

CHAPTER 2

REVIEW OF RELATED LITERATURE

Reviews of related literature that the researcher used are translation, equivalence, translation strategy of slang, slang and comic.

2.1 Previous Study

The previous research was done by InggarYunita Sari (2014) entitled *Slang Expression Analysis in How I Met Your Mother Serials Season 2, Atlantic City Episode* based on theory by Stenström (2000). In her research, she analyzed slang expressions and the purpose of using slang expressions in *How I Met Your Mother Serials Season 2, Atlantic City Episode*. She classified slang expressions into two types: general slang and specific slang. The results of the study show that the slang expressions mostly used in *How I Met Your Mother Serials Season 2, Atlantic City Episode* is general slang. The purpose of using slang expressions mostly used is to show a marker in group solidarity.

The difference this thesis with the previous study is the researcher uses *The Walking Dead* comic as the data and uses theory from Emilia Zotevska (2013) that has developed Stenström's theory. The researcher also uses strategy of slang translation by Butkuvienė and Petrušionė (2010) to analysis slang translation.

2.2 Translation

1.2.1 Definition of Translation

There are many definitions about translation, some of them are:

According to Catford (1969:20), translation is the textual substance in one language (Source Language) that replaces to textual substance in another language (Target Language) by equivalent. From the statement, the word replace means the action or process of transferring messages from source language to target language. Catford explains about equivalent in order to achieve an appropriate translation. Hence, translators should put an attention about word choice, structure, culture and situation when transferring the message to target language as natural as the source language.

Newmark (1988:5) said that translation is rendering the meaning of a text into another language text in the way that the author intended the text. From the statement, rendering here is the meaning of communication in the target language that previous has the same meaning as the one of source language. The result of translation itself must be clear. In order to make clear meaning, the result of translation must be readable, so the readers can understand the meaning of target language. In translation, readability is important because it makes the readers understand the meaning of target language easily.

1.2.2 Process of Translation

The process of translation is usually used by translators as guidance in translating source language to target language. According to Newmark (1988: 19), there are four processes of translating. There are:

1. The source language text level, the level of language that makes certain conversion. Translators have to read the source language first to transpose source language into target language equivalent and it is appropriate in the context of sentence.

2. The referential level, the level of object and events that is real or imaginary. Translators used their mind to have imagination to visualize the essential part, first of the comprehension then reproduction process.
3. The level of cohesive; more general, and grammatical, which traces the flow of thoughts, feelings tone (positive or negative) and the prejudices of the source language text. This rate includes both understanding and reproduction: presenting an overall picture, we might have to adjust the language level.
4. The level of naturalness, of common language appropriate to the writer or the speaker in a in certain situation. It depends on the relationship between the translators,the readers and the topic or situation. Translators should consider about target reader or the purpose of translation works.

Before translating source language into target language, translators should consider about target reader by using translating processes. Translators should keep attention in grammatical features because one language and other language have its own rules. It is possible when translating a sentence in source language become a clause, phrase or also sentence in target language as long as it is appropriate and readable by the readers.

1.3 Translation Strategies of Slang Language

There are various problems that translators deal to transfer slang language in source language into target language. The translators should use translation strategy of slang language to help them translating slang language. According to Karolina Butkuvienė and Lolita Petrulionė (2010) there are three general slang translation strategies; softening, stylistic compensation and literal translation. These are the following definition:

1. Softening

Softening focuses on the perception of target language. The language of the target text is formulated in such a way that it sounds natural and

understandable by the target readers. The purpose of this strategy is to make soften the vulgarity of slang language when it contains negative connotation. For this reason, translators might chose the other word with the proper meaning. Softening strategy is particularly useful in translation of slang word contains of swearing, sex and taboo word. Example: “*You bitch!*” is translated into “*wanitanakal*”. The word *bitch* is translated to *wanitanakal* that is softener to be heard. While in literal translation, the word *bitch* can be translated to *pelacur*.

2. Stylistic compensation

Stylistic compensation involves creating the effect of the loss of the source language in the target language using a specific means to the target language. By using this strategy, it is possible to use slang in target language and achieve the same effect to the source language. Stylistic compensation strategy is usually used to solve the problem of translation loss and try to achieve the similar effect in target language. This strategy helps to overcome the problems of the culture language that occur in translating slang language. For example: “*What the hell?*” is translated to “*Apa-apaanini?*”. From the example above, it will be odd if it is translated into word-for-word. The strategy of stylistic compensation applies to cover the problem and to achieve the equivalent of translation.

3. Literal translation

Literal translation also known as word-for-word translation is used when the word in source language is directly translated in target language. This strategy is used when source language and target language have the similar cultures. The translators can use this strategy to translate slang language. Slang can be translated if equivalence word is available in target language in order to keep close to the source language. For example: “*Hi, Dad!*” is translated to “*Hi, Ayah!*”. The sentence in source language is directly translated in target language without change the form of sentence and the meaning itself.

