



XXVII AIA Conference



“GOMORRAH - THE SERIES” FLIES TO THE UK: GOMORRAH'S WORLD AND ITS ENGLISH SUBTITLES



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1. INTRODUCTION



- Third transposition of **Roberto Saviano's book *Gomorra***, published in 2006.
- Turned into a **Cannes Jury Prize-winning movie** and then adapted for the Italian stage, with **ratings of over 1.2 million viewers per episode**.

1. INTRODUCTION



- In the UK, premiered in its original language with English subtitles.
- First foreign language TV series broadcasted on SKY Atlantic; it was rated as the best series-launch in 2014.

2. STATEMENT OF THE PROBLEM

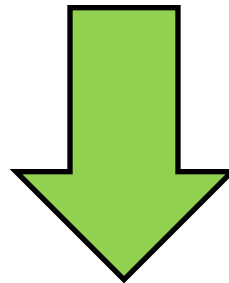
- ***Gomorrah's* text** (literary / audiovisual format) has attracted the attention from **scholars in the field of Translation Studies**.



- **CALIENDO, G. (2012)** "Italy's Other Mafia: A Journey into Cross-Cultural Translation".
- **CAPRARA, G., SISTI, A. (2011)** "Variación lingüística y traducción audiovisual (el doblaje y subtitulado en Gomorra)".
- **CAVALIERE, F. (2010)** "*Gomorrah*. Crime goes global, language stays local".

2. STATEMENT OF THE PROBLEM

- Translator plays an **active role** in the process of **(re)constructing** the **cultural system** and **social identities**.



- **Re-enunciator** in contexts of **cultural change** and **identity formation** (Tymoczko 2000; Tymoczko and Gentzler 2002; Bollettieri Bosinelli and Di Giovanni 2009).

2. STATEMENT OF THE PROBLEM

- **Gomorrah's world and its characters** are mainly represented through:

**CULTURE-BOUND
ELEMENTS
WITHIN THE
LANGUAGE**

**CULTURE-BOUND
ELEMENTS
OUTSIDE THE
LANGUAGE**



Neapolitan dialect

2. STATEMENT OF THE PROBLEM

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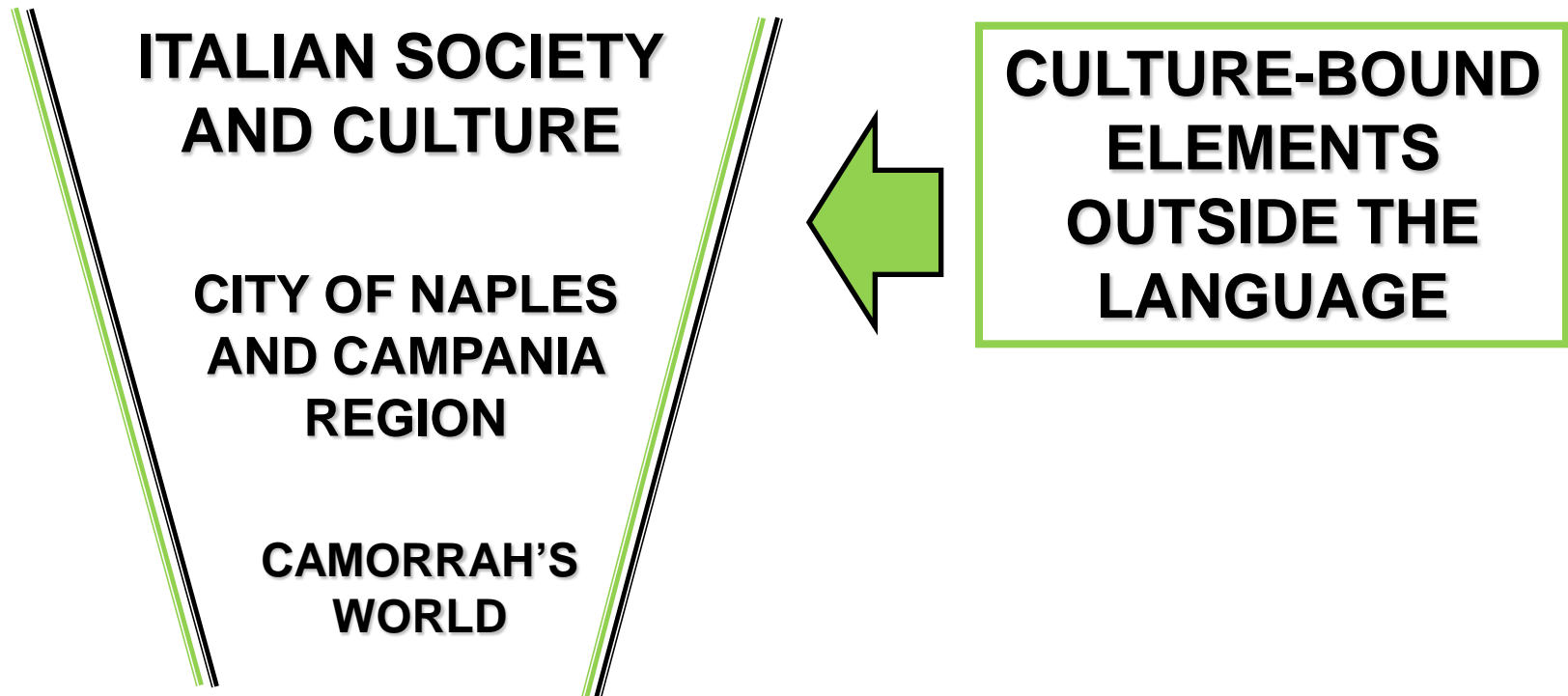


