An analysis of translation techniques and translation quality "The Boss Baby" serial movie on Netflix

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Abstract

This manuscript is based on the study which attempted to examine the use of translation techniques and translation quality used by the translator in script "The Boss Baby" serial movie on Netflix. The objectives of the research are 1) to find out the translation techniques used in movie, 2) to explain the translation quality of movie, 3) to find out the effect of using the translation techniques in translation quality of the movie. This research used descriptive qualitative method. The results of this research are as follows; 1) the author found 171 data and nine kinds of translation techniques; 2) the author found translation quality of the movie, the scale of accurate (77,79%), less accurate (4,67%), inaccurate (17,54%); acceptability (87,72%),less acceptability (10.52%),unacceptability (1,75%); and readability (81,28%), less readability (14,61%), unreadability (4,10%); 3) the effect of used translation techniques in translation quality of the movie is qualified translation, because the highest frequency on the first scale that has 3 point in every parameters accurately (77,79%), acceptability (87,72%), and readability (81,28%).

Keywords: translation technique, translation quality, the boss baby on netflix

1. Introduction

Indonesia makes English as the international language. Several books, films, or novels from Indonesia were translated into English for other foreign nationals to understand. In Indonesia education, Indonesia implements English

language learning from an early age, every level of education has been applied as a subject. English has become a required subject at elementary, junior high school, senior high school, and even university levels. Now in Indonesia profession, English also very needed because the company competing in International. So, if the people want to register the work has to prepare English skills such as listening, speaking, reading, and writing. However, the students and the people in this era have difficulty in understanding English skills or elements of English. English skills are listening, speaking, reading, and writing. English also has other elements such as translation, grammar, and pronunciation. Learning English can start with one of several skills or several elements. English can be applied through the movie, novels, journals, etc.

Some methods can be used for learning English such as learning the basic words, listen to a song, watching the English movie, reading the literature English, etc. One of the methods interest to use is watching the English movie. The advantages of watching English movies to learning English train the ear to listen to a language in English, increase the vocabulary knowledge by the subtitle of the movie, and increase interest in learning English. According to Cahyaningrum (2013), the subtitle of the movie very important to understand the movie, in translating films, the translator must adapt to the context of the situation and cross-cultural the target language as a translator's guide.

"The Boss Baby" serial movie is a film produced by DreamWorks Animation and released on Netflix. There are four seasons released, but the study used season 1: episode 1 of "The Boss Baby" serial movie which tells about a baby named Scooter Buskie very noisy always disturbing the neighbors. The duration of this serial movie is 24.21 minutes. The movie has a different structure, culture, and style of TL. So, the translator can use some

translation techniques to translate TL for readers that can understand translation. The movie is rarely used in the study, the people know the movie only in Box Movies. In the Netflix, the movie has four seasons released with different story of "The Boss Baby" movie in Box Movies. In the movie, we don't know the translation techniques and translation quality of the translation by used the translator. So, the author examines the translation techniques and translation quality of the movie. Translation quality can determine through three parameters; accuracy, acceptability, and readability (Nababan et al., 2012).

Of the background of the study above that was explained, the statement problems of the study that was used the authors are: 1) what are the translation techniques used in "The Boss Baby" serial movie on Netflix? 2) How is the translation quality of "The Boss Baby" serial movie on Netflix? 3) What is the effect of the use of translation techniques and translation quality in "The Boss Baby" serial movie on Netflix?

2. Theoretical framework

Translation is the process of transferring meaning from the source language (SL) to the target language (TL) by Larson (1989) in (Egar, 2007). Whereas according to Nida (1964) and Nida and Taber (1982) in Ardi (2015), that translation is a process reproducing the message in SL to meaning the equivalent of TL through meaning and style. In translating, a translator must be using equivalent between the meaning of SL and TL. According to Catford (1978), the equivalent of the translation can be regulated through dialects 'related 'or 'unrelated' and with any kind of spatial like environment, social or other relationship between them. So, from the explanation above, the main

discussion of translating is a process of transferring the meaning or the text in SL to TL in the equivalent of TL to produce a good translation.

In the translation process, the translator has to consider the translation techniques and the translation quality of the text to be a good text. According to Molina & Albir (2002), 18 translation techniques used by the translator to make the good text. According to Nababan et al. (2012), there are three parameters of translation quality; accuracy, acceptability, and readability. They have several scales to test the translation quality.

