

摘 要

随着全球化的推进，各国影视作品如雨后春笋般涌现。我国在积极输出传统文化的同时，也引进了一大批优秀的国外作品；因此字幕翻译的市场需求也就越来越大，影视剧字幕翻译研究也受到了更多学者的关注。美剧《良医》的字幕翻译达到了与目的语语境相符的效果，通俗、易懂、流畅，使目的语观众可以顺利理解影视剧内容，获得与源语观众相同的观影体验。因此，本文在借鉴前人对影视剧字幕翻译已有的研究成果基础上，在交际翻译理论视角下对美剧《良医》的字幕翻译进行研究，探索交际翻译理论对影视剧字幕翻译的指导意义。

本文首先介绍《良医》的主要内容和剧情走向，其次分析交际翻译理论的研究现状和字幕翻译的主要要求；然后以交际翻译理论作为理论框架，以《良医》的汉译字幕作为语料，通过实例分析探讨台词翻译中是如何体现交际翻译理论中的理解性原则、经济性原则及等效性原则；最后对《良医》的字幕翻译提出一些建议。

关键词：交际翻译理论；字幕翻译；《良医》

ABSTRACT

With the advance of globalization, films and television works from various countries have become popular. While actively exporting traditional culture, our country has also introduced a large number of excellent foreign works. Therefore, the market demand for subtitle translation is increasing, and research on subtitle translation of films and television series has also attracted the attention of more scholars. It has been established that the subtitle translation of the American drama *The Good Doctor* has achieved an effect consistent with the context of the target language. This effect is popular, easy to understand, and smooth. This is so that the target language audience can easily understand the content of the film and television drama. In addition, they can have a similar viewing experience to that of the source language audience. Therefore, based on the previous research results on the subtitle translation of TV series, this paper studies the subtitle translation of the American TV series *The Good Doctor* from the perspective of Communicative Translation Theory, and explores the guiding significance of Communicative Translation Theory on the subtitle translation of film and television series.

This paper firstly introduces the main content and plot direction of *The Good Doctor*, followed by an analysis of the current situation of research on Communicative Translation Theory and the main requirements of subtitle translation; then, using Communicative Translation Theory as a theoretical framework and the Chinese translation subtitles of *The Good Doctor* as a corpus, the paper explores how the principles of comprehensibility, economy and equivalent effect are reflected in the translation of the lines through case studies; finally, it puts forward some suggestions for the translation of the subtitles. Finally, some suggestions are made for the translation of the subtitles.

of *The Good Doctor*.

Key words: Communicative Translation Theory; subtitle translation; *The Good Doctor*

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Chapter One Introduction

The Good Doctor is a hospital story about a particular surgeon. He was special because he was born with autism. Because of this particularity, his parents could not understand him, and his friends bullied him. Only his brother stayed with him, supported him and encouraged him. However, during a play, his brother died in front of him, and he could do nothing. This feeling of powerlessness made him want to be a successful surgeon. He has a strong desire to learn in this area. And he is also a multifaceted genius, with super memory, analysis, learning ability and so on. So it was easy for him, he was able to pick things up quickly. However, he still had autism, he had communication problems, but was that a barrier to him being a surgeon? In the first few episodes, the focus was on his character and his ability to convince the hospital to hire him or not. This has sparked multiple contradictions and controversy. Finally the hospital decided to observe him for a few months to see how he did. And so begins the rest of the story. Based on the Korean drama *Good Doctor* of the same name, the series stars Freddie Highmore as Shaun Murphy. His character is an autistic boy who is not very social, but has charming honesty and frankness. With savant syndrome, he suffered through a troubled childhood and became a gifted doctor.

There are many studies on Communicative Translation Theory. In China, Gao Anrong (2014) used Communicative Translation Theory to judge whether to give priority to the understanding and requirements of the target audience in a study of *Subtitle Translation Based on Semantic Translation and Communicative Translation Theory - Taking Desperate Housewives as an Example*. After the analysis of seven successful translation strategies, the advantages and disadvantages of subtitle translation provided by subtitle translators are summarized. Zhou Yanjun (2016) studied the *Effective Translation Strategies of Film and Television Subtitling from the Perspective of Semantic Communicative Translation Theory - Taking The Princess Diaries as an Example*, using Newmark's Semantic Communicative Translation Theory as the theoretical framework and the subtitles of *The Princess Diaries* as the corpus. This paper briefly introduces three constraints of subtitle translation, and introduces communicative translation and subtitle translation. Then, it introduces the semantic translation strategy and communicative translation strategy in the translation of *The Princess Diaries*. Zou Xiao (2017), in the *Translation of Film Subtitle to English under the Guidance of Communicative Translation Theory: A Case Study of Subtitle Translation of the Movie in the Mood for Love*, used Newmark's Communicative Translation Theory as the guiding theory and the subtitle of *In the*

