TRANSLATING JUICY WORDPLAY without LOSING its FLAVOR

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TRANSLATING CREATIVE TITLES

There is a distinct difference between the meaning values of words in conventionalized utterances and their values in non-standard uses of the language, and this should be acknowledged and acted upon when translating text (Philip, 2009).

This presentation:

- Non-standard context: titles of juices for kids
- Translation: English → Brazilian Portuguese
CREATIVE TITLES

- Lexicalization: collocations in new contexts
- Prosody: rhyme, alliteration
- Cultural references
  - Children’s games, songs
  - Children’s characters
Motivation of titles

- **Color of juice**: Go green, Yellow submarine; Red devil
- **Ingredient**: Crazy kiwi, Plum scrumpy; Princess Peachy; Apple aid
- **Desired effect**: Energy bubble, Battery charge
- **Domain**: Kick start [sports]
- **Taste**: Sweet and sour
- **Combinations**: Frisky frog (energy + color)
**Literal Translations - Preservation of Metaphor**

<table>
<thead>
<tr>
<th>English Phrase</th>
<th>Portuguese Phrase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apricot cloud</td>
<td>Nuvem de damasco</td>
</tr>
<tr>
<td>Battery charge</td>
<td>Carga na bateria</td>
</tr>
<tr>
<td>Crazy kiwi</td>
<td>Kiwi maluco</td>
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<tr>
<td>Doctor, doctor</td>
<td>Doutor, doutor</td>
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<tr>
<td>Hug in a glass</td>
<td>Abraço no copo</td>
</tr>
<tr>
<td>Collocations</td>
<td>Céu de brigadeiro</td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------------------------------</td>
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<tr>
<td><strong>Chocolate heaven</strong></td>
<td>(661.000 hits)</td>
</tr>
<tr>
<td>Céu de brigadeiro (= bright blue sky)</td>
<td>722.000 hits</td>
</tr>
<tr>
<td>Brigadeiro = birthday party</td>
<td></td>
</tr>
<tr>
<td>chocolate candy</td>
<td></td>
</tr>
<tr>
<td><strong>Sky high</strong></td>
<td>(6.590.000 hits)</td>
</tr>
<tr>
<td>Céu aberto (= clear sky)</td>
<td>(533.000 hits)</td>
</tr>
<tr>
<td><strong>Witches’ Brew</strong></td>
<td>(1.330.000 hits)</td>
</tr>
<tr>
<td>Poção mágica (= magic brew – 31.700 hits)</td>
<td>(5.440 hits)</td>
</tr>
<tr>
<td><strong>Time out (= rest)</strong></td>
<td>(16.400.000 hits)</td>
</tr>
<tr>
<td>Meio-tempo (half-time [football])</td>
<td>810.000 hits</td>
</tr>
</tbody>
</table>
PLAY ON WORDS
FIGURATIVE LANGUAGE

Raspberry crush
(294.000 hits)
double reading
(crush = a drink
crush = squeeze & affection)

Amasso de framboesa
(amasso = hug & to crush [literal])
PLAY ON WORDS

Traffic Light

Ptg.: farol, semáforo, sinaleira (regional variants)

Pare, olhe e beba

(= stop, look and drink; <stop, look and listen/go)
Children's Universe

Purple Tiger
(purple = blackberries, cranberries)

Tigrão
(= Tigger; yellow + purple)
CHILDREN’S UNIVERSE

- **Black Beauty**
  *(Black Beauty: The Autobiography of a Horse, by Anne Sewell)*

- **Corcel Negro**
  - Animal
  *(Black Stallion by Walter Farley)*
  (*Beleza Negra)*
CHILDREN’S UNIVERSE

Wakey-wakey
- Children’s book by Dawn Apperley
- Formula - expression
- Repetition

Oba-oba
- Repetition
- Collocation: activity
- *Acorda, acorda
CHILDREN’S UNIVERSE

- **Princess Peachy**
  - Super Mario Series - Wiki

- **Pesseguiño**
  - Ingredient: peach ➔ pêssego
  - Doll
CHILDREN'S UNIVERSE

- Jungle fever
- Malaria???
- Yellow fever $\rightarrow$ jaundice

Children’s board game???

Amarelinha

= children’s game
Children's Universe

Wacky Wizard
(game, magician)

Mágico de Oz
(= the Wizard of Oz)
(character)
CHILDREN'S UNIVERSE

Nutty Professor (756,000 hits)

Minduim (<‘amendoim’>)
(= Charles Schultz’s Peanuts, 44,000 hits)
(Professor Aloprado – 29,800 hits)

Captain Zinger  Capitão Z
**Desired effect**

**Easy Rider**
- 1969 film → “Sem Destino”
  - (‘Without a Destination’)  
  - Purpose: against travel sickness

**Boa viagem**
- Formula - expression
  - = ‘Have a nice trip’
**Prosody**

**Frisky frog**

alliteration

**Sapo no papo**

animal frog = sapo

alliteration \(\rightarrow\) rhyme
Desired effect

Run rabbit run
alliteration
name of a song (1939)
新型 by John Updike
children’s book
purpose: easy digestion

Corre-corre
alliteration – repetition
collocation (conventionality)
purpose: ‘run, run’
CULTURAL ADAPTATIONS

• Kick start {sports, motorcycle}

• Pontapé inicial {football}
CULTURAL ADAPTATIONS

Super Stripy

Napolitano – name of ice-cream
(same colors: chocolate, vanilla, strawberry)
Cultural Adaptations

**Little pinky**
- little finger
- literal: *Mindinho*
- Little Miss Pinky

**Boto rosa**
- Brazilian folk legend
- color: pink dolphin
**Final Remarks**

Translating creative titles:

1. **Identify creative process:** “acknowledge”
2. **Recreate:** “act upon”
   - **Linguistics:** knowledge of conventional use in L1 and L2
   - **Prosody:** alliteration and rhyme
   - **Culture:** children’s universe in L1 and L2
Thank you
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