The 18 translation techniques used by the translator by Molina & Albir (2002), are:

1. Adaptation

Adaptation technique is the technique that replaces SL cultural element depends on the target culture.

For example:

Flower: SL

Bunga: TL

2. Amplification

Amplification technique is the technique that explains details the language in the SL.

For example:

The Muslim month of fasting: SL

Ramadhan: TL

3. Borrowing

Borrowing technique is a technique that pure to take a word or expression straight from SL or TL. (Without any change).

For example:

Mixer: SL

Mixer: TL

4. Calque

Calque technique is a technique that literal of a foreign word or phrase, it can be lexical or structural.

Directorate General: SL Direktorat Jendral: TL

5. Compensation

Compensation technique is a technique that introduces SL in another place of TL because it cannot be found in TL.

For example:

A pair of scissors: SL

Sebuah gunting: TL

6. Description

Description technique is a technique that replaces a term with a description appropriate to its form or/and function.

For example:

Panetton: SL

Kue tradisional Italia yang dimakan pada saat Tahun Baru: TL

7. Discursive Creation

Discursive creation technique is a technique that establishes a temporary equivalence that not appropriate with the context.

For example:

The Godfather: SL Sang Godfather: TL

8. Established Equivalent

Established equivalent technique is a technique that uses a term in use language as an equivalent in the TL.

For example:

Ambiguity: SL

Ambigu: TL

9. Generalization

Generalization technique is a technique that uses a more general term or what is often found in it.

For example:

Penthouse, mansion: SL

Tempat tinggal: TL

10. Linguistic Amplification

Linguistic amplification technique is technique that to add linguistics element. This technique is often used in consecutive interpreting and dubbing.

For example:

No way: SL

De ninguna de las maneras (Spain): TL

11. Linguistic Compression

Linguistic compression technique is technique that to combine elements using existing language to form a speech through linguistics elements in the TL.

For example:

Yes so what?: SL

Y? (Spain): TL

12. Literal Translation

Literal translation technique is technique that to translate a word, term, or expression word for word.

For example:

Killing two birds with one stone: SL

Membunuh dua burung dengan satu batu: TL

13. Modulation

Modulation technique is a technique that changes the point of view in relation to the SL in lexical or structural.

For example:

Nobody doesn't like it: SL

Semua orang menyukainya: TL

14. Particularization

Particularization technique is a technique use a more precise or concrete term.

For example:

Air transportation: SL

Pesawat: TL

15. Reduction

Reduction technique is a technique that emphasizes a SL information item in TL.

For example:

SBY the president of republic of Indonesia: SL

SBY: TL

16. Substitution (Linguistic, Paralinguistic)

Substitution technique is a technique that to change linguistic elements for paralinguistic elements such as; intonation, gestures, or vice versa.

For example:

To translate the Arab gesture of putting your hand on your heart as *thank* you.

17. Transposition

Transposition technique is a technique that to change a grammatical category.

For example:

Adept: SL

Sangat terampil: TL

18. Variation

Variation technique is a technique that to change linguistic and paralinguistic elements such as; intonation, a gesture that relation in aspects of linguistic variation.

For example:

To change textual tone, styles, social dialects, geographical dialects, etc. The translation quality is used to know the translation quality. According to Nababan et al. (2012), translation of quality can research through three aspect parameters; accurately, acceptability, and readability. There are scales in several parameters, are:

Table 1
Scale of Accuracy

Criteria	Definition	Scale
Accurate	The content of TL equivalent with the SL into target	
	text. There is no distortion meaning.	
Less accurate	The content of TL less equivalent with the SL into the	2
	target text. There is one or more distortion of meaning	
	or ambiguity, and deleted or replace word that have	
	will impact on the message.	
Inaccurate	naccurate The content of TL not equivalent with the SL into	
	target text or not appropriate at all into the target text.	

Adapted from Nababan (2012:50)

Table 2
Scale of Acceptability

No	Criteria	Definition	Scale
1.	Acceptable	The translation in SL already appropriate	3
		with the rules of TL.	
2.	Less	The translation in SL less appropriate with	2
	acceptable	the rules of TL. In this category there are	
		several problems in using technical terms	
		or grammatical errors.	
3.	Unacceptable	The translation in SL not appropriate with	1
		the rules of TL. Technic that using is not	
		commonly and is not familiar to readers.	