Mood for Love as the corpus to study the specific strategies, methods and techniques that can be adopted to realize subtitle translation. Wang Jing (2018), *A Brief Analysis of the Application of Communicative Translation in the subtitle Translation of English Film and Television Works -- A Case Study of the American TV Series Beauty Falls on Her Back*, Outlines the five characteristics of subtitle translation in Newmark's Communicative Translation Theory. Finally, this paper analyzes the application of the communicative translation method in the subtitle translation of the American TV series "Beautiful Woman", and summarizes three principles applicable to the subtitle translation of film and television works. In the Study of Subtitle Translation Strategies from the Perspective of Communicative Translation Theory, Li Weixun (2021) proposed that the mutual introduction and dissemination of Chinese and foreign films and television works has a non-negligible influence on cultural exchanges, and subtitle translation is a very critical communication bridge, and translators should use Communicative Translation Theory as the basis for subtitle translation. In foreign countries, Zu Mingyue and Dong Yang in the article *A Brief Analysis of Communicative Translation and Semantic In Translation* (2015) , reinterpret Newmark's Communicative Translation Theory from different linguistic perspectives, integrating cultural factors to promote translation practice. Noureldin Mohamed Abdelaal (2019) in *Subtitling of Culture-Bound Terms: Strategies and Quality Assessment* concluded that subtitle translation is a challenging task. Abdelaal summarized two distinct subtitle translation strategies through The study of The American Pie subtitle, namely, using euphemisms and rendering informal language with formal language.

Subtitling refers to non-video content such as dialogue that appears in TV series, movies, stage plays, etc., usually located at the bottom of the screen and presented in the form of written translation of foreign language dialogue or written presentation of the same language dialogue, that is, "subtitling can be interlingual or intralingual". With in-language subtitles, for example, the Chinese subtitles printed on Chinese films, audiences with weak hearing and even deaf audiences can understand the dialogue and better appreciate the film. In addition, considering that many words have the same pronunciation but different meanings or accent problems, a combination of subtitles and audio can be used to make the dialogue clearer. Subtitle translation can be described as a "double conversion" from spoken language to written language and from source language to target language. Subtitles enable viewers who are unfamiliar with a foreign language to both hear the original sound and understand the meaning of the dialogue. Movies with subtitles are a significant convenience for the audience. They can enjoy what they like freely, but all types of translation have certain restrictions. There is no doubt about that subtitle

translation is no exception. Subtitlers face both qualitative and quantitative constraints.

Chapter Two Communicative Translation Theory

Communicative translation is Newmark's greatest contribution to translation studies. The aim of this paper is to demonstrate the applicability of Communicative Translation Theory in guiding subtitle translation, and this chapter therefore focuses on Communicative Translation Theory and the three main principles of Communicative Translation Theory.

2.1 Definition of Communicative Translation Theory

Newmark is a famous translator and translation theorist. Newmark put forward the concept of communicative translation for the first time in his book *A Discussion on Translation*, which aims to "make target language readers achieve the same effect as source language readers". Communicative translation focuses on conveying information according to the language, culture and pragmatics of the target language, rather than faithfully copying the text of the original. In communicative translation, translators have much more freedom to interpret the original text, adjust the style, remove ambiguity, and even correct the original author's mistakes. The target language readers are also at the center of communicative translation. This is so as to remove the difficulties and obstacles to reading or communication for them, so as to facilitate the smooth progress of communication. Translation is usually smooth and easy to understand, clear and direct, standardized and natural.

2.2 Three Principles of Communicative Translation Theory

The goal of communicative translation, according to Newmark, is to provide the target language reader with an emotional effect as close as possible to the original. Communicative translation shares some characteristics with TV series subtitle translation in terms of translation purposes and recipient status. This method can be used to translate TV series subtitles and guide the translation of TV series subtitles. Since the profitability and survival of the TV series industry depend to a large extent on the export and sales of TV series, the audience and communication effect are the primary considerations. The purpose of TV series subtitles is to

please the audience and encourage them to watch TV series. Therefore, first of all, it is necessary to make the target audience easy to contact, and secondly, it is easy to understand. Subtitle translation allows the target audience to enjoy this work like the original audience, and perhaps even to enjoy this work. Taking into account Newmark's view that audience-oriented translations and translations that emphasize the communicative effect conveyed by communicative translation, as well as the characteristics of subtitles themselves, the following principles can guide the translation of subtitles.

2.2.1 Comprehensibility Principle

One of the most significant points is that communicative translation is focused on making it easier for the target language reader to understand the original text. This is written at the reader's language level. The comprehension of TV series subtitle translation is more critical than any other form of translation, because it is instantaneous. Subtitles should be readable and understandable. Most movie audiences are ordinary people without professional language skills. Therefore, the language used in movie subtitles should be popular with ordinary audiences and cater to different flavours and ages. The captions should be short, simple, fluent, and easy to understand. According to this principle, subtitle translation should conform to the language logic and characteristics of the target language. It should avoid slang and dialects as much as possible. This is because every line of subtitles is displayed at the bottom of the screen, and the audience must immediately understand and react. It is therefore advisable to be as smooth, simple, and clear as possible as suggested by social translation.

