

A Chronological Study of Title Translations of Taiwanese Idol Dramas: Relevance of Strategies to the Socio-cultural Context

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Abstract

The current study aims to identify the frequencies of translation strategies and target languages used in the translations of Taiwanese idol drama titles before and after 2010. Lefeveré's (1992) theory of poetics, Western functionalistic theory and globalization theory are used as the research framework. The higher frequency of adaptation in translating the titles in recent years is attributed to the impact of Western functional translation theory. This finding also concurs with Lefeveré's (1992) argument that the translator's choice of translation strategies is often governed by dominant poetics. In addition, the higher diversity of target languages after 2010 is affected by the globalization trend. Overall, this research justifies that there is close relevance of strategic choice and target language diversity to the trendy socio-cultural context in the translations of Taiwanese idol drama titles.

Keywords: Taiwanese idol dramas, title translation, adaptation, Lefeveré's theory of poetics, globalization theory, socio-cultural context

臺灣偶像劇標題翻譯跨時研究：翻譯策略與社會文化情境之關聯性

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摘要

本研究旨在探討 2010 年前後，臺灣偶像劇標題翻譯策略與目標語的使用頻率。作者採用勒菲弗爾 (1992) 的詩學理論、西方功能主義理論及全球化理論來支持本篇的論述。近年來，偶像劇標題翻譯採用改寫策略的頻率增加，可歸因於西方功能理論的影響，此發現亦符合勒菲弗爾 (1992) 的詩學觀點，即譯者翻譯策略的選擇往往受到主流翻譯趨勢影響。而 2010 年後目標語的選擇更加多元，則受全球化影響。簡言之，於翻譯臺灣偶像劇標題時，翻譯策略的選擇、目標語種的多樣性皆與當時代主流社會文化情境有密切的關聯。

關鍵字：臺灣偶像劇、標題翻譯、改寫、勒菲弗爾的詩學理論、全球化理論、社會文化情境