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| Nota di contenuto | Introduction: Beyond translation – transcreating for young audiences -- Illustrating and translating for children -- 1. From translation to transcreation to translation: excerpts from a translator's and illustrator's diaries -- 2. Post-anthropocentric transformations in children's literature: transcreating Struwwelpeter -- Rewriting the canon -- 3. On the morally dubious custom of rewritintg canonical translations of children's literature -- 4. Translators in Kensington Garden: J. M. Barrie's Peter Pan in Polish translations -- 5. Does each generation have its own Ania? Polish translations of Lucy Maud Montgomery's Anne of Green Gables -- Transcreating Alice in Wonderland -- 6. The (im)possibilities of translating literary nonsense: Attempts at taming iconotextual monstrosity in Hungarian domestications of Lewis Carroll's "Jabberwocky" -- 7. Portmanteaus, blends and contaminations in Polish translations of "Jabberwocky" -- 8. How can one word change a world? Black humour and nonsense in Lewis Carroll's Alice's Adventures in Wonderland and its Polish translations in the cognitive- |

ethnolinguistic perspective -- Solving translation problems: from double address to sound and taboo -- 9. The dilemma of double address. Polish translation of proper names in Tove Jansson's Moomin books -- 10. Writing with sounds. A translation analysis of onomatopoeia proper names in 20th century English- language fairytales and their Russian language translations -- 11. Taboo in the Polish translation of Joanna Nadin's The Rachel Riley Diaries -- 12. Translation or transcreation? Ghost stories in Charles Causley's poems for children -- 13. French faeries and alliterative plays in Lucy Peacock's adaptation of Edmund Spenser's The Faerie Queene.

Sommario/riassunto

This book offers fresh critical insights to the field of children's literature translation studies by applying the concept of transcreation, established in the creative industries of the globalized world, to bring to the fore the transformative, transgressional and creative aspects of rewriting for children and young audiences. This socially situated and culturally dependent practice involves ongoing complex negotiations between creativity and normativity, balancing text-related problems and genre conventions with readers' expectations, constraints imposed by established, canonical translations and publishers' demands. Focussing on the translator's strategies and decision-making process, the book investigates phenomena where transcreation is especially at play in children's literature, such as dual address, ambiguity, nonsense, humour, play on words and other creative language use; these also involve genre-specific requirements, for example, rhyme and rhythm in poetry. The book draws on a wide range of mostly Anglophone texts for children and their translations into languages of limited diffusion to demonstrate the numerous ways in which information, meaning and emotions are transferred to new linguistic and cultural contexts. While focussing mostly on interlingual transfer, the volume analyses a variety of translation types from established, canonical renditions by celebrity translators to non-professional translations and intralingual rewritings. It also examines iconotextual dynamics of text and image. The book employs a number of innovative methodologies, from cognitive linguistics and ethnolinguistics to semiotics and autoethnographic approaches, going beyond text analysis to include empirical research on children's reactions to translation strategies. Highlighting the complex dynamics at work in the process of transcreating for children, this volume is essential reading for students and researchers in translation studies, children's fiction and adaptation studies.
