

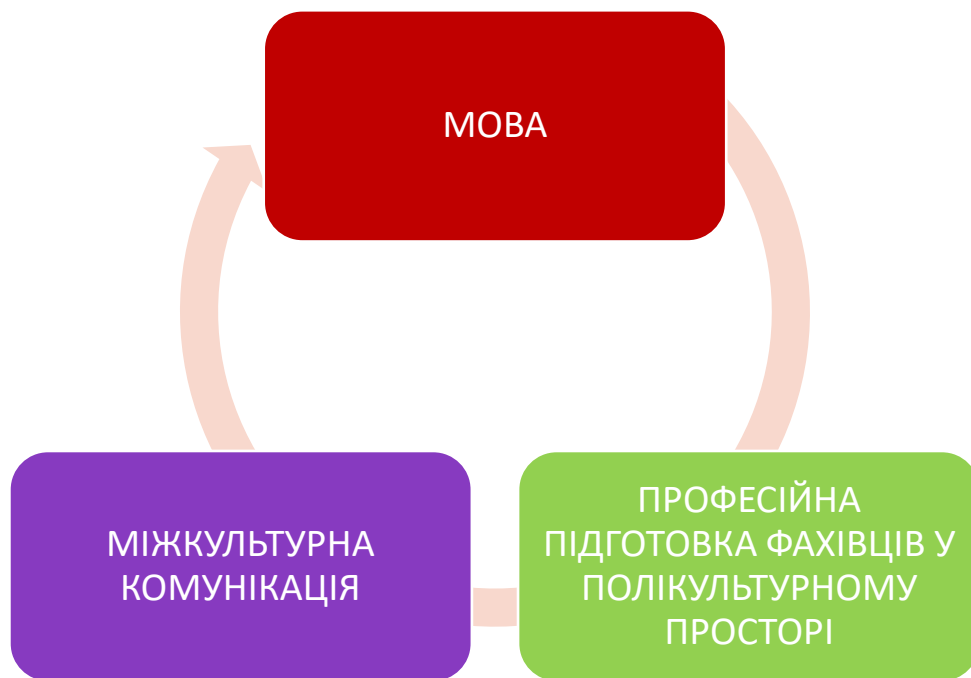


**АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ
І ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ
У ПОЛІКУЛЬТУРНОМУ ПРОСТОРИ**



Одеса
2024

**АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І ПРОФЕСІЙНОЇ
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ON THE DOMESTICATION OF THE ENGLISH–CHINESE SUBTITLE TRANSLATION WITH THE BIG BANG THEORY AS A CASE

Key words: subtitle translation, domestication, *The Big Bang Theory*.

In the context of cultural globalization, many American dramas have been introduced to China and have attracted widespread attention from the Chinese people due to their unique cultural background. The American sitcom *The Big Bang Theory* is a big hit in China, and its subtitle translation plays an important role as a medium between the audience and the content of the sitcom. At present, domestic scholars' researches on the subtitle translation of *The Big Bang Theory* mainly focus on domestication and foreignization, skopos theory and adaptation theory, and have achieved certain results. Using literature research method and inductive analysis, it can be concluded that domestication strategy can not only make the translation smooth and natural, but also help with cultural exchanges. The subtitling team has employed a lot of strategies of domestication in order to give Chinese viewers the same aesthetic experience and feel the American humour.

This paper attempts to take some English–Chinese subtitles in *The Big Bang Theory* as cases, by analyzing the three strategies of quoting idioms and Internet buzzwords in the subtitles, as well as the localized translation. Meanwhile, it focuses on the application of the strategies of domestication in translation and exploring how domestication translation can enable viewers to better understand the humour and

culture in the American dramas, which will be widely utilized in the future translation practice, bringing about valid and suitable methods and strategy for translation work and researches. It also brings new enlightenment for translators as they should capture the current hotspots in time so as to meet the needs of Chinese audiences; for English learners, they should be good at thinking about the differences between Chinese and Western cultures so as to better realize cross-cultural communication.

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EXPLORING POPULAR SCIENCE TRANSLATION THROUGH THE PRISM OF ADAPTATION THEORY: INSIGHTS FROM THE ECONOMIST'S SCIENTIFIC NARRATIVES

Keywords: *Translation of Popular Science English; Adaptation Theory; Strategic Implementation*

In the realm of popular science English translation, the essence lies in the faithful conveyance of the source text's informational core, navigating through the linguistic interplay between Chinese and English with meaning at its heart. A translator, when presented with the original prose of a scientific exposition, is bestowed with a plethora of lexical and syntactical choices. Yet, the objective remains unequivocal: to resonate with the readership of the target language by ensuring the translation's contextual harmony. Embodied with the virtues of scientific objectivity, accessibility, and expressive agility, popular science English translations demand from the translator a rigorous adherence to the tenets of Adaptation Theory. This pursuit of linguistic finesse aims to guarantee that the translated text aligns seamlessly with the intricate fabric and