Neapolitan dialect

**CULTURE-BOUND
ELEMENTS
OUTSIDE THE
LANGUAGE**

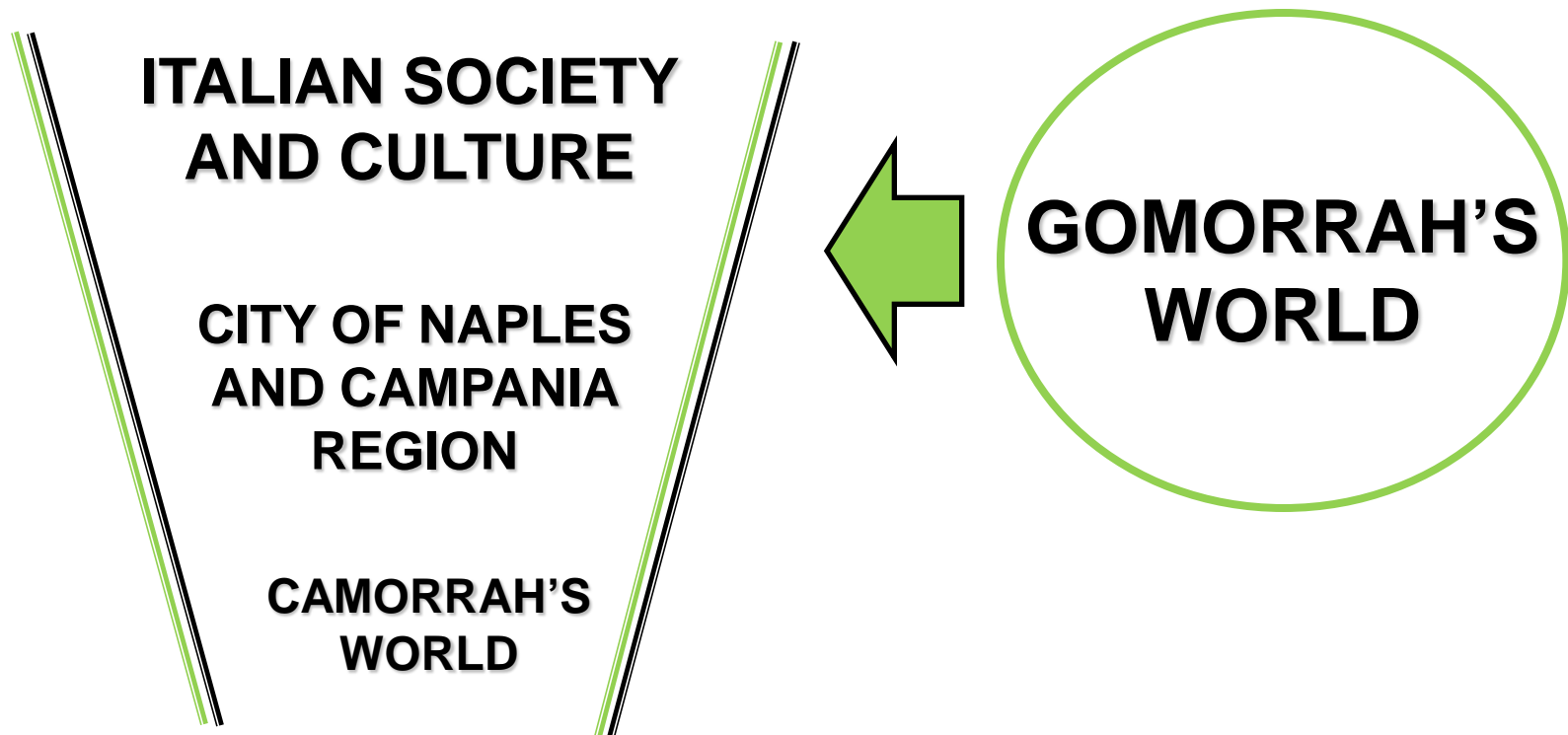
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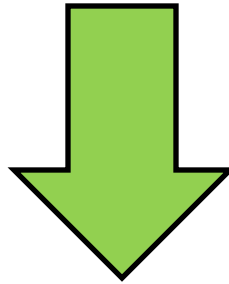
2. STATEMENT OF THE PROBLEM

