

# 文化转向视角下《哈利波特3：阿兹卡班的囚徒》字幕研究

## 摘 要

作为 21 世纪现代社会的一个最显著的特征，全球化不仅影响着经济的发展，也对社会文化的进步起推动作用。随着大众传播媒体的快速兴起，如今的电影和电视剧已成为大众文化娱乐最普遍形式，并以其独特的艺术魅力和丰富的文化元素吸引着全世界大多数的观众。影视作品在传递信息，表达感情，传播文化上发挥了关键的作用，是促进不同国家进行文化交流的桥梁。影视作品字幕的提供与影视剧的画面流动同步进行，此外，影视剧还通过对话，声音，图像和文本信息等途径和观众交流。

本文以翻译文化转向为理论基础。将电影《哈利波特 3：阿兹卡班的囚徒》作为个案研究对象，探讨字幕翻译的相关问题及策略，详细阐述了译者如何以译本功能及目的为根本原则来指导翻译策略的选取。翻译是信息传递和文化传播的媒介。在全球化的背景下，影视翻译已成为影视作品传播的媒介，而影视作品的传播促进了全世界影视文化的交流与融合。

**关键词：**文化转向；字幕翻译；归化与异化

## ABSTRACT

As a most prominent feature of modern society in the 21st century, globalization not only affects economic development, but also promotes social and cultural progress. With the rapid rise of mass media, today's movies and TV shows have become the most common form of popular culture and entertainment, and have attracted the majority of audiences around the world with their unique artistic charm and rich cultural elements. Film and television works play a key role in transmitting information, expressing feelings, and spreading culture, and are a bridge to promote cultural exchanges between different countries. The subtitles of film and television works are provided in synchronization with the screen flow of the film and television series. In addition, the film and television series also communicate with the audience through dialogue, sound, images and text information.

This article is based on the cultural turn of translation. The film "*Harry Potter 3: The Prisoner of Azkaban*" is taken as a case study object to explore the issues and strategies related to subtitle translation, and elaborate how the translator guides the selection of translation strategies based on the function and purpose of the translation. Translation is a medium for information transmission and cultural transmission. In the context of globalization, film and television translation has become a medium for the transmission of film and television works, and the spread of film and television works has promoted the exchange and integration of film and television cultures around the world.

**Keywords:** cultural turn; subtitle translation; domestication and foreignization

## Contents

<b>Chapter 1 Research Background and the Value of the Thesis</b> .....	<b>4</b>
1.1 The Significance of This Research.....	4
1.2 Literature Review .....	4
1.3 Brief Introduction of the Thesis.....	5
1.4 Methodology of the Research.....	7
1.5 Expected Results of the Thesis.....	7
<b>Chapter 2 Theoretical Basis</b> .....	<b>8</b>
2.1 Introduction to Cultural Turn .....	8
2.2 Cultural Turn at Home and Abroad.....	8
<b>Chapter 3 Analysis of <i>Harry Potter 3: Prisoners of Azkaban</i></b> .....	<b>10</b>
3.1 A General Introduction of <i>Harry Potter 3: Prisoners of Azkaban</i> .....	10
3.1.1 Introduction to <i>Harry Potter 3: Prisoners of Azkaban</i> .....	10
3.1.2 Cultural Value of <i>Harry Potter 3</i> .....	10
3.2 Analysis of Subtitle in <i>Harry Potter 3: Prisoners of Azkaban</i> .....	11
<b>Chapter 4 Cultural Turn in Subtitle Translation in <i>Harry Potter 3: Prisoners of Azkaban</i></b> .....	<b>12</b>
4.1 Analysis of Proper Nouns in the <i>Harry Potter 3</i> .....	12
4.1.1 Translation of Character Names .....	12
4.1.2 Magical Creatures.....	12
4.2 Analysis of Incantations in the <i>Harry Potter 3</i> .....	14
4.2.1 Transliteration.....	14
4.2.2 Reduplication.....	14
4.2.3 Free Translation.....	15
4.3 Analysis of Character Language.....	16
4.3.1 Mrs. Weasley .....	16
4.3.2 Hagrid .....	16
<b>Conclusion</b> .....	<b>19</b>
<b>Bibliography</b> .....	<b>21</b>
<b>Acknowledgments</b> .....	<b>22</b>

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