

CoMe

*Studi di Comunicazione e Mediazione
linguistica e culturale*

Anno I / 2016



N. ISSN 2531-9809

In collaborazione con
la Scuola Superiore per Mediatori Linguistici di Pisa



SCUOLA SUPERIORE PER
MEDIATORI LINGUISTICI

Istituto riconosciuto con decreto Ministeriale 31.07.2003
Diploma equipollente al Diploma di Laurea in Scienze della Mediazione Linguistica

Direzione

Monika Pelz

(Scuola Superiore per Mediatori Linguistici)

Vice-Direzione

Carlo Eugeni, Eleonora Romanò

Comitato Scientifico

Olga Egorova, Astrakhan State University - Russia

Najwa Hamaoui, Université de Mons - Belgio

John Milton, Universidade de São Paulo - Brasile

Pilar Orero, Universitat Autònoma de Barcelona - Spagna

Franca Orletti, Università degli Studi "Roma Tre" - Italia

Luca Serianni, Università degli Studi "La Sapienza" di Roma - Italia

Comitato Editoriale

Beth De Felici, Alessandra Carbone, Fabiana Mirella Garbosa,

Giulia Kado, Alina Kunusova, Shijie Mao, Fiammetta Papi,

Kamel Salima, Paolo Tomei, Silvia Velardi, Yukako Yoshida

www.comejournal.com

come@mediazionelinguistica.it

Author: Eleonora De Angeli

Dissertation type: BA

Title: Translation of *“Geaddet, gepostet, WEBFAIL! Die peinlichsten und lustigsten Facebook-Einträge”*

Affiliation: Scuola Superiore per Mediatori Linguistici di Pisa

Languages: German and Italian

The present dissertation consists of an introduction, of the translation of 77 pages of the book *“geaddet, gepostet, WEBFAIL! Die peinlichsten und lustigsten Facebook-Einträge”* from German (original language of the book) into Italian (translator’s mother tongue), of a German-Italian glossary, of the linguistic analysis of the text and of a bibliography.

The chosen book is a collection of embarrassing and hilarious Facebook status messages sent by users to the website webfail.at. “Facebook is one of the best known and most used social networking websites: a virtual platform on which registered users can share photos, videos, links and statuses. A status is a short text or a sentence concerning any possible topic, which a Facebook user decides to publish on their wall and which also appears on the Facebook home of their friends, who can post comments in response to the status. On Facebook, friends are users that a person decides to add to their friends list and thus with whom a person automatically shares the content they publish.”¹

As every status collected in this book is completely unrelated to the other statuses as far as topic, author, place and date of publication are concerned, the book does not present any internal division. Therefore, the criteria used to choose which statuses to translate was the richness as well as the level of interest of the linguistic phenomena of the single statuses. Besides the translation itself, the aim of this dissertation is indeed to analyse the language used on social media especially by young users – creators as well as target readers of this book –, who published the great majority of both statuses and comments and who made use of the most peculiar linguistic expressions, which can be defined as youth language.

Since social networks like Facebook have appeared, users have had the opportunity to publish written content using colloquial language and not the “typical formal and grammatically accurate language which characterises the written form” (NIDA 1964: 124).

¹ HALL (2015): www.britannica.com

This means that a transfer of the colloquial spoken language to the written form has been occurring over the last decades.

Youth language is extremely rich in linguistic phenomena, a lot of which can be found in the book and make it particularly interesting and challenging to translate. The ones present in the book include:

- Written use of colloquial vocabulary and expressions;
- Written use of idiomatic expressions;
- Several types of errors/mistakes and non-observance of grammatical rules;
- Abbreviations and acronyms;
- Symbols;
- Loanwords.

The translation aims at conveying all of the above-mentioned peculiarities of the source language into the target language in the most authentic and precise way possible, as well as to reproduce the informal nature of the language. In order to deliver the most accurate translation both of the content and of the great linguistic variety of the statuses, a dynamic approach was adopted. As far as colloquial vocabulary and phrases are concerned, the same kind of language which Italian youngsters actually use to communicate with each other was employed in the translation. Idiomatic expressions were also translated with a corresponding Italian idiom whenever possible. When there was no correspondence, colloquial language was used in the translation.

All of the numerous errors/mistakes found in the original text (regarding orthography, punctuation, grammar and typography) were reproduced in the translation, adapted to the Italian language. This was carried out by substituting errors/mistakes made by German native speakers with those which Italian native speakers are prone to make. Typographical mistakes, on the other hand, are unrelated to linguistic phenomena, therefore they were simply reproduced in the same position as in the original text.

