ОСОБЕННОСТИ ПЕРЕВОДА МУЛЬТИПЛИКАЦИОННЫХ ФИЛЬМОВ ПРИ ЛОКАЛИЗАЦИИ НА МАТЕРИАЛЕ МУЛЬТСЕРИАЛА «ЮЖНЫЙ ПАРК»

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Аннотация. Данная статья посвящена анализу локализованных текстов из мультсериала «Южный Парк». При анализе была рассмотрена классификация переводческих трансформаций В.Н. Комиссарова. Данный анализ необходим для того, чтобы показать насколько корректно был сделан перевод в тех или иных ситуациях, так как в сериале присутствует много безэквивалентной лексики.

Ключевые слова: локализация, лексические трансформации, адаптация, перевод, метод.

FEATURES OF THE TRANSLATION OF ANIMATED FILMS WHEN LOCALIZED ON THE MATERIAL OF THE ANIMATED SERIES "SOUTH PARK"

Abstract. This article is devoted to the analysis of localized texts from the animated series «South Park». In order to do this, the classification of translation transformations by V.N. Komissarov was considered during the analysis. This analysis is necessary in order to show if the translation was made correctly in certain situations, since there are a lot of non-equivalent words in the series.

Keywords: localization, lexical transformations, adaptation, translation, method.

The purpose of this article is to look for good and bad examples of localization in «South Park» in order to determine if the voice that we hear on TV made by Paramount studio is accurate or if it is actually a bad example of localization.

The relevance of this research is presented by the popularity of «South Park» animated series; it is still in an ongoing state, which means it will be updated with new episodes periodically, which also means there will be new material to take research of.

The **method of the analysis and comparison** was used in this research, as it was necessary to compare original and translated versions.

When dealing with localization it is necessary to understand the meaning of it and how it differs from the similar concepts such as translation and adaptation. «Translation» on its own is referred to basic translation, usually not tied to specific techniques. If a text is put through the basic level of translation (especially the machine kind of translation), readers can be confused a lot in some moments because there weren't any translation techniques used [2], it's just a plain translation. Adaptation has a lot broader meaning. It is actually the process of adjusting the text to all languages grammatically, lexically and stylistically. Adapting the text to different language means to rewrite it the in the way that everyone who reads it could understand it. But localization is the process of adapting text to meet the certain needs of a specific country. It is the process of saving the cultural elements such as certain phrases that are exclusive to the language of the target audience; saving the local standards, expectations and sometimes even the legal requirements, for example in games the usage of swastika is prohibited for some countries.

«South Park» is an American animated series for adults made by Tray Parker and Matt Stone. The South Park is the fictional town where 4 main protagonists live – Stan Marsh, Kyle Broflovski, Eric Cartman and Kenny McCormick. These series are very famous for its dark humor, the vulgar language, and the satire on the topics that were relevant for the time the episodes were aired. Many jokes in the series are made with word play (most of these jokes are very vulgar), for example Cartman once said that he was afraid of getting the vaccine because it would make him «artistic» which sounds very like «autistic», that joke plays out later in the episode.

During the research it is necessary to examine both the original and the Russian version localized by Paramount studio, compare them in order to search for differences in translation, if the original sense is