From the explanation above, it can be concluded that the translators should considerate on equivalence of slang language. When the translators analyze the source language, the translators take a look at the word as single unit in order to find a direct equivalence in target language.

1.4 Equivalence

Language is a tool of human being communication to share their ideas, knowledge, feelings, beliefs, and opinions to other people around the world. While translation, there is the meaning in one language to other languages. Hence, it is difficult to find the equal word for word in two different languages. To overcome this problem, the translators have a duty to translate the meaning of source language to have the same meaning in the target language. Translators used the equivalence to translate two languages with the same meaning but in different expressions.

In translation, the central issue that translator usually face is equivalence. The translators have to find out the equivalence meaning of translation from source language to target language. Catford (1969:20) states that Translation is the textual substance in one language (Source Language) that replaces to textual substance in another language (Target Language) by equivalent. Equivalence means having the same value and meaning from source language to target language.

According to Nida (in Bassnett, 1991:26), he explains about two types of equivalence:

1. Formal equivalence

Formal equivalence is basically source-oriented that focuses on the message of source language. Translators reproduce the translation in target language as literal as the content of source language.

2. Dynamic equivalence

Dynamic equivalence is based upon the principle equivalence effect. It focuses on attention is directed, not so much toward the source language, as toward receptor response. Translators change the form of

source language however the meaning in target language is still preserved. Dynamic equivalence aims to achieve the translation with expression of naturalness.

1.5 Slang

1.5.1 Definition of Slang

Slang can be described as an informal and non-standard word or phrase which tends to originate in subcultures in a society. There are some theories proposed by some linguists. Some of them are:

According to Stenström (2000: 89, Slang is very difficult to define. Even so, she presents a general definition that slang:

Includes the vocabulary of 'the underworld' (street gangs, drug-trafficking) as well as the specific vocabulary of 'a particular group or profession' and colloquial language 'below the level of standard educated speech', consisting of 'new words or of current words employed in some new special sense'

Slang is often found in areas of the lexicon that refer to things considered taboo. It is often used to identify that slang as a teenager's language. It is common among teenagers, people of all ages and social groups. For this reason, slang vocabularies are particularly dominant with violence, crime, drugs, and sex.

Hartman and Stork in Alwasilah (1985:57) state that a variety of speech characterized by newly coined and rapidly changed vocabulary, used by young or social or professional groups for 'in group' communication and thus tending to prevent understanding by the rest of the speech community. From the statement, young people can create a new vocabulary or words for daily conversation among their group. They use slang language to communicate in internal way to make other groups misunderstand.

Slang can be the identity of a region that can only be understood by the people in it. However, slang can spread beyond the region through music, movies or video games. The used of slang by other people outside the region and often pronounced like the word "cool", the word can lose its identity as slang. When slang spreads to other regions, the people, in that region, often replaced

the common slang word with other words that cannot be understood by people outside of the group to show their identity.

1.5.2 Why people use slang

Slang is often used on purpose. According to Partridge (1950:6) there are at least 15 reasons why people use slang language:

1. In sheer high spirit, used by young people or teenagers to make fun of the thing in playfulness.
2. As an exercise either in wit or in humor.
3. To be different.
4. To be picturesque (either positively, avoiding insipidity or negatively).
5. To be unmistakably arresting.
6. To escape from clichés or to be brief.
7. To enrich the language.
8. To lend an air of solidity, concreteness, to the abstract; of earthiness to the idealistic, of immediacy and appositeness to the remote.
9. To give additional point to refusal or rejection.
10. To speak or write down to an inferior, or to amuse a superior public to be on a colloquial level with either one's audience or one's subject matter.
11. For ease of social intercourse.
12. To introduce either friendliness or intimacy of a deep or a durable kind.
13. To show that one belongs to a certain school, trade, profession or social class; to be 'in the swim' or establish contact
14. To show that someone not 'in the swim'
15. To be secret, not understood by those around one.

People who use slang language would not use that in every situation. People use it knowing who they are speaking to. The researcher assumes that slang is a way to communicate in a particular group and it is accepted into that group because they are using the right slang.

1.5.3 Categorization of Slang Usage

The categorization of slang usage was created by Anna-Brita Stenström in her book entitled *From Slang to Slanguage*(2000). Her theory of categories of slang has developed by many researchers one of them is Emilia Zotevska. Zotevska has changed the categorization of slang usage by adding some categories, integrating some categories with each other and also omitting a category that is not considered relevant and to make the categorization clearer. She changes some categories in order to create a solid basis for the tables presented in her result study of *Representation of British Teenage Slang in the TV-Series of Misfits* (2013).