- **Gomorra's world** and **its characters** are mainly represented through:



3. RESEARCH QUESTION

- How is **Gomorra**'s world rendered in **English subtitles**?



- the extent to which **subtitling truthfully matches** the world of *Gomorra*;
- how the **original representation is influenced or, rather, faithfully (re)created** by the translator's choices.

4. EMPIRICAL BASIS

- First season (12 episodes) of ***Gomorrah the Series***: DVD version used for home release, distributed and sold in the UK.



⌚ 586 MINS APPROX.

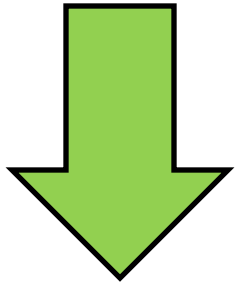
ARROW FILMS

- Source language **Italian**, target language **English** (subtitles).



5. THEORETICAL FRAMEWORK AND METHODOLOGY

- **Descriptive Studies (Toury 1980, 1991, 1995, 2012)**



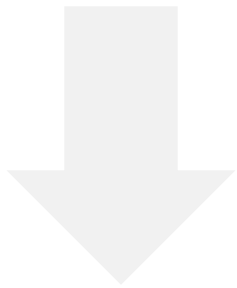
- **translation strategies**



- **critical translation points**

5. THEORETICAL FRAMEWORK AND METHODOLOGY

- Descriptive Studies (Toury 1980, 1991, 1995, 2012)



- translation strategies



- **critical translation points** 

**CULTURAL
BOUND
ELEMENTS
OUTSIDE THE
LANGUAGE**

5. THEORETICAL FRAMEWORK AND METHODOLOGY

- Extralinguistic culture-bound Reference (ECR):

reference that is attempted by means of any **culture-bound linguistic expression**, which refers to an **extralinguistic entity or process**, and which is assumed to have a discourse referent that is **identifiable to a relevant audience as this referent is within the encyclopaedic knowledge of this audience**. (Pedersen 2011: 43)

among others

- TS: Finkel (1962); Vlahov and Florin (1969); Tomaszczyk (1983); Leemets (1992); Mailhac (1996); Franco Aixelá (1996); Leppihalme (1997); Cuddon (1999); Kosunen and Väisänen (2001); Gambier (2001); Ruokonen (2010).
- AVT: Agost Canós (1999); Santamaria Guinot (2001); Pedersen (2005); Díaz Cintas and Remael (2007); Ramière (2007); Antonini and Chiaro (2005); Chiaro (2009); Ranzato (2015).

5. THEORETICAL FRAMEWOR AND METHODOLOGY

- Extralinguistic culture-bound Reference (ECR):

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NAMES

USAGES

GEOGRAPHICAL ITEMS

COSTUMES

HABITS

SOCIAL STRUCTURES

FOOD

INSTITUTIONS

5. THEORETICAL FRAMEWORK AND METHODOLOGY

- Translation strategies to treat ECRs (Pedersen 2011) :

SOURCE-ORIENTED

Express and emphasize
exotic flavour of the ST

TARGET ORIENTED

Localize ST to be closer
to the foreign audience

5. THEORETICAL FRAMEWORK AND METHODOLOGY

- Translation strategies to treat ECRs (Pedersen 2011) :

SOURCE-ORIENTED

- Retention

SL = SL

- Specification

SL = SL + info.

