

Investigating Differential Psychological Impact of Translated Movies: An Experimental Design

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Abstract : The current study seeks to investigate the differences in the psychological impact of movies in their original and translated versions. International cinema is exemplar of the success of globalization. The multitude of languages in the global village does not seem to impede the common cinematic goal of filmmakers across linguistic boundaries. To understand, hence, whether the psychological impact of movies, intentional or otherwise, is preserved when the original is translated into a different language, an experimental design was adopted. Multilingual participants in the age group 18-25 years were recruited for the same. A control group and an experimental group were randomly assigned and the psychological impacts of movies were studied under two conditions- a) watching the movie in its original language, and b) watching the movie in its original language as well as translated version. For the second condition, the experimental group was further divided into two groups randomly to balance order effects. The major aspects of psychological impact assessed were emotional impact and attitude towards the movie. The scores were compared for the two groups. It is further discussed whether the experience is salient across language or do languages inherently possess the ability to alter experiences of the audience.

Keywords : experimental design, movies, psychological impact, translation

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