Yarmouk University

Faculty of Arts
Department of English Language and Literature

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

By

Mohammed Sabri Al-Bataineh

Supervisor

Dr. Hisham Obaidat

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By:
Mohammed S. Bataineh
BA English Language and Literature,
Yarmouk University 2008

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Language and Literature, Yarmouk University, Irbid, Jordan

Approved by:
Hisham T. Obeidat ................................................... Chairman
Assistant Professor of Translation, Yarmouk University

Abdullah Shaker.........................................................Member
Professor of Linguistics, Yarmouk University

Mohammad Saraireh ................................................... Member
Associated Professor of Translation, Yarmouk University

Susanne Ramadan ....................................................... Member
Assistant Professor of Literature, Yarmouk University

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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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