

What was the original name
of this movie?
When foreign marketing
imposes its own rules

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Structure

- Key concepts
 - *Movie microtitle*
 - Phatic function
- Corpus
- Analysis: phatic function
 - Parameters of accomplishment
- Conclusions

Key concepts

Movie microtitle

*Movie **micro**title*



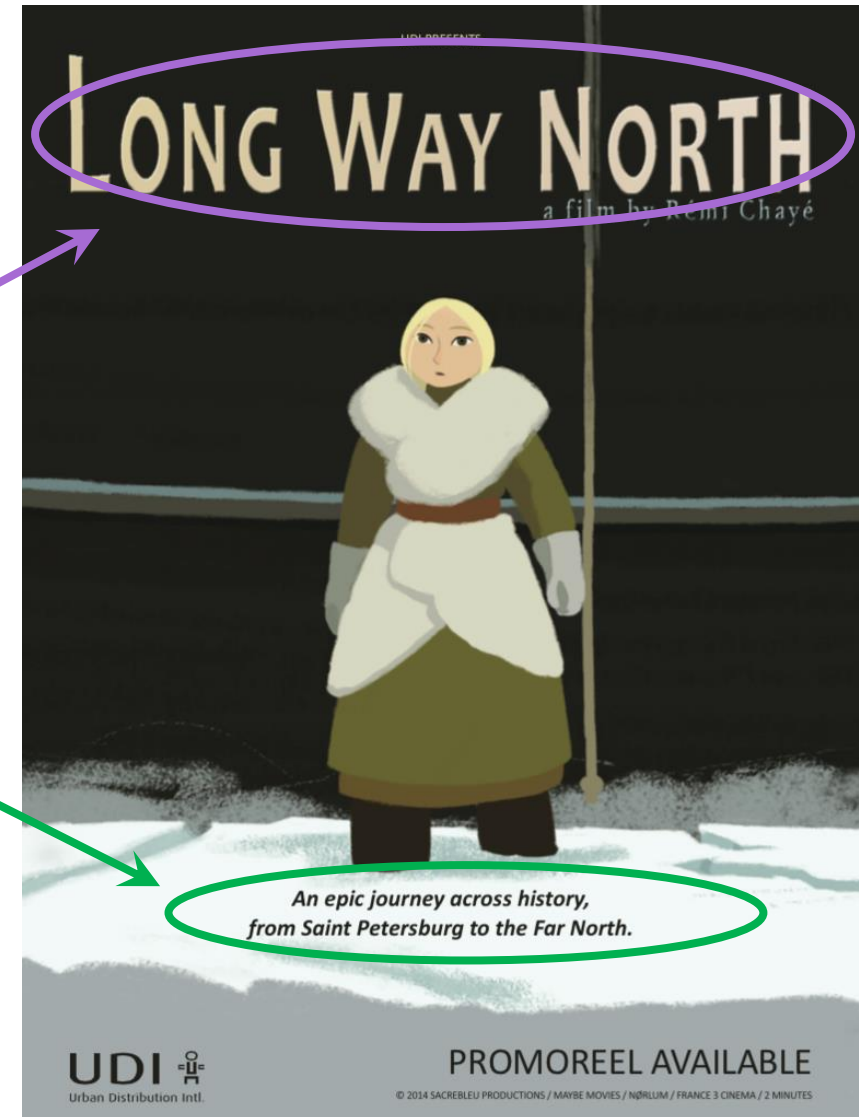
title

+

tagline

+

image



(www.unifrance.org)

Key concepts (Nord, 1990, 1994, 1995)

Phatic function

Distinctive function

Metatextual function

Phatic function (appellative function)