Adapted from Nababan (2012:51)

Table 3
Scale of Readability

No	Criteria	Definition	Scale
1.	Readable	Word, technical terms, clauses, sentences	
		or text of translation that can understand	
		to readers.	
2.	Less readable	Word, technical terms, clauses, sentences	2
		or text of translation less understand to	
		readers.	
3.	Unreadable	The translation is difficult to understand	1
		for readers.	

Adapted from Nababan (2012:51)

From the previous study of Maha (2019) is research entitled "Translation Technique in the Movie Script *The Boss Baby*". The movie that was used *The Boss Baby* that released in Box Movies. The author only examines the translation techniques in translation of the movie, meanwhile the translation also need to know the translation quality. If the translation has the good quality the readers can understand the translation of the movie.

3. Methods

This research used descriptive qualitative method. The object in this study is a script movie produced by DreamWorks Animation entitled "The Boss Baby: Scooter Buskie". So, the source data of this research is document. Data about translation techniques are obtained from documents, which the movie scripts its translation in Indonesia. Meanwhile, data about translation quality are obtained from the researcher through three parameters of Nababan et al. (2012). The technique of data collection used is documents. This research is procedures the data collected and to do analyzed the data. This study used qualitative descriptive research, and use non-interactive technic is a document or content analysis. The data of this research are collected by doing some following steps. They were as follows: 1) The author watched the serial movie "The Boss Baby" in English and Indonesia subtitle. 2) Collected data of script (English and Indonesia subtitle) of "The Boss Baby" movie. 3) Classified the data based on 18 translation techniques and 3 parameters of translation quality. 4) The author conveyed the result of the data collected in detail. The study used credibility test is increased persistence because the study needed the observation carefully and continuously in collecting data. According to

Sugiyono (2017), the credibility test of increased persistence is to ensure that the data that has been found continuously.

After the data collected, the author does the analysis data. In descriptive qualitative research, Miles and Huberman (1984) in Sugiyono (2017) argue that there are three main components to analyze data as follows: 1) Data reduction 2) Data display 3) Drawing and verifying conclusion. From the explanation above, the author used components based on Miles and Huberman (1984). The steps of data analysis as follows:

1. Translation Techniques

The author used translation techniques concepts 18 techniques by using Molina & Albir (2002). The author used analyzed the data of the script movie by the following steps:

1) The author focused on the data that was analyzed, the author collected data of character "Boss Baby" in English and Indonesia version. 2) Identified the translation techniques of the script movie. The author analyzed the translation techniques based on Molina & Albir (2002) concepts. 3) After having classified, the data will be counted to know frequency and percentage of each translation techniques. 4) Analyzed the translation techniques used by the translator translation and the percentage of each techniques.

2. Translation Quality

This study use translation quality to measure good or not the translation of script "The Boss Baby: Scooter Buskie" in English and Indonesia version. The author found out the translation quality level of the script movie by the following steps:

- 1) The author focused on the data to analyzed, the author collected the data of character "Boss Baby" serial movie of script in English and Indonesia version.
- 2) Identified the translation quality of the script movie. The author analyzed

the translation quality based on Nababan et al. (2012) concepts. 3) Analyzed the translation quality and percentage based on three parameters; accuracy, acceptability, and readability. 4) Drew the conclusion that was resulted of the data what there is the effect of the use translation techniques and translation quality.

4. Findings & Discussions

a. Translation techniques

The research has 171 data that are classified and analyzed. Of the translation

No.	Translation Techniques	Frequency	Percentage
1.	Literal Translation	51	29,82%
2.	Linguistic Compression	90	52,63%
3.	Reduction	2	1,17%
4.	Borrowing	13	7,62%
5.	Transposition	2	1,17%
6.	Adaptation	1	0,58%
7.	Established Equivalent	6	3,51%
8.	Variation	1	0,58%
9.	Generalization	5	2,92%
Total		171	100,00%

techniques concepts by using Molina & Albir (2002), There are nine translation techniques applied in the script of the movie, the translation techniques involve literal translation, linguistic compression, reduction, borrowing, transposition, adaptation, established equivalent, variation and generalization.

Table 4.