- Direct Translation

SL = TL (same meaning)

TARGET ORIENTED

- Generalization

SL = TL (less specific)

- Substitution

SL = TL (substituted)

- Omission

SL = Ø

5. THEORETICAL FRAMEWORK AND METHODOLOGY

- Translation strategies to treat ECRs (Pedersen 2011) :

TARGET ORIENTED (?)

subtitling: rigid **space and time constraints** (Díaz Cintas and Remael 2007).

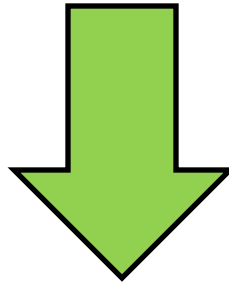


- Omission

SL = Ø

3. RESEARCH QUESTION

- How is **Gomorra**'s world rendered in **English subtitles**?



- the extent to which **subtitling truthfully matches** the world of *Gomorra*;
- how the **original representation** is **influenced or, rather, faithfully (re)created** by the translator's choices.

5. THEORETICAL FRAMEWORK AND METHODOLOGY

- The **detected ECRs** grouped into **eight** main **categories**:

- 1) proper names and surnames
- 2) epithets and nicknames
- 3) honorifics and attributes
- 4) food
- 5) lifestyle
- 6) geographical names
- 7) social structures
- 8) units of measure



ITALIAN SOCIETY
AND CULTURE

CITY OF NAPLES
AND CAMPANIA
REGION

CAMORRAH'S
WORLD

6. ANALYSIS - Overview

	NUMBER OF ECRs
SOURCE TEXT	1,685
TARGET TEXT	1,188

ECRs TYPE	NUMBER OF ECRs	
	<i>ST</i>	<i>TT</i>
(1) proper names and surnames	981	686
(2) epithets and nicknames	307	209
(3) honorifics and attributes	206	129
(4) food	18	18
(5) lifestyle	25	17
(6) geographical names	81	66
(7) social structures	52	44
(8) units of measure	15	14

6. ANALYSIS – Proper names and surnames

ECRs	ST tokens	ST (types)	TT tokens	TT (types)
(1) Proper names and surnames	981	Agostino (3) Alberto (1) Alessio (4) Alfredo (2) Angela (1) Antonietta (3) Antonio (13) Attilio (25) Bruno (21) Capano (3) Carmela (1) Carmine (1) Casillo (4) Centocapelli (2) Ciro (119) Conte (87) Cozzolino (1) Curcio (1)	686	Agostino (3) Ø Alessio (4) Alfredo (1) Angela (1) Antonietta (2) Antonio (8) Attilio (11) Bruno (18) Capano (2) Carmela (1) Ø Casillo (3) Hairball (2) Ciro (77) Conte (67) Cozzolino (1) Curcio (1)

6. ANALYSIS – Proper names and surnames

	Daniele (51) De Rosa (3) de Vivo (1) Deborah (5) di Marzio (5) Di Vaio (1) Diego (22) Diotallevi (1) Enzo (1) Esposito (1) Fabbretti (13) Federico (1) Felice (5) Franco (10) Gaetano (2) Gennaro (139) Gessica (4) Giacobone (5) Giovanni (4) Goletti (1)		Daniele (38) De Rosa (3) de Vivo (1) Deborah (3) di Marzio (5) Di Vaio (1) Diego (6) Diotallevi (1) Enzo (1) Esposito (1) Fabbretti (12) Federico (1) Felice (1) Franco (8) Gateano (1) Gennaro (64) Jessica (4) Giacobone (5) Giovanni (3) Goletti (1)
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6. ANALYSIS – Proper names and surnames

