as swear words and investigating the relationship between source language (SL) and target language (TL) as the concept of equivalence.

1.6 Research Methodology

This study employs descriptive qualitative method. Elliott and Timulak (2005) add that descriptive qualitative method requires descriptions in words and puts observations into words as the general strategy for obtaining the data. This method is suitable with this study because the data are obtained from a movie transcript and analyzed in the form of words. Hancock, Ockleford and Windridge (2009) state that qualitative method concerns with developing explanations of social phenomenon. In this case, it is known that the appearance of slang and swear words is a social phenomenon because they become part of language today and used by many people in their daily conversation.

1.7 Clarification of Key Terms

In order to guide the analysis, particular terms are required to be clarified. The terms are as follows:

1. Audiovisual Translation (AVT)

AVT is the language transfer that is shown on the screen (Cintas & Anderman, 2009).

2. Subtitling

Subtitling is a translation practice in the form of the written text, generally on the lower part of the screen (Cintas & Remael, 2007).

3. Slang

Slang is a set of colloquial words and phrases that change over the times and they are used by the speakers to establish or reinforce their social identity or cohesiveness in society at large (Eble, 1996, as cited in Eriksen, 2010).

4. Swearword

Swearwords are taboo lexemes that are widely known in the speech communities wherein they occur, do not change quickly from year to year, and are considered taboo by virtue of their semantic link to emotionally charged entities such as human waste and sexuality (Moore, 2012, p. 2)

5. Equivalence

a source text and a translation that can share the same value (equi-valence) on particular level of form, level of function, or even the level of reference (Pym, 2007).

1.8 Organization of the Study

This paper is composed in the following organization:

1. Introduction

This chapter includes background of the study, research question, the purpose of the study, scope of the study, significance of the study, research methodology, key terms clarification, and organization of the paper which becomes the last part of this chapter.

2. Theoretical Background

This chapter provides the explanation of several concepts or theories that are applied in the study.

3. Research Methodology

This part presents the further information of the research methodology used in the study. It also contains the further details of research design, how the data are collected and the techniques used in analyzing the data.

4. Findings and Discussion

This chapter provides the findings of the study and the discussion in order to answer the research question as the final step to explain the results of the analysis.

5. Conclusions and Suggestions

The last chapter concludes the analysis that represents the whole results. In addition, there are suggestions for further studies of similar topic.