Frequency of Translation Techniques

After classifying the translation techniques, the writer found nine of 18 translation techniques by Molina & Albir (2002). The translator uses several translation techniques to translate the script of the movie. Data was analysis there are 171 data through word, phrase, clause or sentences. Translation techniques used by the translator in the research are linguistic compression, literal translation, borrowing, transposition, adaptation, established equivalent, variation, and generalization. In process calculation, the translation techniques collected in total techniques for each the data. In translation techniques that are dominant of translation the script movie classified by Molina and Albir (2002) with short analysis. They are as follows:

1. Literal Translation

From 171 data, literal translation found 51 (29,82%) data used by the translator. Techniques literal translation is technique that to translate a word, term, or expression word for word of SL to TL. This translation techniques, SL translated to TL clearly and similar. This technique literally has the same meaning. This several examples that applied in this translation techniques as follows:

SL: They're just parents

TL: Mereka hanya orang tua

Literal translation technique is technique that to translate a word, term, or expression word for word base on function and meaning in the sentences.

Data (1) in the research, translator focus in expression word for word of SL to TL. The sentence of SL is "*They're just parents*" translate to "*Mereka hanya orang tua*". From the explanation before, the translator used literal translation because translate the text word by word.

2. Linguistic Compression

In the script there are 171 data found 90 linguistic compression. There are 52,63% of 100% of translation techniques that used linguistic compression in TL of SL. This translation technique dominant used in translate script "The Boss Baby: Scoter Buskie" serial movie. Linguistic compression is technique that to combine elements using existing language to form a speech through linguistics elements in the TL. So, the translation in TL usually more short than the sentences in SL. This translation technique usually used to translate subtitle of the movie. There are several examples that explain shortly in this below:

SL: What favor? Ah, we'll leave it open. But know this...

TL: Utang apa? Lihat nanti. Namun ketauhilah.....

This senteces used translation techniques of linguistic compression, because some of the word or expression of the sentences canged to more brief. The translator used this translation technique be more brief without changed function and meaning of the sentences in SL. From used of this translation technique, the reader can more understand and easy to know. The sentences of SL is "But know this..." to "Namun ketauhilah....." in TL.

3. Borrowing

There are 13 translation techniques applied in borrowing technique. In the script "The Boss Baby: Scoter Buskie" serial movie found 13 sentences that used borrowing technique of 171 data. It means that there are 7,60% of 100% used translation techniques to translate the English subtitle into

Indonesia subtitle. Borrowing technique is a technique that pure to take a word or expression straight from SL or TL without any change. This technique to make easy the reader, because usually found in TL. For example in data:

SL: We don't need drastic measures

TL: Tak perlu tindakan drastic

In data (1), the word of 'drastic familiar in TL that translator uses borrowing word in order to make the reader easy to understand the words. This technique also to establish the word of expression in TL without changing it, so the translator used borrowing words are more exist or familiar in TL.

4. Established Equivalent

There are 6 translation techniques applied in established equivalent technique. It means that there are 3,51% of 100% used translate the English subtitle into Indonesia subtitle. The percentage indicates that the translator used this established equivalent technic. Established equivalent is a technique that uses a term in use language as an equivalent in the TL. The words that translated by the translator in this technique very clear and easy to understood the reader. For example several the data they as follow:

SL: Triplets, I need a diversion. Something special from the R&D department.

TL : Kembar tiga, aku butuh pengalihan dari <u>departemen Litbang.</u>

The translator used this technique in order to the reader can understood of the expression s or word. Established equivalent is technique that translated the translator use word that familiar in TL. The sentence of SL is 'the R&D department' to TL is department Litbang.

5. Generalization

In the script "The Boss Baby: Scoter Buskie" several sentences, words, and expressions using generalization technique. Generalization is a technique that uses a more general term or what is often found. So, the translator used the word more general in TL. For example in data this below:

SL: Send <u>him</u> out now, no one in this neighborhood will love babies again!

TL: Kau kirim dia, dan tak ada yang cinta bayi lagi!

In this data (1), the translator using the word that more general. So, the reader can understand to translate of SL. The meaning of the word "him" is used to man but translate in TL the word "dia" is ambiguous to understand a man or woman. The translator using this technique to make the reader more understand of the meaning of SL, because in Indonesia the word "dia" not specification in pronoun man or woman.

6. Reduction

In the script movie "The Boss Baby: Scoter Buskie" there are 2 of 171 data. It means that there are 1,17% of 100% that used in the script. The percentage indicates that the translator used this technique 2 times in translating the subtitle. The translator used this technique in few sentences. The definition of reduction is technique that to emphasizes a SL information item in TL. This several examples of this technique, they are as follows:

SL: Was there <u>a fire</u> that burned down the rules of business?