	Hamsik (1)	Hamsik (1)
	Immacolata (3)	Immacolata (2)
	Letizia (1)	Letizia (1)
	Luana (2)	Luana (2)
	Luca (3)	Luca (3)
	Lucia (1)	Lucia (1)
	Luciano (2)	Luciano (1)
	Luigi (3)	Luigi (2)
	Malamore (2)	Malamore (1)
	Manna (1)	Manna (1)
	Manu (16)	Manu (16)
	Marchisio (1)	Marchisio (1)
	Maria (11)	Maria (3)
	Maria Rita (3)	Maria Rita (3)
	Marina (2)	Marina (1)
	Marta (3)	Marta (2)
	Martone (1)	Martone (1)
	Martucci (1)	Martucci (1)
	Massimo (6)	Massimo (6)
	Maturano (1)	Maturano (1)

6. ANALYSIS – Proper names and surnames

	Michele (10)	Michele (6)
	Musi (9)	Musi (7)
	Neymar (5)	Neymar (2)
	Noemi (12)	Noemi (10)
	Nunziata (4)	Nunziata (3)
	Parisi (11)	Parisi (10)
	Pasquale (4)	Pasquale (3)
	Perla (3)	Perla (3)
	Pietro (100)	Pietro (69)
	Renato (1)	Renato (1)
	Rino (4)	Rino (4)
	Romano (2)	Romano (3)
	Rosa (4)	Rosa (1)
	Rosario (8)	Rosario (3)
	Russo (18)	Russo (16)
	Salba [company] (6)	Salba [company] (6)
	Salerno (1)	Salerno (1)
	Salvatore (43)	Salvatore (31)
	Savastano (49)	Savastano (46)
	Savastano [plur.] (5)	Savastanos [plur.] (5)

6. ANALYSIS – Epithets and nicknames

		<p>Sivieri (5) Titonna (1) Tonino (27) Umberto (1) Zecchinetta (17)</p>		<p>Sivieri (4) Titonna (1) Tonino (22) Umberto (1) Zecchinetta (16)</p>
(2) Epithets and nicknames	307	<p>A' Lisca (4) Bolletta (11) Capa 'e Bomba (12) Carlucciello (2) Carluccio (1) Carminello (1) Ciruzzo (16) Danielino (13) El trasportista (1) Gennarino (5) Genny (86) Gigino (1) Gli Africani (2) I Messicani (1) Il Peperone (1)</p>	209	<p>Fishbone (3) Bookie (10) Ø Carlo (1) Carluccio (1) Carmine (1) Ciro (9) Danielino (12) El trasportista (1) Gennarino (1); Little Genny (3) Genny (71) Gigi (1) Africans (2) Mexicans (1) “Red Pepper” (1)</p>

6. ANALYSIS – Epithets and nicknames

	<p>Imma (62)</p> <p>L'Africano (4)</p> <p>L'Immortale (4)</p> <p>Leccalecca (4)</p> <p>Malamò (4)</p> <p>Massimino (9)</p> <p>Mimmuccio (1)</p> <p>Mino (2)</p> <p>O' Cardillo (3)</p> <p>O'Baroncino (11)</p> <p>O'Fringuello (9)</p> <p>O'Nano (1)</p> <p>O'Pop (2)</p> <p>O'Trak (6)</p> <p>O'Zingaro (2)</p> <p>Padreterno (4)</p> <p>Pasqualino (12)</p> <p>Peppino (1)</p> <p>Pino (1)</p> <p>Pupetta (1)</p>		<p>Imma (35)</p> <p>Africa (2); African (1)</p> <p>Immortal (4)</p> <p>"Lollipop" (3)</p> <p>Malamò (4)</p> <p>Massimo (1)</p> <p>Ø</p> <p>Mino (2)</p> <p>Ø</p> <p>Little Baron (8)</p> <p>Songbird (5)</p> <p>Midget (1)</p> <p>Pop (1)</p> <p>Trak (3)</p> <p>Gypsy (1)</p> <p>God himself (1); God (1); Almighty (2)</p> <p>Pasqualino (8)</p> <p>Peppino (1)</p> <p>Pino (1)</p> <p>Pupetta (1)</p>
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6. ANALYSIS – Honorifics and attributes /// Food

		Titò (1) Totò (2) Toupet (2) Viciè (1) Zecchinè (1)		Titonna (1) Totò (2) Toupé (1) Ø Zecchinetta (1)
(3) Honorifics and attributes	206	Avvocato (6) cazzimmoso (1) comandante (7) Don (100) Donna (43) Dottor (2) Dottore (13) fetente (1) L'infame (2) Maestro (3) Signora (25) Signore (4)	129	Counselor (6) smart (1) Warden (7) Don (68) Lady (22) Mr. (2) Doctor (3); Doc (2) asshole (1) The rat (2) Maestro (2) Lady (5); Ma'am (7) Sir (1)
(4) Food	18	babà (1) caffè (12) frittura (1)	18	doughnut (1) coffee (12) fried fish (1)