In the cases of non-observance of grammatical rules, typical of spoken German, a corresponding non-observance was recreated in the translation whenever possible. This principle, though, could not always be applied, i.e. when the status presented subject or verb omission. Both forms are very common in the spoken language, but grammatically incorrect and not directly translatable in Italian without losing either the style or the meaning of the sentence. Subject omission is indeed allowed by the Italian grammar when the subject is understood, which implies that the informality of the language in the translation would

undergo a loss. No other element could be omitted in order to compensate for subject omission, as this would have led to the loss of or a change in the meaning of the sentence. Verb and/or auxiliary verb omission, which in German does not usually impede comprehension, often causes the whole Italian sentence to completely lose its meaning.

In order to convey the informal register of the statuses and form sentences with meaning, abbreviations frequently used by Italian youngsters were added to the Italian translation, replacing omissions. As for abbreviations, they are “a shortened or contracted form of a word or phrase”² and are one of the most widespread linguistic phenomena of youth language. In spite of the fact that the phenomenon of the omissions and that of abbreviations do not completely coincide, “substitution” (FEDERICI 2009: 80) was considered as the best strategy to keep the informal style and tone of the language authentic and not to lose the colloquial aspect, which is essential in this book.

In the translation of the few statuses where users’ language was perfectly correct – sometimes even formal or characterised by a register above the social-media average – but where the verb and/or the subject were omitted, no contraction was added, in order not to alter the style of the user, who clearly intended to express themselves with ‘correct’ language. One of the most recurrent linguistic phenomena of the original text are precisely abbreviations. German words which are usually contracted have in general no corresponding shortened form in Italian, therefore they were not abbreviated; instead, other frequently shortened Italian words were used in the translation. At times the abbreviation of some German words was pushed well beyond the most used forms, i.e. *haben es*, normally contracted with *habens*, became *hams*, where even a change in the consonant occurred. In the cases in which this could not be replicated in Italian, a higher amount of abbreviations were added to the translation.

Another relatively widespread behaviour of the German tongue is the formation of acronyms, which has the aim to speed communication and it is useful due to the length of German compound words. This phenomenon, however, was only rarely reproduced in Italian, as the use of acronyms in colloquial language is rather uncommon. On the other hand, symbols, which have several functions according to their nature and their objective, often share the same meaning at international level; symbols, therefore, frequently require no need for a substitution with another phenomenon, maybe only for adaptations. Despite some

² www.oxforddictionaries.com

symbols have “different interpretations according to different cultures” (Ji 2012: 9), the ones found in this book correspond to the Italian version, sometimes only through a minor adaptation. Some examples of symbols are:

- Emoticons;
- Written laughter;
- Asterisks.

In the original text loanwords from English are also to be found. Often these German neologisms are verbs regarding Facebook-related actions, e.g.: to like (a status), *liken*; to add (a friend to one’s friends list), *adden*; etc. Many of these words were borrowed also by the Italian language, i.e. *chat* (EN), *chatten* (DE), *chattare* (IT). However, there are also several exceptions, i.e. *like* is translated with *mettere mi piace* in Italian. Probably, the most peculiar phenomenon included in the book is the substitution of letters for numbers. In this case, numbers that look similar to letters are inserted into words replacing letters, and this was obviously reproduced in the translation (e.g.: *8331NDRUCKEND* translated with: *1MPR35510N4NT3*). Sometimes this occurs for no particular reason, other times the goal is to show readers their brain’s capacities.

Besides, the choice of which strategy to adopt for each of the cases mentioned in the previous paragraph, one difficult aspect of the translation was the lack of many colloquial and idiomatic expressions in German-Italian dictionaries. For these, extensive research was often necessary in order to understand their meaning and their use, so as to translate them in the most precise way possible. Fundamental for the deep comprehension of all of this terminology was indeed analysing parallel texts, reading books similar to the translated one, watching German films and TV shows, being a Facebook user as well as attending several intensive language courses in Germany. Another particularly challenging aspect of the translation was making use of Italian youth expressions and vocabulary comprehensible for and used by youngsters from all over Italy.

Concluding, precisely all of the above mentioned phenomena and challenges made working on this translation exceptionally interesting and stimulating. Moreover, the growing popularity of social media and the consequent spread of written colloquial language made the translation a good exercise for potential future work.

References

Ji, Y. G. (2012) "Advances in Affective and Pleasurable Design", Boca Raton, CRC Press, pp. 9.

NIDA E. A. (1964) "Toward a science of translating", Leiden: Brill, pp. 123.

