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the degree of M.A. in English Language Translation

**Rendering of (Im) Politeness Utterances into Persian based
on Brown and Levinson's Theory: The Case of Brave
Animation**

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توجه: کلیه حقوق مادی و معنوی برای انتشارات نسل روشن محفوظ است و هرگونه استفاده اعم از بازنویسی، خلاصه‌برداری، لوح فشرده و هرگونه تکثیر دیگر کلاً و جزء بدون اجازه کتبی ناشر ممنوع و قابل پیگرد قانونی می باشد.

Abstract

Translation of polite/ impolite expressions is significantly important in communication process. To make a communication successful, to every utterance some fragrance of deference should be attached. Brown and Levinson (1987) proposed a politeness model grounded in social interaction and affect in the society. This present study sought to investigate the Consistency and convergence of the politeness strategies employed in the Brave animation and its dubbed version according to the politeness profile proposed by Brown and Levinson (1987). Renderings compared with their corresponding parts in the Persian dubbed version to find out whether consistency in terms of politeness strategies has been followed. It is to be noted that 2 experienced discourse analysts checked the dependability of utterances as they were assigned to the rubrics proposed by Brown and Levinson. Results of the data analysis showed that the highest frequent

strategy employed in both English and Persian utterances was bald on-record and the lowest in the source and target versions was off-record strategy respectively. Also, the findings should no statistically significant differences in terms of politeness strategies between the source and the target series of Brave animation. considering the impact of politeness strategies, book translators and professional dubbers should be aware of the relation between politeness and situations and communication and be careful about who talks with who and such details. Translation evaluation and criticism is another field of the study that can take advantage of this survey and similar studies.

Keyword: Politeness theory, Rendering, Brown and Levinson politeness strategies.

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