6. ANALYSIS – Lifestyle

		fritture (1) linguina (1) parmigiana (1) pizza (1)		fried fish (1) linguini (1) eggplant parmesan (1) pizza (1)
(5) Lifestyle	25	“Ancora noi” (2) “O' sole mio” (1) 41 bis (7) botta (3) camorra (1) camorristico (1) Enduro (1) Gran Fondo Pinarello (1) Intercity (1) interporto (5) Polisportiva (1) Santo Stefano (1)	17	“Still us” (2) “O' sole mio” (1) solitary (4) line [do a line] (2) camorra (1) camorra-style (1) Enduro (1) Gran Fondo Pinarello (1) Ø transportation hub (2) Sports Center (1) St. Stephen (1)
(6) Geographic al names	81	Arzano (1) Bar Italia (2) Caivano (1) Campania (1)	66	Arzano (1) Bar Italia (2) Caivano (1) Campania region (1)

6. ANALYSIS – Geographical names

	<p> Casavatore (6) Castel Volturno (1) Domiziana (2) Giugliano (10) Gricignano (1) Lazio (1) le Vele (1) Melito (2) Mergellina (2) Milano (3) Milano Centrale (1) Miliscola (1) Montello (1) Napoli (12) Napoli Centrale (1) piazza (7) Piscinola (1) Poggioreale (4) Posillipo (1) Puffi (1) </p>		<p> Casavatore (5) Castel Volturno (1) Domiziana (2) Giugliano (7) Ø Lazio (1) the Sails (1) Melito (2) Naples (1) Milan (2) Milan Central Station (1) Miliscola (1) Montello (1) Napoles (12) Ø dealing spot (2); selling spot (1); spot (1); market (1) Piscinola (1) jail (2) Posillipo (1) Smurt house (1) </p>
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6. ANALYSIS – Social structures

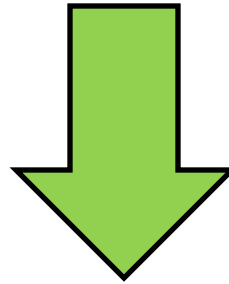
		Resina (1) Roma (4) Salerno (1) Sanità (1) Secondigliano (2) Sette palazzi (1) Terzo Mondo (1) Vesuvio (3) Via Bakù (1) via Fuentes (1) via Stornaiolo (1)		Ø Rome (4) Salerno (1) Sanità district (1) Secondigliano (1) Ø Third World (1) Vesuvius (3) Via Bakù (1) via Fuentes (1) via Stornaiolo (1)
(7) Social structures	53	113 (1) appuntato (3) associazione (2) Associazione degli Accollatori (1) capo (4) capo corriere (1) clan (10) Comitato (1) compare (3)	52	113 (1) officer (1) neighborhood (1); citizens watch group (1) Association of the Bearers (1) boss (4) chief runner (1) clan (9) whole group (1) godfather (1)

6. ANALYSIS – Units of measure

		<p>Comune (1) Consiglio Comunale (1) DIA (1) famiglia (2) padrini (1) paranza (2) Presidente della giunta regionale (1) Presidente della Repubblica (1) S.p.A. (1) sentinelle (2) sindaco (10) Sottosegretario ai Trasporti (1)</p>		<p>Ø City Council (1) Anti-mafia agency (1) the Capanos (1); Savastano clan (1) godfathers (1) old guys (1); old group (1) President of the Campania region (1) President of Italy (1) Corporation (1) guards (2) mayor (10) Undersecretary of Transportation (1)</p>
(8) Units of measure	15	<p>chili (2) Euro (12) grammo (1)</p>	14	<p>kilograms (1); kilos (1) Euros (11) gram (1)</p>

6. ANALYSIS – Units of measure

- **Translation strategies** used to **handle ECRs**, per each category.




- **boundaries** sometimes **blur into each other**;
- minimum degree of **subjectivity** should be **taken into account**.