FEDERICI, F. (2009) "Translation as Stylistic Evolution", Amsterdam - New York: Rodopi, pp. 80.

www.britannica.com

www.oxforddictionaries.com

linguistique et culturelle 语言学与语言文化中介 Studies on Communication and Linguistic and Cultural
коммуникации, языковое и межкультурное посредничество **Estudos de Comunicação e Mediação L**
e Comunicação e Mediação Linguística e Cultural Zeitschrift für Kommunikations- und Translationsw
linguistique et culturelle 语言学与语言文化中介 Studies on Communication and Linguistic and Cul
ommunication et Médiation linguistique et culturelle Studi di Comunicazione e Mediazione linguisti
e Mediazione linguistica e culturale دراسات في الإتصال و الوساطة اللغوية الثقافية Estudios de comunicaciór
Исследования в области коммуникации, языковое и межкультурное посредничество B
os de comunicación y Mediación lingüística y cultural 言語文化コミュニケーション学 Études en Co
Mediazione linguistica e culturale دراسات في الإتصال و الوساطة اللغوية الثقافية Estudios de comunicaciór
os de comunicación y Mediación lingüística y cultural 言語文化コミュニケーション学 Études en Con
语言学与语言文化中介 Studies on Communication and Linguistic and Cultural Mediation Исследо
コミュニケーション学 **Études en Communication et Médiation linguistique et culturelle** 语言学与语
Исследования в области коммуникации, языковое и межкультурное посредничество Estudios d
ество **Estudos de Comunicação e Mediação Linguística e Cultural** Zeitschrift für Kommunikations- u
urelle 语言学与语言文化中介 Studies on Communication and Linguistic and Cultural Mediation Ис
Mediação Linguística e Cultural **Zeitschrift für Kommunikations- und Translationswissenschaft** 言
Cultural Zeitschrift für Kommunikations- und Translationswissenschaft 言語文化コミュニケーション学
e et culturelle **Studi di Comunicazione e Mediazione linguistica e culturale** و الوساطة اللغوية الثقافية
nicación y Mediación lingüística y cultural 言語文化コミュニケーション学 Études en Communication
e et culturelle 语言学与语言文化中介 Studies on Communication and Linguistic and Cultural Medi
文化中介 Studies on Communication and Linguistic and Cultural Mediation Исследования в области
коммуникации, языковое и межкультурное посредничество **Estudos de Comunicação e Mediação L**
ación lingüística y cultural 言語文化コミュニケーション学 Études en Communication et Médiation lin
ultural **Zeitschrift für Kommunikations- und Translationswissenschaft** 言語文化コミュニケーション学
ommunication et Médiation linguistique et culturelle Studi di Comunicazione e Mediazione linguisti
Mediazione linguistica e culturale دراسات في الإتصال و الوساطة اللغوية الثقافية Estudios de comunicaciór
os de comunicación y Mediación lingüística y cultural 言語文化コミュニケーション学 Études en Con
文化中介 **Studies on Communication and Linguistic and Cultural Mediation** Исследования в обл
コミュニケーション学 Études en Communication et Médiation linguistique et culturelle 语言学与语言
ommunication and Linguistic and Cultural Mediation **Исследования в области коммуникации, я**
ação e Mediação Linguística e Cultural Zeitschrift für Kommunikations- und Translationswissensch
s en Communication et Médiation linguistique et culturelle 语言学与语言文化中介 Studies on Com
و الوساطة اللغوية الثقافية **Estudios de comunicación y Mediación lingüística y cultural** 言語文化コミ
Cultural Zeitschrift für Kommunikations- und Translationswissenschaft 言語文化コミュニケーション学
Comunicazione e Mediazione linguistica e culturale دراسات في الإتصال و الوساطة اللغوية الثقافية Estudios
nicación y Mediación lingüística y cultural 言語文化コミュニケーション学 Études en Communication
文化中介 **Studies on Communication and Linguistic and Cultural Mediation** Исследования в области
linguistique et culturelle 语言学与语言文化中介 Studies on Communication and Linguistic and Cultural
коммуникации, языковое и межкультурное посредничество **Estudos de Comunicação e Mediação L**
e Comunicação e Mediação Linguística e Cultural Zeitschrift für Kommunikations- und Translationsw
linguistique et culturelle 语言学与语言文化中介 Studies on Communication and Linguistic and Cul
ommunication et Médiation linguistique et culturelle Studi di Comunicazione e Mediazione linguisti
Mediazione linguistica e culturale دراسات في الإتصال و الوساطة اللغوية الثقافية Estudios de comunicaciór
Исследования в области коммуникации, языковое и межкультурное посредничество B
os de comunicación y Mediación lingüística y cultural 言語文化コミュニケーション学 Études en Con