



TRANSLATING JUICY WORDPLAY WITHOUT LOSING ITS FLAVOR

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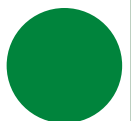
TRANSLATING CREATIVE TITLES

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



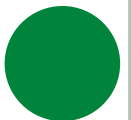
CREATIVE TITLES

- Lexicalization: collocations in new contexts
- Prosody: rhyme, alliteration
- Cultural references
 - Children's games, songs
 - Children's characters



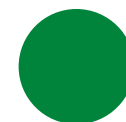
MOTIVATION OF TITLES

- **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

Apricot cloud	Nuvem de damasco
Battery charge	Carga na bateria
Crazy kiwi	Kiwi maluco
Doctor, doctor	Doutor, doutor
Hug in a glass	Abraço no copo



COLLOCATIONS



Chocolate heaven

(661.000 hits)



Céu de brigadeiro

(=bright blue sky) 722.000 hits

Brigadeiro = birthday party
chocolate candy

Sky high

(6.590.000 hits)

Céu aberto

(= clear sky)

(533.000 hits)

Witches' Brew

(1.330.000 hits)



Poção mágica

(5.440 hits)

(= magic brew – 31.700 hits)

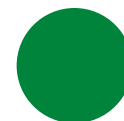
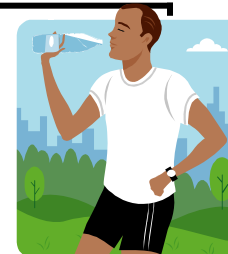
Time out (= rest)

(16.400.000 hits)

Meio-tempo

(half-time [football])

810.000 hits)



PLAY ON WORDS

FIGURATIVE LANGUAGE

Raspberry crush

(294.000 hits)

double reading

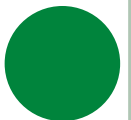
(crush = a drink

crush = squeeze & affection)



Amasso de framboesa

(amasso = hug & to crush [literal])



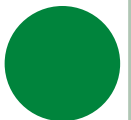
PLAY ON WORDS

Traffic Light

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

Pare, olhe e beba

(= stop, look and drink;
<stop, look and listen/go)



CHILDREN'S UNIVERSE

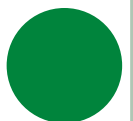
Purple Tiger

(purple = blackberries, cranberries)



Tigrão

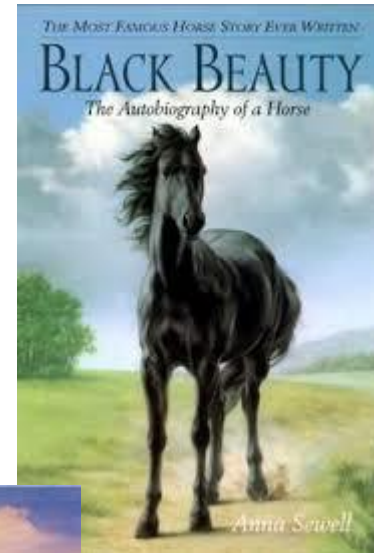
(= Tigger; yellow + purple)



CHILDREN'S UNIVERSE

○ Black Beauty

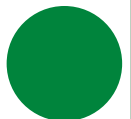
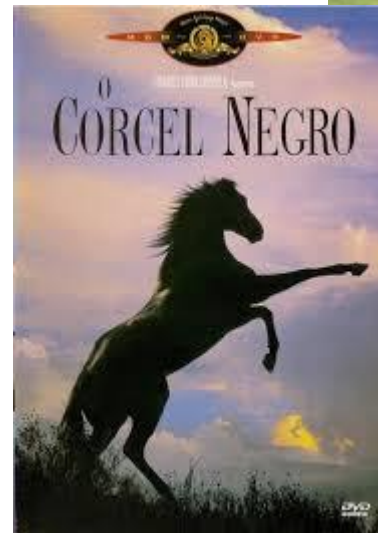
(Black Beauty: The Autobiography of a Horse, by Anne Sewell)



○ Corcel Negro

- Animal

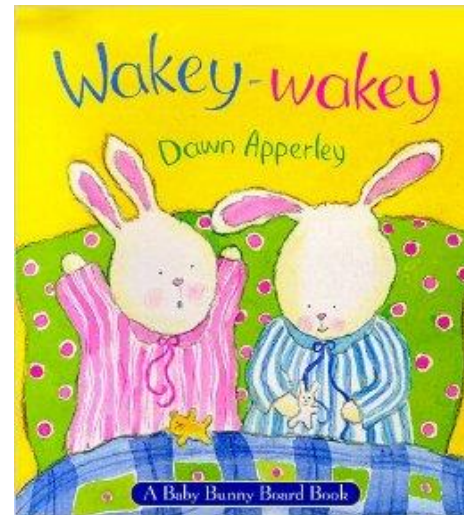
(Black Stallion)
by Walter Farley)
(*Beleza Negra)



CHILDREN'S UNIVERSE

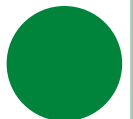
○ Wakey-wakey

- 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



○ Pesseguinho

- Ingredient: peach → pêssego
- Doll



CHILDREN'S UNIVERSE

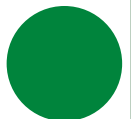
- **Jungle fever**
- Malaria???
- Yellow fever → jaundice



Children's board game???

