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THE GRAMMAR OF MODERN ENGLISH-LANGUAGE FILM TITLES

The paper focuses on the analysis of grammatical structure, semantics, and titles of English-language films, as well as on their relationships. It demonstrates how grammar affects the creation of movie titles and how it contributes to setting a specific mood and communicating the central theme of the film.

Movies play a significant role in today's world, and English has become the primary language in this domain. Film titles hold immense importance in the film industry, as they create the first impression that reflects the concept and idea of the film.

Studying the grammar of modern English-language film titles can enhance one's comprehension of English language and grammar rules. It can also improve their ability to craft appropriate titles in similar scenarios. Analyzing the grammar of film titles provides an insight into the accurate usage of linguistic structures and grammar rules in the English language.

The grammar of the names of modern English-language films has its own characteristics. Film titles play a crucial role in conveying information between the creators, audience, and critics. They not only serve to identify a particular film, but also establish the expected tone, communicate the main theme or issue, draw the viewers' attention, and elicit an emotional response. These titles can be composed of simple or intricate structures, involve various translation techniques, and utilize direct, substitute, or transformative approaches.

According to some researchers, translating movies grammatically can be compared to aphorisms and proverbs due to their similar textual characteristics and translation approach.[2] To ensure effective translation, the translator must preserve the meaning of dialogues and scenes, convey the emotions of the characters, and maintain the rhythm and style of the original film. As movies are multimedia products, translators must also consider contextual factors like body language, sound effects, and other essential aspects.

There are three film translation strategies: direct translation, replacement, and transformation.

The direct translation of English-language films is the process of translating film titles from English without any changes or adaptations. The translator aims to faithfully replicate the original words, phrases, and idioms, even if they may appear uncommon or unfamiliar to the intended audience. However, this approach may not fully capture the cultural and linguistic nuances, which can lead to a partial loss of meaning and emotional depth from the original text. This method is appropriate for the cases where conveying the language intricacies or nuances of the characters or situations appears to be crucial. Film titles are good examples of this. "Gravity" (Oscar Winner - Technical Awards) - "Гравітація" in Ukrainian, "Soul" (Disney) - "Душа," "The Irishman" (Netflix) - "Ірландець," "Finding Dory" (Disney) - "В пошуках Дорі."

It is true that there may be variations in film titles when translated directly, but there are typically no changes in grammar, vocabulary, or meaning. For instance,

"Home Again" - "Знову додому," "Bridget Jones's Diary" - "Щоденник Бріджет Джонс." In these cases, we observe a shift in word order, with the last word in the original placed first in the translation.

The replacement translation of English-language films involves altering the content of the original to cater to the cultural and linguistic preferences of the target audience. This can include modifying dialogues, characters, mood, and plot of the movie while maintaining its essence and ambiance. The objective is to make the film more comprehensible and relatable to the audience. Sometimes, alternative translations are employed to increase the marketability of films in foreign countries or to adjust the movie to different cultural settings. Several films have utilized alternative translations to achieve this goal.

"Push" (2009) – is literally translated as "Товчок" into Ukrainian, but it was released under the title "П'ятий вимір" ("The Fifth Dimension"). This film tells the story of a group of people with different psychic abilities who fight for survival in a world where they are pursued by the government and other organizations that want to exploit their abilities. There is an allusion to the concept of the fifth dimension, which is the main topic of research for some characters. Therefore, the translators decided to translate the film title as "П'ятий вимір" ("The Fifth Dimension").

"Ozzy" (2016) - "Оззі - місце життя". The film's title accurately captures its central theme: a family's quest for the ideal home for their cherished dog, Ozzy. It establishes a relatable bond with the viewers, hinting at a narrative centered around the characters' living situations.

Transformation is the process of reworking the original text to fit a new context while still maintaining its overall meaning. This can involve changing word order, using different phrasing, and adding or removing details, all in an effort to improve understanding. Although this approach implies more freedom in conveying the meaning of the original text, it may result in some loss of accuracy in certain details. However, translation transformation can also be useful in adapting the translation to fit specific situation, audience, or goal, by altering different aspects of the text to ensure it is well-received and meets the needs of the context.

"Scary Movie" (2000) - "Дуже страшний фільм". This film was translated using a transformation strategy. The Ukrainian translation captures the humorous plot and style of the film and emphasizes that it is not a typical horror movie but a comedic parody of it.

"Die Hard" (1988) - "Міцний горішок". The decision to use "nut" as the title of the translation was made with the intention of capturing the interest of Ukrainian viewers. This is because "nut" is a folk word in Ukraine that arouses curiosity. Additionally, the translators felt that the title aptly captures the essence and energy of the film. The protagonist battles terrorists in a high-rise building in Los Angeles, utilizing his cunning and engineering skills. "Mighty Nut" can be interpreted as a metaphor to how the main character overcomes obstacles, much like a nut that cracks through its shell.

When it comes to translating films, there are various strategies available, each with its own benefits and limitations. The selection of a specific strategy depends on factors such as context, film type, and target audience. It's important to consider linguistic, cultural, and aesthetic aspects to ensure the translation quality meets viewers' expectations, regardless of the language they speak. It's also worth mentioning that film

translation can involve a combination of different strategies depending on project-specific requirements and context. Therefore, each movie may require a unique approach to translation, considering the best ways to convey its content and aesthetics.

An anonymous survey was conducted among people of different age categories - 18-29, and 30 + years for the translation of English movie titles.

Participants in the survey were tasked with selecting the most fitting Ukrainian translation for English movies. Generally speaking, the process of translating the well-known films was not particularly challenging “Fast and Furious” – «Форсаж», “Frozen” – «Крижане серце», “I feel pretty” – «Красуня на всю голову», “The Intouchables” – «1+1» та “Two is a Family” – «2+1».

A film such as Last Christmas was translated literally - Last Christmas. The original name of this film "Щасливого Різдва", got its name from the song of the same name by the British band "Wham!," Which became a kind of Christmas anthem, because it is often heard at Christmas celebration.

Another tape is "Chalet girl." It was also translated experimentally, and it has a completely different translation - «Як вийти заміж за мільярдера»." The movie revolves around Kim, the protagonist, who works as a governess in a luxurious chalet owned by a wealthy family in the Alps. The chalet, a type of housing commonly found in mountain resorts, adds to the movie's overall theme of opulence and high status.

The movie, titled "The Other Guys" in English, is called "Копи на підхваті" into Ukrainian. The film tells the story of two unimportant police officers who are often overshadowed by the department's top cops and main characters. In an effort to prove themselves and gain the respect of their colleagues, they work to solve a crime and uncover their hidden talents.

Based on our analysis of research, it's evident that English has become the dominant language in the film industry, and the titles of films play a crucial role in this domain. Modern English film titles have their own distinct grammar, which aids in creating the desired ambiance, conveying the central theme, and captivating the audience's attention. Translation involves direct, replacement, and transformational techniques.

Hence, it's essential to consider the cultural and linguistic nuances of the target audience while selecting a translation strategy. This ensures the maximum amount of semantic and emotional information from the original title of the film is conveyed. Literal translations can distort the movie's meaning and lead to misunderstandings. Therefore, it's crucial to provide a high-quality translation that conveys not just the literal meaning but also the essence of the work. A translator must be meticulous when translating the film's title, ensuring it's as catchy and appealing as the original.

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