MOVIE TITLES TRANSLATION FROM ETIMOLOGICAL PERSPECTIVE

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Acest articol abordează problema dificultăților semantice care pot fi întâlnite în procesul de traducere a titlurilor de filme. Scopul prezentului articol este de a identifica istoricul apariției și dezvoltării a titlurilor de filme, cât și dificultățile de traducere a acestora, de a le analiza și de a prezenta metodele prin care traducătorul poate face față acestor dificultăți.

Thanks to the development of humanity and the cooperation between different countries (business, culture, education, etc.) we need translation from one language to another every day. But today we will see, how movie titles developed due to the different ages. In 1891, the inventor Thomas Edison, together with young laboratory technician William Dixon, developed a device, which they called “kinetoscope”, which became the precursor of the picture projector. Kinetoscope was a cabinet with a window through which viewers could observe the illusion of a moving image. When kinetoscope became popular, Edison began installing machines in hotel halls, amusement parks and penny arcades, and soon they were opened across the county, where customers could pay 25 cents to enter the machine bank. This was the beginning of the Silent Film Era [1].

Silent Film Era: During the early days of cinema, when silent films dominated the industry, movie titles were often simply transliterated into the local language. Since there was no dialogue to be translated, the focus was primarily on adapting the original title to fit the phonetic and aesthetic standards of the target language [2]. For example, the mopvie of the 1902 is – “A Trip to the Moon- Путешествие на Луну” [3].

***Golden Age of Hollywood*:** In the 1930s and 1940s, Hollywood films gained international popularity, leading to increased demand for translation. At this time, literal translations were common, with movie titles often rendered into a more straightforward and descriptive form in the target language [2]. For example, the 1935 film “Devil is a Woman” was translated as «Дьявол- это женщина» in Russia, so they adopted the title and and added the right punctuation marks [3].

***Post-WWII Era*:** In the post-World War II period, cultural exchanges between countries expanded, and film distribution became more globalized. Translators began to pay closer attention to cultural nuances and marketing strategies, aiming to create titles that would resonate with the local audience. This era saw the emergence of adap-

tations and creative translations [2]. For example, the movie of this period was – "At War with the Army- Дезертиры" [3].

***1960s to 1980s*:** As the film industry continued to grow, there was an increased emphasis on the commercial aspect of movie title translation. This period witnessed the adaptation of titles to suit local trends and preferences [2]. For example, the 1960 film "Inherit the Wind" was translated as «Пожнешь бурю» in Russian [3]

***Globalization and Cultural Exchange*:** With the rise of globalization and increased accessibility to international films, the demand for accurate and culturally sensitive movie title translations grew. Translators began to balance the need for faithful translations with the necessity of creating titles that would resonate with the target audience [2]. For example "Jurassic Park- Пакр юрского периода" [3].

***Digital Age*:** The advent of the internet and digital platforms revolutionized the film industry and movie title translation. Localization became a key focus, with titles often customized to cater to the specific preferences and cultural references of different regions [2]. For example "The Dark Knight- Темный рыцарь" [4].

Current Trends: In recent years, there has been a growing emphasis on maintaining the integrity of the original title while providing clear and relatable translations. Translators aim to strike a balance between staying faithful to the source material and creating titles that will engage and resonate with the target audience. Creative adaptations, transcreation, and preserving key cultural references have become essential techniques in movie title translation [2]. For example "Birds of Prey: And the Fantabulous Emancipation of One Harley Quinn- Хищные птицы: Потрясающая история Харли Квинн" [4].

Throughout history, movie title translation has evolved from basic transliteration to a more nuanced and culturally sensitive process. These days, with the advent of the internet and the phenomenon of globalization, translations have reached a new level. Machines, without human intervention, can now produce the accurate translations we use and see every day. But this does not change the fact that a translation made by a professional translator will be sharper and more detailed.

Developing a translation of movie titles is important for several reasons:

- Firstly, movie titles contain rich cultural information that may not be apparent through the literal meaning of the words [5].
- Secondly, translation is restrained by the culture of the target language. The cultural differences between the source language and the target language necessitate adapting the title to align with the cultural norms and expectations of the target audience [5].
- Thirdly, language is constantly evolving with the times. Translators need to be aware of linguistic shifts and changes in preferences, particularly in spoken language [5].
- Fourthly, accurate translation of movie titles respects the cultural context of the target language. By incorporating elements of the target culture, such as

using idioms or expressions that have cultural significance, the translation becomes more relatable and meaningful to the target audience [5].

– Fifthly, marketing and promotion: Film titles play an important role in the marketing and promotion of films. Effective translation of titles helps to attract and engage audiences in different linguistic and cultural contexts [5].
– Sixthly, film education and research: Well-translated film titles contribute to film education and research by providing accurate references and resources. Scholars, critics and enthusiasts can access films in different languages and cultures, contributing to a deeper understanding and analysis of the cinematic landscape [5].

In conclusion, developing a translation of movie titles is essential for capturing the cultural nuances, ensuring cultural relevance, and effectively communicating the essence of the film to the target audience. It allows for a deeper understanding and appreciation of the movie's themes, emotions, and cultural references, ultimately enhancing the cinematic experience.

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