A CASE STUDY ON THE HUMOURED LOAD DIFFERENCES AND COGNITIVE EFFECTS OF SATIRICALLY/IRONICALLY HUMOURED ELEMENTS IN SUBTITLING FROM ENGLISH INTO TURKISH

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Abstract

Being part of a doctoral dissertation, this case study offers an analysis on satirical/ironical humour in English-into-Turkish subtitling and explores translatibility from a linguistic perspective as part of a cultural framework and specifically, investigates the humourous load differences and the relation between the cognitive effects obtained through existing and contextual assumptions, and satire/irony. To this end, as a result of purposeful sampling, one complete episode, Homer the Heretic and one section, The Devil and Homer Simpson of the episode Halloween Special IV of an animated sitcom series “The Simpsons” were chosen. Irony and Satire were analysed from a linguistic angle, whereas Humourous Load Differences between source text (ST) and Target Text (TT) were interpreted from a translational perspective. The results indicate that the reception of this series, as well as of selected episodes by the target viewers heavily relies on the comprehension of satirical/ironical jokes, and second, that the relation between the cognitive effect and irony/satire suggests that the series benefits much from surprising people through invalidating their existing assumptions. Moreover, the complementary student reports further reinforce the literature findings that humour varies from person to person, from trait to trait and mood to mood.

Key words: Satire; Irony; Humour; Humourous load differences; Cognitive effects.

References


