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SUBTITLES AND THE ANGLICIZATION OF THE CROATIAN LANGUAGE

Abstract

Despite the popularity of audiovisual media, local researchers have paid little attention to potential negative influence of subtitles on the linguistic habits of the target audience. This study examines the manner in which and the extent to which the choice of translation strategy in subtitles can contribute to the Anglicization of the Croatian language. Extralinguistic cultural references (ECR) were chosen as the subject of the study due to their close connection to source culture and language. Using Pedersen's classification of translation strategies and Venuti's theory of foreignization and domestication, we analysed the use of global and local translation strategies for rendering English ECRs into Croatian in twenty American and British films with Croatian subtitles. The research methodology is based on Toury's "coupled pairs" concept. The results show that frequent unnecessary usage of calques in subtitles can introduce Croatian expressions which reflect the nature of the English language, thus this strategy should be used with caution.

Key words: subtitles, extralinguistic cultural references, foreignization, domestication, calque