

全球化下迪士尼頻道字幕翻譯作為研究

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摘要

「迪士尼化」概念隨著經濟全球化的發展，1980 年後帶給非英語社會極大的影響，全球化因著美國為首的西方媒介力量與市場行銷手法，促成迪士尼企業在亞洲的勢力擴張，社會文化研究對「迪士尼化」定義不一，本文泛指迪士尼企業的文化商品所連帶促銷的西方意識形態及價值觀。迪士尼頻道於 1990 年代來台設立，主要市場針對幼童、青少年以及家長。頻道收視者透過觀賞頻道影片，瞭解西方文化，而收看的同時大都仰賴字幕翻譯。迪士尼頻道的節目依據台灣本土法令，需提供字幕，即使許多影片節目另經配音。部分台灣收視者更利用節目副語(原音)，搭配字幕學習英語，無論娛樂效果或英語學習效果，均使該頻道在台灣市場上享有高收視率。字幕譯者在達成節目娛樂效果及忠實呈現原節目內容的雙重限制下，執行翻譯工作，必須在忠實及流暢下不斷妥協。本研究以迪士尼頻道高收視節目「小查與寇弟的頂級生活」字幕翻譯為研究題材，研究發現字幕譯者以市場為先的翻譯策略無形中使西方意識形態滲入本土文化，未注意到翻譯能呈現出外國文化的異質性。

關鍵字：迪士尼化、字幕翻譯及配音、本土化翻譯策略

What can subtitle translation do to Disneyfication?

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Abstract

Disneyfication brought about by globalization has created great impacts on nations in the East since the 1980s due to its strong media power and successful marketing. With its strong hegemony of Disney's values and ideology, Disney's cultural products bring images, stereotypes and values of the Western world. TV programs from Disney Channel in Taiwan targeting young children formed images and representations of identity and alterity of the West. These images and values are transformed into local cultures via translation. All the programs from Disney Channel in Taiwan are subtitled and dubbed to help the local audience understand and appreciate the programs. To abide by the general rules proposed in screen translation, subtitle translators most often adopt the strategy as "domestication"(or localizing to meet the need of marketing), overlooking the consequences of cultural and value formation of Disney. The study aimed to reveal how Disney channel in Taiwan creates its image and values and how subtitle translators cope with the differences in cultures and values from Disney by closely examining the subtitle translation practices of one popular TV show (*The Suite Life of Zack & Cody*) from Disney Channel in Taiwan. The study found that translators adopted alterative strategies instead of abiding by the "fidelity" rule to the original so that the translation and subtitling made TV programs well perceived in the local area. However, the study identified some problematic practices of translation strategies adopted because they shorten the distances of the audience and Disney's world and in the meantime deprive children of chances to explore and identify foreign cultures and values.

Keywords: Disneyfication, subtitling and dubbing, domestication and localization, translation strategy