Amarelinha

= children's game

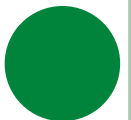


CHILDREN'S UNIVERSE

Wacky Wizard
(game, magician)



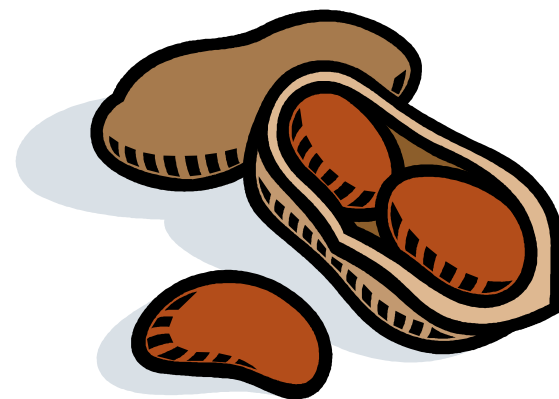
Mágico de Oz
(= the Wizard of Oz)
(character)



CHILDREN'S UNIVERSE

Nutty Professor

(756.000 hits)



Minduum (< ‘amendoim’)

(= Charles Schultz’s Peanuts, 44.000 hits)

(Professor Alopardo – 29.800 hits)

Captain Zinger



Capitão Z



DESIRED EFFECT

Easy Rider

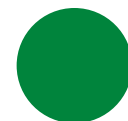
1969 film → “Sem Destino”
(‘Without a Destination’)

Purpose: against travel sickness



Boa viagem

Formula - expression
= ‘Have a nice trip’



PROSODY

Frisky frog

alliteration



Sapo no papo

animal frog = sapo

alliteration → rhyme



DESIRED EFFECT

Run rabbit run

alliteration

name of a song (1939)

novel by John Updike

children's book

purpose: easy digestion

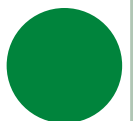


Corre-corre

alliteration – repetition

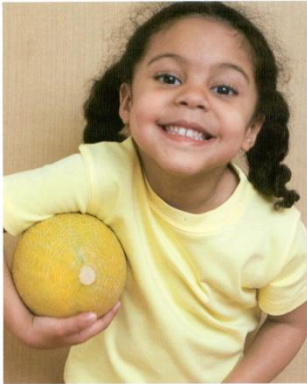
collocation (conventionality)

purpose: 'run, run'

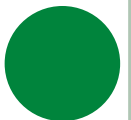
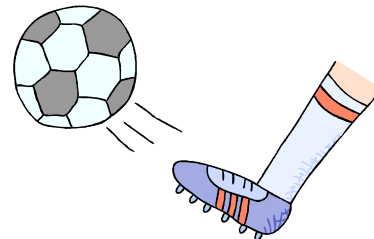


CULTURAL ADAPTATIONS

- **Kick start** {sports, motorcycle}



- **Pontapé inicial** {football}

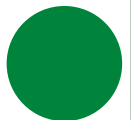


CULTURAL ADAPTATIONS

Super Stripy



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



CULTURAL ADAPTATIONS

Little pinky



little finger

literal: *Mindinho

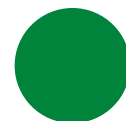
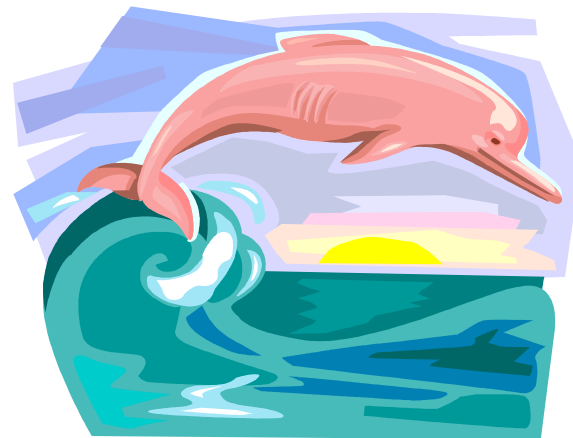
Little Miss Pinky



Boto rosa

Brazilian folk legend

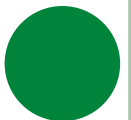
color: pink dolphin



FINAL REMARKS

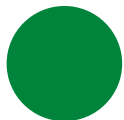
Translating creative titles:

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**



REFERENCE

- Philip, Gill 2009. **“Arriving at equivalence: Making a case for comparable general reference corpora in translation studies”**. In *Corpus Use and Translating: Corpus use for learning to translate and learning corpus use to translate*, Beeby, Allison, Patricia Rodríguez Inés and Pilar Sánchez-Gijón (eds.), John Benjamins, 59–73.



**Thank you
Stella**

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