

Examining the Dubbing Strategies Used in the Egyptian Dubbed Version of Mulan (1998)

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Abstract : Cartoon films are multisemiotic as various modes integrate in the production of meaning. This study aims to examine the cultural and linguistic specific references in the Egyptian dubbed cartoon film *Mulan*. The study examines the translation strategies implemented in the Egyptian dubbed version of *Mulan* to meet the cultural preferences of the audience. The study reached the following findings: Using the traditional translation strategies does not deliver the intended meaning of the source text and causes loss in the intended humor. As a result, the findings showed that in the dubbed version, translators tend to omit, change, or add information to the target text to be accepted by the audience. The contrastive analysis of the *Mulan* (English and dubbed versions) proves the connotations that the dubbing has taken to be accepted by the target audience. Cartoon films are multisemiotic as various modes integrate in the production of meaning. This study aims to examine the cultural and linguistic specific references in the Egyptian dubbed cartoon film *Mulan*. The study examines the translation strategies implemented in the Egyptian dubbed version of *Mulan* to meet the cultural preferences of the audience. The study reached the following findings: Using the traditional translation strategies does not deliver the intended meaning of the source text and causes loss in the intended humor. As a result, the findings showed that in the dubbed version, translators tend to omit, change, or add information to the target text to be accepted by the audience. The contrastive analysis of the *Mulan* (English and dubbed versions) proves the connotations that the dubbing has taken to be accepted by the target audience.

Keywords : domestication, dubbing, *Mulan*, translation theories

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