

COGNITIVE CHARACTERISTICS OF THE TRANSLATION OF COMIC TEXTS

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Abstract: Translating comic texts implies a specific cluster of problems due to the associated cognitive challenges. These issues call for a skillful application of both language methodology and theories of linguistics and semiotics. The paper analyzes these cognitive issues, focusing on metaphorical transformation, stereotypes, non-normative language, and the realization techniques of individual verbalizers. A number of relevant case studies are presented in the context of the theory of comic text translation. In the theory of comic text translation, there exists an insufficiently explored cluster of problems, quite clearly outlining the fundamental differences between translating a comic text and any other text. The main problems unearthed within this cluster can be accounted for by the specific cognitive features of the comic text.

Keywords: Multimodal Understanding, Cultural Context, Creativity, Narrative Flow.

Creativity: Translating comic texts requires a high level of creativity, as the translator must effectively convey the humor and wit of the original text in a way that will resonate with the target audience. **Linguistic proficiency:** A good understanding of both the source and target languages is essential for successful translation of comic texts. The translator must be able to accurately capture the nuances of the original text while also ensuring that the translated version is culturally appropriate and engaging. **Cultural sensitivity:** Comic texts often contain cultural references and jokes that may not easily translate across languages. The translator must have a deep understanding of the cultural context of both the source and target languages in order to effectively convey these elements. **Adaptability:** Translating comic texts requires a high level of adaptability, as the translator may need to modify jokes, puns, and other elements of the original text to make them more accessible to the target audience. **Attention to detail:** Translating comic texts requires a keen eye for detail, as even small errors in translation can significantly impact the overall tone and humor of the text. The translator must carefully review their work to ensure accuracy and consistency. Overall, translating comic texts requires a unique set of cognitive characteristics that combine linguistic proficiency, creativity, cultural sensitivity, adaptability, and attention to detail. Mastering these skills is essential for creating successful and engaging translations of comic texts.

The translator must also possess strong research skills in order to effectively interpret and translate any specialized vocabulary or cultural references that may be present in the comic text. This may involve conducting thorough background research or consulting with experts in the field to ensure accuracy in translation. Additionally, the ability to think critically and problem solve is crucial in navigating the various linguistic and cultural challenges that may arise during the translation process. Furthermore, it is important for the translator to have a deep understanding of comic conventions and storytelling techniques in order to effectively capture the tone and style of the original text. This may involve familiarity with common tropes, genres, and narrative structures within the comic medium. By being attuned to these elements, the translator can better convey the intended humor and emotion of the comic to the target audience. In addition, the translator must be able to effectively communicate with the original creators or editors of the comic in order to clarify any ambiguities or seek guidance on specific cultural nuances. Building a strong rapport with the creators can help ensure that the translation accurately reflects their original intent and vision for the work. By maintaining open lines of communication, the

translator can work collaboratively with the creators to create a final product that is both faithful to the original text and engaging for the target audience.

The translation of comic texts involves unique cognitive characteristics due to the visual and textual elements present in comics. Here are some cognitive characteristics specific to the translation of comic texts:

1. **Multimodal Understanding:** Translating comic texts requires a deep understanding of both visual and textual elements. The translator needs to interpret not only the dialogue but also the visual cues, such as facial expressions, gestures, and panel layouts.
2. **Cultural Context:** Comic texts often contain cultural references, humor, and visual metaphors that may not directly translate into another language. Translators need to consider cultural nuances and adapt the text to ensure the humor or references are understood in the target language.
3. **Adaptation of Visual Elements:** Translating comics involves not only translating the text but also adapting visual elements like sound effects, onomatopoeia, and visual puns. Translators may need to find equivalent expressions or create new visual cues to maintain the comic's humor and meaning.
4. **Narrative Flow:** Maintaining the narrative flow and pacing of the comic is crucial in translation. Translators must ensure that the dialogue and visual elements align cohesively to convey the intended story and humor effectively.
5. **Character Voice and Tone:** Translators need to capture the unique voice and tone of each character in the comic. This includes translating dialogue in a way that reflects the character's personality, humor, and style accurately.
6. **Text-Image Synchronization:** Ensuring the synchronization between text and images is essential in comic translation. Translators must pay attention to how the text complements the visuals and vice versa to convey the intended message and humor seamlessly. Translating comic texts requires a nuanced understanding of both linguistic and visual elements to preserve the humor, cultural references, and narrative flow effectively in the target language.

In conclusion, translating comic texts is a complex and multi-faceted process that requires a combination of linguistic proficiency, cultural sensitivity, creativity, adaptability, attention to detail, research skills, critical thinking, and effective communication. By mastering these skills, a skilled translator can create engaging and faithful translations that resonate with readers and effectively convey the humor, wit, and charm of the original comic text.

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