6. ANALYSIS – Proper names and surnames

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	70.5	RETENTION	69.6
		SPECIFICATION	0
		DIRECT TRANSLATION	0.9
TARGET ORIENTED	30.2	GENERALIZATION	0
		SUBSTITUTION	0.2
		OMISSION	30

6. ANALYSIS – Proper names and surnames


TRANSLATION STRATEGY	%	TYPE	%
			
SOURCE ORIENTED	70.5	RETENTION	69.6
		SPECIFICATION	0
		DIRECT TRANSLATION	0.9
TARGET ORIENTED	30.2	GENERALIZATION	0
		SUBSTITUTION	0.2
		OMISSION	30

- **Proper names / surnames** provide information on the **social, ethnic, emotional, cultural and pragmatic backgrounds** of the characters. (Viezzi 2004)

6. ANALYSIS – Epithets and nicknames

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	60.2	RETENTION	46.9
		SPECIFICATION	0
		DIRECT TRANSLATION	13.3
TARGET ORIENTED	39.7	GENERALIZATION	7.8
		SUBSTITUTION	0
		OMISSION	31.9

6. ANALYSIS – Epithets and nicknames

TRANSLATION STRATEGY	%	TYPE	%
			
SOURCE ORIENTED	60.2	RETENTION	46.9
		SPECIFICATION	0
		DIRECT TRANSLATION	13.3
TARGET ORIENTED	39.7	GENERALIZATION	7.8
		SUBSTITUTION	0
		OMISSION	31.9

6. ANALYSIS – Epithets and nicknames

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	60.2	RETENTION	46.9
		SPECIFICATION	0
		DIRECT TRANSLATION	13.3
TARGET ORIENTED	39.7	GENERALIZATION	7.8
		SUBSTITUTION	0
		OMISSION	31.9



- (ST) Bolletta = (TT) Bookie
- (ST) O'Baroncino = (TT) Little Baron
- (ST) O'Nano = (TT) Midget

DIRECT TR.

6. ANALYSIS – Honorifics and attributes

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	49.02	RETENTION	33.9
		SPECIFICATION	0
		DIRECT TRANSLATION	15
TARGET ORIENTED	50.97	GENERALIZATION	12.1
		SUBSTITUTION	1.4
		OMISSION	37.3

6. ANALYSIS – Honorifics and attributes


TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	49.02	RETENTION	33.9
		SPECIFICATION	0
		DIRECT TRANSLATION	15
TARGET ORIENTED	50.97	GENERALIZATION	12.1
		SUBSTITUTION	1.4
		OMISSION	37.3


- used to **show respect and deference**;
- **different** degree of **formality/informality** in terms of **address practices** between **Italy/UK** (Peeters, Mullan and Beal 2013)

6. ANALYSIS – Food

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	88.8	RETENTION	11.1
		SPECIFICATION	0
		DIRECT TRANSLATION	77.7
TARGET ORIENTED	11.1	GENERALIZATION	5.5
		SUBSTITUTION	5.5
		OMISSION	0

6. ANALYSIS – Food

TRANSLATION STRATEGY	%	TYPE	%
			
SOURCE ORIENTED	88.8	RETENTION	11.1
		SPECIFICATION	0
		DIRECT TRANSLATION	77.7
TARGET ORIENTED	11.1	GENERALIZATION	5.5
		SUBSTITUTION	5.5
		OMISSION	0

- (ST) Linguine = (TT) Linguini  RETENTION
- *“Linguini” is a common kind of Italian pasta, and it's more commonly spelled “linguine”* (© 2015 Vocabulary.com)


6. ANALYSIS – Lifestyle

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	52	RETENTION	16
		SPECIFICATION	4
		DIRECT TRANSLATION	32
TARGET ORIENTED	48	GENERALIZATION	16
		SUBSTITUTION	0
		OMISSION	32

6. ANALYSIS – Lifestyle

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	52	RETENTION	16
		SPECIFICATION	4
		DIRECT TRANSLATION	32
TARGET ORIENTED	48	GENERALIZATION	16
		SUBSTITUTION	0
		OMISSION	32

6. ANALYSIS – Lifestyle

TRANSLATION STRATEGY	%	TYPE	%
			
SOURCE ORIENTED	52	RETENTION	16
		SPECIFICATION	4
		DIRECT TRANSLATION	32
TARGET ORIENTED	48	GENERALIZATION	16
		SUBSTITUTION	0
		OMISSION	32

- (ST) “O’Sole mio” = (TT) “O’Sole mio”
- (ST) camorra = (TT) camorra
- (ST) Gran Fondo Pinarello = (TT) Gran Fondo Pinerello*

RET.