2.2.2 Economy Principle

Subtitles are always limited by time and space, that is the length of the time interval and the size of the screen will affect the effect of subtitle translation. As we all know, when the picture is more relevant than subtitles, as the dialogue progresses, the display time of subtitles is not enough, and the screen cannot provide enough space for subtitles. Therefore, in the process of subtitle translation, translators usually need to reduce their length and simplify their content. In other words, they should follow the principle of economy. Translators should translate the original text using the simplest language and in the most direct manner based on an understanding of the plot, scene, intonation, and other components. This will enable them to achieve a specific goal at the lowest cost. From the perspective of Communicative Translation Theory, subtitle translation attempts to convey the meaning of the language in order to achieve communication. Instead of translating each English word into Chinese accurately, this is a rough

translation. Verbatim translation seems to be long and clumsy, the language is unnatural, and the logic is vague. Communicative translation is often simpler, smoother, clearer and more direct. In addition, TV series provide an art form that allows the audience to enjoy sound and images. Watching subtitled TV series is a challenging activity for the audience. This is because the audience needs to read a lot of information provided by the image, and also pay attention to the subtitles at the bottom of the screen. Subtitles are not like characters in books, which can be read over and over again. Subtitles always appear quickly word by sentence, which greatly affects the audience's acceptance of information. Subtitles need to be synchronised with images. Therefore, it is more appropriate to follow the principle of economy, refine and reprocess the original subtitles, and edit them appropriately to ensure that the audience effectively receives information. In addition, when viewers watch TV series, especially when they are bombarded with words, they can't handle much information. They feel bored, which makes them more likely to miss it. Therefore, considering the audience, economic principles are one of the keys to successful translation.

2.2.3 Equivalent Effect Principle

Creating an equivalent effect refers to creating the same or similar effect between the original text and the translation. The principle of equivalence emphasises that the target language audience has the same effect as the source audience. Translators should try their best to achieve the same communicative effect among target language readers as among source readers. The principle of reciprocity is often used in the translation of cultural terms or metaphorical languages. The purpose of a movie or TV series is to let the audience experience various feelings. When watching a movie or TV series, the audience will feel excited, afraid, sorrowful, or happy, so the translation should also make the target audience feel this feeling. When dealing with cultural differences, re-engineering peer-to-peer effects can convey similar effects to the target audience.

Under these three principles, how to translate the subtitles of the medical film and television drama *The Good Doctor* needs to be further discussed.

Chapter Three The Application of Communicative Translation Theory in the Subtitle Translation of *The Good Doctor*

This chapter combines the theoretical preparation of the previous chapter with a detailed analysis of the subtitled translation of *The Good Doctor* under three principles to illustrate the applicability of Communicative Translation Theory.

3.1 Application of Comprehensibility

A communicative translation attempts to accurately convey the meaning of the original text, with content and language that is readily understandable by the reader. According to the principle of comprehensibility, the meaning of sentences in a television series should be understood by the target language audience in every episode.

In this sense, translators aim to use accurate language in their subtitle translations so that users from different cultural backgrounds can easily use and understand them. Therefore, in addressing such language barriers, translators should strive to make the target language audience better understood in their viewing.

3.1.1 Translation of Medical Terms

The American drama *The Good Doctor* is a medical drama with a lot of medical

terminology that is puzzling. There are common words that express different meanings; there are additional translations of medical abbreviations; and there are direct translations of medical terms. All of these translation methods allow the target language audience to better understand the meaning of the original language. This enables them to get the same communicative effect as the original language audience. The following three examples are appropriate examples of the comprehensibility principle of Communicative Translation Theory.

(1) Source Text: *She is out.*

Target Text: 她麻醉了

In this episode, there is a patient undergoing surgery and a supporting doctor says "She is out." The translation of "She is out." has different meanings in different contexts, and the translator has translated "She's under anesthesia." The translator's translation allows the reader to quickly and accurately understand the content of the play, achieving the same communicative effect as the original language audience, i.e. conforming to the principle of comprehensibility in Communicative Translation Theory.

(2) Source Text: *That whole meeting was about PPE's^① mitigation.*

Target Text: 会议在讨论个人防护装备短缺的问题

In this episode, Dean Aaron Glassman holds a meeting in an emergency situation, after which he explains to his wife the main points of the meeting. The translator has translated the medical acronym "PPE's" as "Personal Protective Equipment" in these subtitles. Most target language viewers who are unfamiliar with medical terminology will not understand the meaning of "PPE's" and the translator's translation allows the target language viewers to understand the meaning of "PPE's" The translator's translation allows the target language audience to understand the meaning of 'PPE's' and to learn about medical terminology.

3.1.2 Amplification of Background Information

The translation of background information in subtitling is extremely important for the translator, as it directly affects the understanding of the plot by the target language reader, as illustrated in this section.

(1) Source Text: *I swiped right three times today.*

Target Text: 我今天右划了三次 交友网站中右划表示喜欢

This is a conversation between two doctors who are in love with each other. The male

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