TL: Apa ada yang membakar aturan bisnis?

From the data (1), the translator omitted the word "a fire" of the sentence. This technique made the sentences more brief and easy to understand the reader. From the word "burned" that certainly to "a fire" so the sentence become effective and not be excessive words.

7. Transposition

Translation techniques that using the translator is transposition, there are 2 data of 171 data of script the movie. It means that there are 1,17% of 100% that used to translate the script movie. The definition of transposition technique is technique that to change a grammatical category. This several examples that found in the script "The Boss Baby: Scooter Buskie" serial movie on Netflix. They are as follows:

SL: I eat your <u>vegetables</u>, you owe me a favor.

TL: Kumakan sayurmu, kau berutang padaku.

In the data (1), the word "vegetables" has the meaning is plural nouns "sayur-sayuran" but in this sentence the translator using transposition technique. So the sentence that translated be "sayurmu" that has the meaning singular nouns. Of this technique, the sentence be easy to understand the reader.

8. Adaptation

In the script movie there is 1 of 171 data that used this technique. It means that there are 0,58% of 100% that used to translate the script movie. The definition of adaptation is the technique that replaces SL cultural element depends on the target culture. SL of English language can adapted to TL in Indonesia language. There is an example this technique of the script movie:

SL: More than puppies, more than kittens, babies get <u>ten times more</u> love than the competition.

TL : Lebih daripada bayi hewan. Bayi lebih dicintai 10 kali lipat.

From the data, the word "ten times more" in SL translated be "10 kali lipat" in TL. The translation be easy to understand because the word

familiar in the reader of TL. The translator using this technique can easy to understand.

9. Variation

The translator is applying this technique in one of the sentence of the script movie. There is 1 of 171 data that used to translate the script movie, it means that there are 0,58% of 100% in percentage. The definition of variaton is technique that to change linguistic and paralinguistic elements such as; intonation, a gesture that relation in aspects of linguistic variation. This example of the technique can see in this below:

SL: Mm. Good beans

TL: Buncis enak

The data (1) is one of the several sentences that used variation technique. The word "*Good*" has the meaning in TL is "*baik*, *enak*" but the translator using the word "*enak*" to translated. So, the reader can easy to understand in TL.

b. Translation Quality

After the result of translation quality found, the writer analysis each of 3 parameters in translation quality. There are 3 parameters to know the translation quality; accurate, acceptability, and readability found in each the sentences. The writer collected the data as follows:

1. Accuracy

Accuracy is one of parameters to measure the translation quality. There are three part accurately that used the writer to analysis they are; accurate, less accurate, and inaccurate. The writer collected this data by using Nababan et al. (2012) in details. The explanation of accurate levels has 3 levels that used to analysis, there are; (3) readability, (2) less readability, and (1) unreadability found in each the sentences.

According to (Nababan et al., 2012), accuracy is a term that used to evaluate the translation in order to equivalent. Text in SL and TL must have equivalent not show distortion meaning and there's no subtraction or addition of the text in SL. But, there are two concepts technique equivalent to solve the problem of equivalent; deletion and addition. This technique is the best method to get meaning that accurately.

In this study, the writer found 133 data (77,79%) that including in accurate translation. This several examples sentences that was translated the translator accurately, for example:

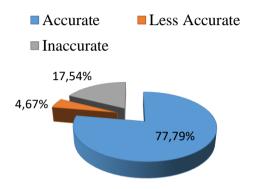
They're just parents that has meaning Mereka hanya orang tua. The sentence above is translated accurately of the translator. The sentence is not show distortion meaning, so the reader can understand the meaning of the sentence. The translator applied the sentence in culture of TL.

From the translation techniques that used literal translation, the translation quality of the script dominant is good not be found distortion meaning. Translation techniques of reduction be found distortion meaning, because there is the word that omitted. There are several sentence that was used translation techniques linguistic compression be found the distortion meaning. This statement there is in scale less accurate, example *Jimbo's just a fill-in* that has meaning is *Jimbo pengganti*. From the example, the word difficult to understand the reader. Whereas the several translation techniques of linguistic compression also be accurate if appropriate in context, example *Your job is a no-brainer* that has meaning is *Tugasmu mudah*. The translation is appropriate of the SL, the word *a no-brainer* translated to Indonesia is *mudah*. So, the reader be easy to understand the translation. From used

translation techniques, they are literal translation, variation, transposition, established equivalent, borrowing, linguistic compression, and generalization is not make distortion meaning.