The researcher chooses Zotevska's theory because in Zotevska's theory is more suitable than Stenström's theory to analyze the slang translation in *The Walking Dead* comic as the data.

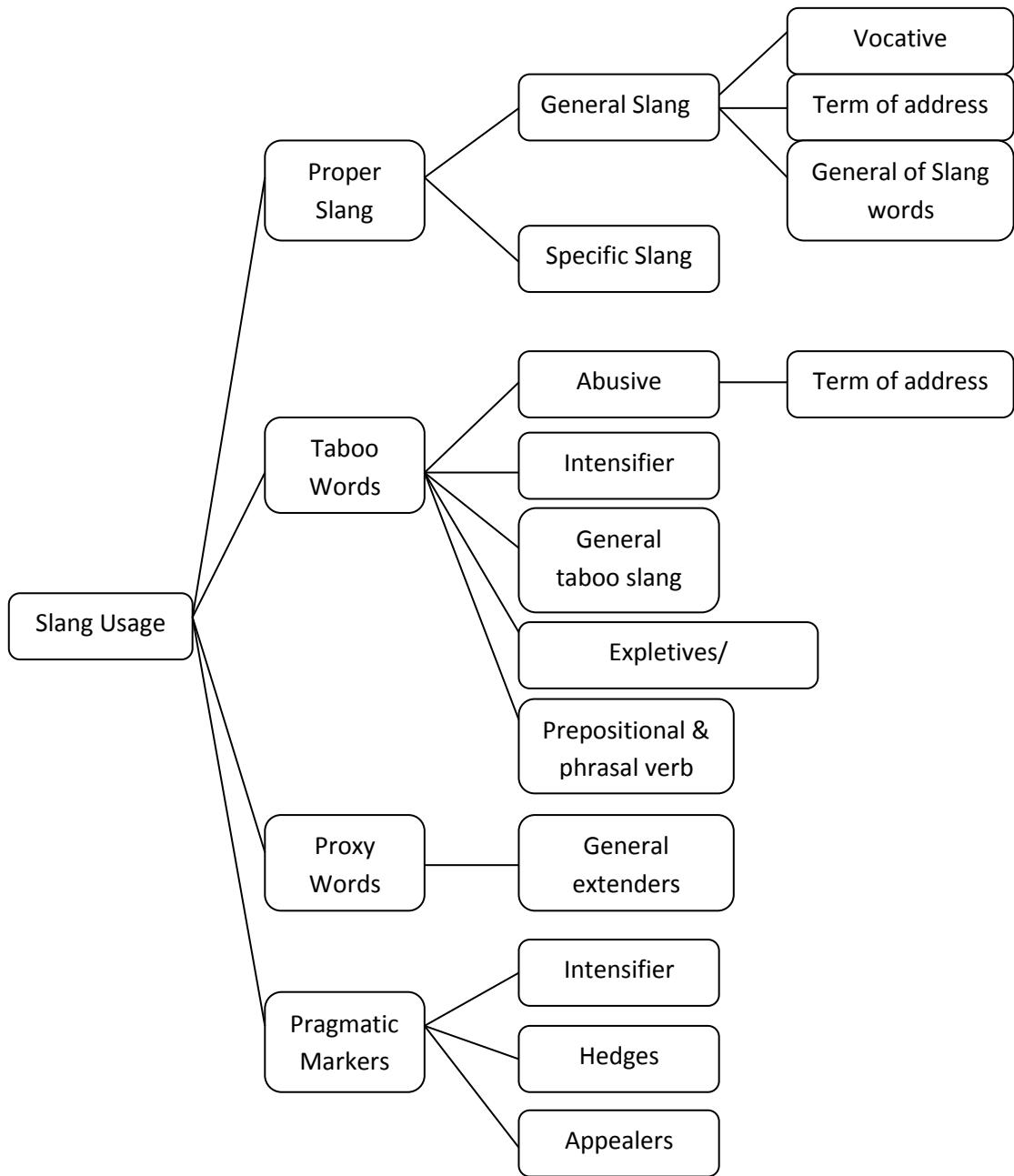


Figure2.1. Category of slang usage (Zotevska, 2013:14)

1. Proper slang

Proper slang is the largest category and consists of words and phrases or expression of slang. Proper slang has two sub-categories general slang and specific slang. General slang involves any slang word or slang expression that can be described as “words not related to a particular group or trend” (Stenström, 2000: 101). General slang has its sub-categories: *vocatives*, *terms of address* and *general slang words*. *Vocatives* within the general slang category are nouns identifying the addressee and Palacios Martínez (2011: 115) suggests that *man*, *buddy*, *mate*, *bruv*, etc. *Term of address* is a part of this category except from the abusive terms of direct address. Examples of *terms of address* can be *you freak*, *you sick bastard* etc. The under-category of *general slang words* is pure slang, functioning to replace the standard form of the word or expression. Specific slang words that are typical of a group or trend, for instance *bunk* (leave), *dorm* (‘dormitory’) and *prep* (‘preparatory’) belonging to school slang and *junkie* (‘drug addict’), *speed* (‘drug’) and *spliff* (‘cannabis cigarette’) to do with the drug traffic.