Referential function

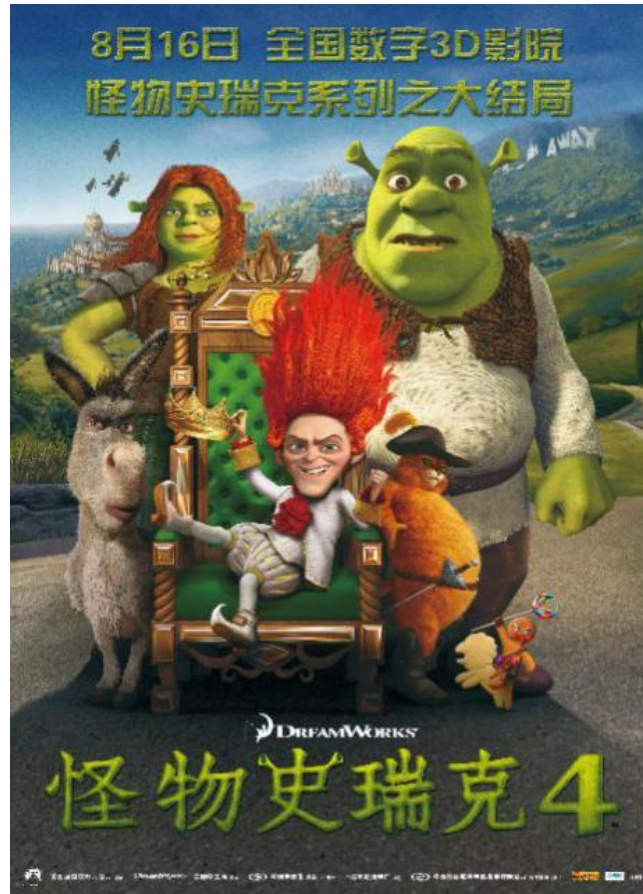
Expresive funcion

Corpus

22 pairs of movie posters



(www.douban.com)



(www.douban.com)

2008 – 2012

English – Chinese

Fēnzhàngpiān (box office split)

Last version of posters

Analysis: phatic function

Parameters of accomplishment

OUTSTANDING RHETORIC FIGURES

CONTRAST OF COLOR

IMPLICATION

IDIOMATIC EXPRESSION



(www.mtime.com)

Analysis: phatic function

Parameters of accomplishment

OUTSTANDING RHETORIC FIGURES

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(www.movieposterdb.com)

Analysis: phatic function

Parameters of accomplishment

OUTSTANDING RHETORIC FIGURES

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Analysis: phatic function

Parameters of accomplishment



(www.douban.com)



(www.douban.com)

Analysis: phatic function

Parameters of accomplishment

	Original	Translated
Title	Madagascar: escape 2 Africa	<i>Mǎdájīāsījiā 2</i> (“Madagascar 2”) 
Tagline	Still together, still lost	“Mǎ” lì shízú nào Fēizhōu [...] (“With ‘horse’ power agitate Africa”)

Analysis: phatic function ✓

Parameters of accomplishment

OUTSTANDING
RHETORIC FIGURES:

- i. title: allusion,
doble meaning
- i. tagline: repetition
- ii. image: ellipsis,
suspension

CONTRAST OF COLOR:

no



IMPLICATION:

image: look

IDIOMATIC EXPRESSION:

no

(www.douban.com)

Analysis: phatic function ✓

Parameters of accomplishment

OUTSTANDING
RHETORIC FIGURES:

- i. title: allusion
- ii. tagline: creation of words
- i. image: ellipsis, suspensión

CONTRAST OF COLOR:
no



IMPLICATION:
image: look

IDIOMATIC EXPRESSION:
no

Conclusions

General

	Source (English)	Target (Chinese)
Percentage of accomplishment	90,91 %	95,45 %

Conclusions

Usage of parameters

	Source (English)	Target (Chinese)
Rhetoric figures	80 %	85,71 %
Contrast of color	15 %	14,29 %
Implication	70 %	76,19 %
Idiomatic expression	5 %	9,52 %

Conclusions

Usage of parameters: number of characters

	Source (English)
	Title
1	27,27 %
2	22,73 %
3	13,64 %
4	18,18 %
5	9,09 %
6	4,55 %
8	4,55 %

	Target (Chinese)
	Title
3	14,29 %
4	28,57 %
5	47,62 %
6	9,52 %
8	4,76 %
10	4,76 %

Conclusions

Usage of parameters: number of characters

Chinese traditional literary forms

chéngyǔ (成语)

wǔyán lǜshī (五言律诗)

wǔyán juéjù (五言绝句)

	Target (Chinese)
	Title
3	14,29 %
4	28,57 %
5	47,62 %
6	9,52 %
8	4,76 %
10	4,76 %

References

- Nord, Christiane. 1990. "Funcionalismo y lealtad: algunas consideraciones en torno a la traducción de títulos". En *II Encuentros Complutenses en Torno a la Traducción*, editado por Margit Raders, Juan Conesa, 153-162. Madrid: Universidad de Complutense, Instituto Universitario de Lenguas Modernas y Traductores.
- _____. 1994. "Las funciones comunicativas y su realización textual en la traducción". *Sendebarr*. No. 5 (1994): 85-103.
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Thank you very much for your attention!

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