

Forms of Address in Contemporary English and Polish: Implications for Translation

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ABSTRACT

The thesis is a study of forms of address in Polish and English with a special focus on their translation in television subtitling. The dissertation presents a new model for the analysis of forms of address, rooted in Hallidayan Systemic Functional Grammar, whose major tenet is the differentiation between vocatives on the one hand, and verbal and pronominal forms of address on the other. The model is then applied to the forms of address in a parallel corpus of roughly 100,000 running words of three popular Polish soap operas (*Klan*, *Plebania* and *M jak miłość*) broadcast on the channel *TV Polonia* with subtitles in English. The approach adopted in the thesis positions itself within the framework of Descriptive Translation Studies. The analysis proceeds along descriptive lines, also making extensive use of the notion of *audience design* (Bell 1984) and adapting a simplified version of *multimodal transcription* (Baldry and Thimbault 2006). Research results bring to the fore a number of interesting issues related to forms of address used in audiovisual translation, in particular the omission and retention of vocatives, the processes of implicitation, explicitation, normalization and standardization as well as differences between individual translators.

References

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KEYWORDS: audience design, audiovisual translation, explicitation, forms of address, implicitation, soap operas, subtitling, vocatives.

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