

Cultural References in Jean-François Menard's French Translation of Harry Potter a L'ecole Des Sorciers: An Analysis of the Translated Catchphrases and Spells and Cultural Elements

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Abstract : The objective of this research project is to assess the ways in which Jean-Francois Menards French translation Harry Potter a l'ecole des sorciers translates the cultural references from the original text JK Rowlings' Harry Potter and the Philosophers Stone. The method of this analysis is to focus on analyzing the reasons for and the ways in which Menard translates the spells and catchphrases throughout the novel and the effects that these choices have on the reader. While at times Menard resorts to the omission or manipulation and borrowing he also contrasts these techniques by transferring the cultural references using the direct translational approach. It appears that the translator resorts to techniques other than direct translation when it is necessary to ensure that the target audience will understand the events and conversations taking place.

Keywords : cultural elements, direct translation, manipulation, omission

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