Translation and the Process of Manipulation in the World of Disney: Aladdin a Case Study

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Abstract


This study attempts to show the process of manipulation that is evident in translating Disney's *Aladdin Trilogy* into Arabic. This study also shows the translation strategies that are followed by the translator/ manipulator in translating the audiovisual dialogue of the *Trilogy*. In addition, this study sheds some light on the effect(s) of power relations and ideology on the translation process of cultural texts from English into Arabic. Qualitative research methodology was utilized in this study. The data of this thesis consist of eighteen quotations extracted from Disney's *Aladdin a Whole New World* (1992), *The Return of Jafar* (1994) and *Aladdin and the King of Thieves* (1995). The data were analyzed using Critical Discourse Analysis to show the ideological implications and power relation that lie behind translational manipulation of the *Trilogy*.

By analyzing the English Source Text and its Arabic translation, the researcher concluded that the translator/ manipulator of *Aladdin Trilogy* opted for four translation strategies viz. addition, omission,
attenuation and substitution to manipulate the Arabic translation. The researcher also concluded that there are four types of translational manipulation that are evident in the Arabic version mainly, positive manipulation as improvement, positive manipulation as distortion, negative manipulation as improvement and negative manipulation as distortion. All in all, the translational manipulation was invested either to create peace or to create conflict.

Key words: Translational manipulation, translation strategies, audiovisual translation, ideology and translation, power relation and translation.
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Aladdin book. Read 59 reviews from the world's largest community for readers. Long defined by popular film adaptations that have reductively portrayed Al... Â An excellent focus piece for those looking to expand on the Disney version of their Aladdin knowledge. The translation is highly readable and maintains a sense of dignity and solemnity appropriate for the larger context of the frame tale in 1001 Nights. At the same time, there is no loss of magic and wonder with scenes of great riches, great danger, and at least the hope of a happily ever after. Appropriate for both scholars of world literature and everyday readers of fantasy/folklore, Aladdin: An excellent focus piece for those looking to expand on the Disney version of their Aladdin knowledge. The case study will review topics and issues related to organizational culture with reference to mergers and acquisitions, specifically in the cases of the Disney-Pixar Animation Studios and the Disney-Marvel Entertainment. However, it will exclude discussions on the other components of mergers and acquisitions not related to organizational behavior such as due diligence for accounting and finance; stock market prices; earnings per share and dividends distributed. 15. 15 every Disney destination around the world, these are the assets that create the road map - the corporate culture that defines our people management processes and the philosophy that leads to every business decision. Without translation and translators the world would not be able to progress. 4. Translation and culture are inseparable. Translation could not have developed without culture. A UNIT OF TRANSLATION Singling out and defining a unit of translation is a problem widely discussed in Translation Studies. According to R. Bell, a unit of translation is the smallest segment of a source language text which can be translated, as a whole, in isolation from other segments (as small as possible and as large as is necessary). Should we consider a word as a translation unit? Though there exists the notion of a word-for-word translation, the word can hardly be taken for a translation unit.