6. ANALYSIS – Geographical names

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	71.6	RETENTION	38.2
		SPECIFICATION	2.4
		DIRECT TRANSLATION	30.8
TARGET ORIENTED	28.3	GENERALIZATION	9.8
		SUBSTITUTION	0
		OMISSION	18.5

6. ANALYSIS – Geographical names

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	71.6	RETENTION	38.2
		SPECIFICATION	2.4
		DIRECT TRANSLATION	30.8
TARGET ORIENTED	28.3	GENERALIZATION	9.8
		SUBSTITUTION	0
		OMISSION	18.5

- (ST) Arzano = Arzano (TT)
 - (ST) Caivano = Caivano (TT)
 - (ST) Domiziana = Domiziana (TT)
 - (ST) Gricignano = Gricignano (TT)
- monocultural ECRs**



ITALIAN
SOCIETY AND
CULTURE

CITY OF
NAPLES AND
CAMPANIA
REGION

CAMORRAH'S
WORLD

6. ANALYSIS – Social structures

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	51.9	RETENTION	19.2
		SPECIFICATION	9.6
		DIRECT TRANSLATION	23
TARGET ORIENTED	28.8	GENERALIZATION	9.6
		SUBSTITUTION	3.8
		OMISSION	15.3

6. ANALYSIS – Social structures

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	51.9	RETENTION	19.2
		SPECIFICATION	9.6
		DIRECT TRANSLATION	23
TARGET ORIENTED	28.8	GENERALIZATION	9.6
		SUBSTITUTION	3.8
		OMISSION	15.3

- (ST) 113 = 113 (TT)
- (ST) clan = clan (TT)
- (ST) boss = boss (TT)


RETENTION

ITALIAN
SOCIETY AND
CULTURE

CITY OF
NAPLES AND
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REGION

**CAMORRAH'S
WORLD**

6. ANALYSIS – Units of measure



TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	93.3	RETENTION	0
		SPECIFICATION	0
		DIRECT TRANSLATION	93.3
TARGET ORIENTED	6.6	GENERALIZATION	0
		SUBSTITUTION	0
		OMISSION	6.6

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		SUBSTITUTION	0
		OMISSION	6.6

- (ST) chili = kilos (TT)
 - (ST) Euro = Euros (TT)
- DIRECT TR.**

7. CONCLUSIONS

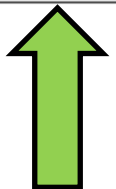
- **Although the analysis has to be extended** by including culture-bound elements within the language, the general **tendency** is to preserve the **original Italian flavour** of *Gomorra* – *The Series*.

7. CONCLUSIONS

- **Although the analysis has to be extended** by including culture-bound elements within the language, the general **tendency** is to preserve the **original Italian flavour** of *Gomorra* – *The Series*.
- If we look at the typology of omitted ECRs, the general **tendency** is to avoid redundancy, **using Omission as an inherent part of subtitling practice** (Díaz Cintas 2003).

5. ANALYSIS – Honorifics and attributes

TRANSLATION STRATEGY	%	TYPE	%
SOURCE ORIENTED	49.02	RETENTION	33.9
		SPECIFICATION	0
		DIRECT TRANSLATION	15
TARGET ORIENTED	50.97	GENERALIZATION	12.1
		SUBSTITUTION	1.4
		OMISSION	37.3



7. CONCLUSIONS

- **American-English as target language**
 - Spelling
 - Phrasing
 - *avvocato* (SL) = *counselor* (TT)
 - *comandante* (SL) = *warden* (TT)
 - etc.



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**compensation
strategy**

? ?



**marketing
strategy**

? ? ?



**general
strategy**

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 - etc.



? ?



? ? ?



STAY TUNED!



“EVERY YEAR I GIVE UP SOMETHING
I REALLY LIKE. THE MAN WHO CAN
DO WITHOUT EVERYTHING IS
SCARED OF NOTHING.”



**THANK YOU FOR
YOUR ATTENTION!**

francesca.raffi@unina.it