2. Taboo words

Taboo words are considered offensive for their relation to offensive subjects: “words referring to offensive concepts become offensive words” (Jay, 1999: 153). The taboo words are divided into five categories: *abusives*, *intensifiers*, *general taboo slang*, *expletives/exclamations* and *phrasal and prepositional verbs*. *Abusives* are usually *terms of address*, either of direct address or if indirect address, for example: *pussy*, *motherfucker*, *cunt*, *bitch*, *whore*, *dickhead*, *screw you* etc. *Intensifiers* are offensive words that add an effect to the statement, for example *fucking* or *bloody*. General taboo slang is pure taboo words or phrases used

to replace a formal word or phrase with an offensive or taboo slang lexeme, for example: *cock* or *dick* would replace the formal *penis*. Expletives or exclamations can be short utterances that express strong emotions e.g. *fuck!* or *shit!*, clausal exclamations: *That's bullshit!* and phrasal exclamations: *for fuck's sake!* (Hurtford, 1994: 111). Phrasal and prepositional verbs consist of a verb + a particle or a preposition forming a single unit, for example, *dicking around*, *fuck off*, *fucking around*, *screw up* etc.

3. Proxy words

Proxy words are words which act for other words (Stenström, 2000: 102) and they mainly consist of general extenders (Palacios Martínez, 2011: 118). They summarize, create rapport or can be used when hedging. They replace words that usually refer back to an already mentioned set of words (Stenström, 2000: 102) and they can also be taboo words referring to the mentioned semantic fields of teenage slang.

4. Pragmatic marker

Pragmatic markers contain three categories: intensifiers which in this category are multifunctional- (Stenström, 2000: 102), non-slangy and non-offensive words used to intensify a statement and consist of e.g. *well*, *dead*, *very*, *really*, *totally*, *right* etc. Hedges, functioning to imply uncertainty or to make a statement less serious, realized by *like* or *sort of* and appealersthat “consist of for instance the ‘invariant’ tag *innit*[...] and *yeah*” and that they are “used as discourse interactive markers” (Stenström, 2000: 103). Furthermore, they are used to check if the listener is following and keep attention and they sometimes require an answer. They can function in the same way as an intensifier does, and also have an emphasizing effect

(Palacios Martínez, 2011:120). The invariant tag *innitis* “the most common of all and particularly characteristic in the language of British adolescents” (Stenström, 2000: 102).

1.6 Comic

Reading comics are very popular around the world. Nowadays, comics become one of the most enjoy doing in reading among children or even adults. Comics have a cool story to read and also have interesting pictures as support to captive the readers especially children. Comics are dominated by images as if speaking and the pictures form a narrative in a comic story. In addition, Comics present the story that can express ideas, thoughts or specific purposes and also literary works. The expressing idea can be varied such as fiction, animal stories, historical stories, and humorous stories. All of them are packaged in pictures with captions that contain a brief story that can entertain the readers.

The researcher used *The Walking Dead* comic as data of research. *The Walking Dead* is an ongoing comic book series published since 2003 up to present. *The Walking Dead* comic in volume 1: Days Gone Bye has a story about Rick Grimes, a police officer, wakes from coma after got shot ceasing a prisoner who escape from jail. Rick just realizes that the world has been overrun by undead or “walkers”. He tries to get home in search of his wife, Lori, and his son, Carl. Rick meets with Morgan and Morgan tells about everything that has happened. Hearing that, Rick decides to look for his wife and son in Atlanta and leaves Morgan. Not long after arriving in Atlanta, Rick is attacked by a lot of walkers. Rick is saved by a young man named Glenn, who takes Rick back to his camp. Fortunately in the camp, Rick found Lori, Carl and also his partner, Shane. In that camp, there are other survivors: Dale, sisters Andrea and Amy, Carol and her daughter Sophia, husband and wife Allen and Dona, their twins Billy and Ben, and Jim.

Dale warns Rick that Shane could be a problem, because Shane has grown attached to Lori and Carl. He is not happy that Rick back. Rick and Shane argued

about the future of the group. Rick thinks that they should move from Atlanta to a safer place. However, Shane thinks that they should stay at the edge of the city and wait for the military help. Rick concedes but decides that the group needs more guns. One night the group is attacked by walkers. Unfortunately, two of them Amy and Jim got bitten by walkers and they do not make it. After the attack, Rick and Shane argue again about the group's future. They are fight and culminate with Shane pulling a gun on Rick, but before he can pull the trigger, he is shot and killed by Carl.