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Welcome  
Everyone

## The Translation of Culture-specific Items (CSIs) in Subtitling

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## Introduction

- Statement of the problem
- Significance of the study
  - The ignorance of culture in translation
  - The importance of culture in movie language
  - Compensation for absences

## • Objectives of the Study

- Identification of the existing strategies
- The most frequent strategy

## Research Questions

- 1) How are the culture-specific items translated in English – Persian movie subtitles in Iran?
- 2) Are there any specific strategies used to fill the lexical gaps between the SL & the TL?
- 3) Which strategy is the most frequent one in Iran?

## Theoretical Framework

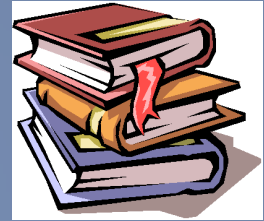


Transference

Componential analysis

## Review of the Related Literature

- Culture
- Cultural gaps



Cream tea

Russian roulette

## Language & Culture

Snell-Hornby

Wilhelm Von Humbolt

Newmark

Vermeer

## •Culture-Specific Items (CSIs)

baptism  
stag party

hen  
party

کله پاچه

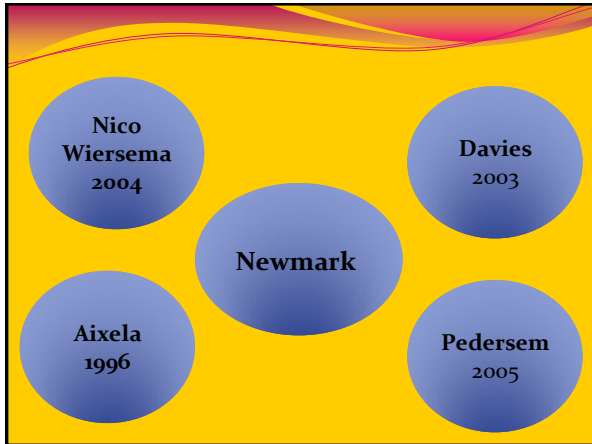
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سیزده به در

## •Translation Strategies for Rendering CSIs

- New mark

Transference	Couplet
Cultural Equivalent	Accepted Standard Translation
Neutralization	Classifier
Literal Translation	Paraphrase, Gloss, Notes
Label	Componential Analysis
Naturalization	Deletion



## •Subtitling

- Definition
- Features & conventions
- Types

## Methodology

•Corpus of the Study

## •Procedures

- Data Collection

Examples:

SL: So, you are gonna be baptized?  
 خب، پس شما قراره غسل تعمید بشین.

SL: Bring him to my masquerade.  
 بیارش به جشن ماسک بعدی.

- Data Analysis

## Taxonomy of Procedures in the Study

1	Cultural Equivalent	4	Naturalization
2	Transference	5	Deletion
3	Couplet	6	Synonymy

## Conclusion

## **Pedagogical Implications**

- **Translation Implications**
- **Teaching Implications**

**Thank you All**