Chart 1

The Group Accurate Translation



c. Acceptability

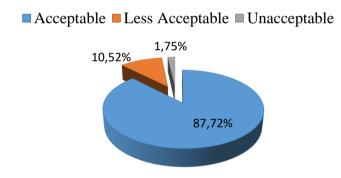
Acceptability is one of the parameters to measure the translation quality. The translator is very important to use the parameters, because the text translations will acceptability the society. In this acceptability, there are three categories; acceptability, less acceptability, unacceptability. The scale of acceptability is (3), less acceptable (2), and unacceptable (1). The definition of acceptability is one of the parameters to determine the quality of translation that notice equivalent the messages between SL and TL. The totalof frequency of acceptability that found the writer is 489 (95, 32%).

The acceptability that found in this study is 150 of 171 data, it means there are 87, 72%. Less acceptability found 18 of 171 data, it means 10,52%. And the unacceptability found 3 of 171 data, it means 1,75%. There are the sentences that were found of translation techniques of literal translation and linguistic compression. The acceptability of translation techniques are literal translation and linguistic compression. The literal translation and linguistic

compression are techniques that dominant used in the translation script the movie. The example of linguistic compression is *Mm*, *sure could* that has meaning is *Bisa*. In translation less acceptability and unacceptability there is several sentence that used translation techniques of linguistic compression, example *Templeton*, *I'm calling in that favor you owe me* that has meaning is *Templeton*, *kutagih utang bantuanmu*. The sentence is difficult to understand because has the ambiguity meaning.

Chart 2

The Group Acceptability Translation



d. Readability

The criteria of readability are the word, technical terms, clause, sentence or text of translation that can understand to readers. The scales of the readability are there are three parts. There are, readability (3), less readability (2), unreadability (1). Of this study, the readability found 139 of 171 data, it means there are 81,28%. Less readability found 25 of 171 data, it means there are 14, 61%. And next, unreadability found 7 data, it means there are 4,10%.

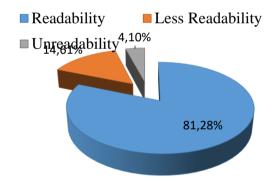
The less readability and unreadability used the translation techniques of linguistic compression that not appropriate of the context, reduction, and borrowing. For example *It's like negotiating with North Korea!* that has

meaning *Seperti bicara dengan Korea Utara*. The sentence of data (3) including in less readability because there is the word in SL that is changing in TL. The word *negotiating* is changing the word *bicara*, so the sentence less readable to understand the reader.

The translation techniques of literal translation are dominant used in readability level. The literal translation is translation word by word, so the sentence easy to understand the readers. For example of literal translation is *On your desk by Friday* that has meaning is *Di mejamu hari Jumat*. The sentence is translated word, technical terms, clauses, sentences or text of translation that can understand to readers.

Chart 3

The Group Readability Translation



5. Conclusions

Based on the analysis that was explained before, there are some points can be drawn in the conclusion of this research:

The writer found nine of 18 of translation techniques by Molina & Albir (2002) that were used in the English and Indonesia translation of "The Boss Baby: Scooter Buskie" serial movie on Netflix. The translation techniques that were used are literal translation, linguistic compression, reduction, borrowing, transposition, adaptation, established equivalent, variation and generalization.

The data of translation quality found by the author is accurate, acceptability, and readability. The translation in the script "The Boss Baby: Scooter Buskie" serial movie can be conclude as the good translation quality.

The highest frequency of translation techniques proposed by Molina & Albir (2002) used in the English and Indonesia in movie is the linguistic compression. The translation quality that is found in the script "The Boss Baby: Scooter Buskie" serial movie is accurately, acceptability, and readability of effect translation techniques. So, the translation of the script "The Boss Baby: Scooter Buskie" serial movie as classified as a qualified translation.

From the conclusion that was explained, the writer provides several suggestions to other. They are; the translator has to understand the translation techniques in translating and also uses three parameters of translation quality. For the next author, can uses the triangulation in collecting data to make the study that credibility. The triangulations that can uses are triangulation method or triangulation of sources. The next author also can uses a different object of the study, for example the novels, songs, poetries, and so on that are appropriate in translation study.

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