

Mock Translation in the Blogosphere: The Creation of an Alternative Discourse

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Researching Translation in the Context of Popular
Culture

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Part I:

- The interconnectedness between concepts central to the argument here.
- Manifestations of how this interconnectedness is reflected in instances of mediatised user-created content in the Egyptian blogosphere.

Three key concepts:

- User-created content (UCC) in the blogosphere
- Mock-translation
- Popular culture

User-created Content (UCC) in the Blogosphere:

- “creative effort [that is] created outside of professional routines and practices. “
Wunsch-Vincent and Vickery (2007), “Participative Web: User-Created Content,” p.8-9.
- A blogger is ideally speaking using their skills to present material for others.
"Reciprocal Attention and Norm of Reciprocity in Blogging Networks." Alexia Gaudeul and Chiara Peroni (2010), pp.2230-2.

Mock-translation

- “an utterance in English which is meant to represent a literal translation from an imagined and non-existent” Irish expression.”

Jennifer Garland (2010), “‘I Am Under Cool’: Humorous Mock-Translation as a Claim to Expertise in an Irish Class,” p.31.

- A variety of translation mal-practices such as literal translation, translatoresque, and unidiomatic translation.

Robert Crawford (1995), “Pound and a Young Poet,” in *Sons of Ezra: British Poets and Ezra Pound*; Juan Mendeses (2014), “Like in the Gringo Movies: Translatoresque and the Global in Roberto Balano’s *2666*, in *The Paradox of Authenticity in a Globalised World*; Max Saunders (2013), “Imagism vs. Impressionism: Ezra Pound and Ford Madox Ford,” in *Imagism: Essays on Its Initiation, Impact and Influence*.

Mock-translation (cont.)

- “At once familiar and remote”, partly translation, and partly fabrication.

Robert Crawford (1995), “Pound and a Young Poet,” in *Sons of Ezra: British Poets and Ezra Pound*. p.176.

- Assumes an original that does not actually exist

Garland , p.31

Popular Culture

- “Popular culture, especially, is organised around the contradiction: the popular forces versus the power-bloc.”

Stuart Hall (1981), “Notes on Deconstructing the ‘Popular’,” in *Cultural Theory and Popular Culture: A Reader*, p.71.

- "ideological struggle" between dominant and subordinate cultures, a terrain large enough to include ethnicity, 'race', gender, generations, sexuality.

Stuart Hall et al (1978), *Policing the Crisis*, 11.

The interconnectedness between the three concepts of 'mock translation', 'user-created content', and 'popular culture' citizen in the realm of citizen social and political participation.

- the interconnectedness between mediatised UCC and popular culture.
- the interconnectedness between mock translation and popular culture.

Mediatised UCC and popular culture

Figure 14: Number of New Facebook Users in the Arab Region, plus Iran, Israel and Turkey (Jan. 5- Apr. 5, 2011)

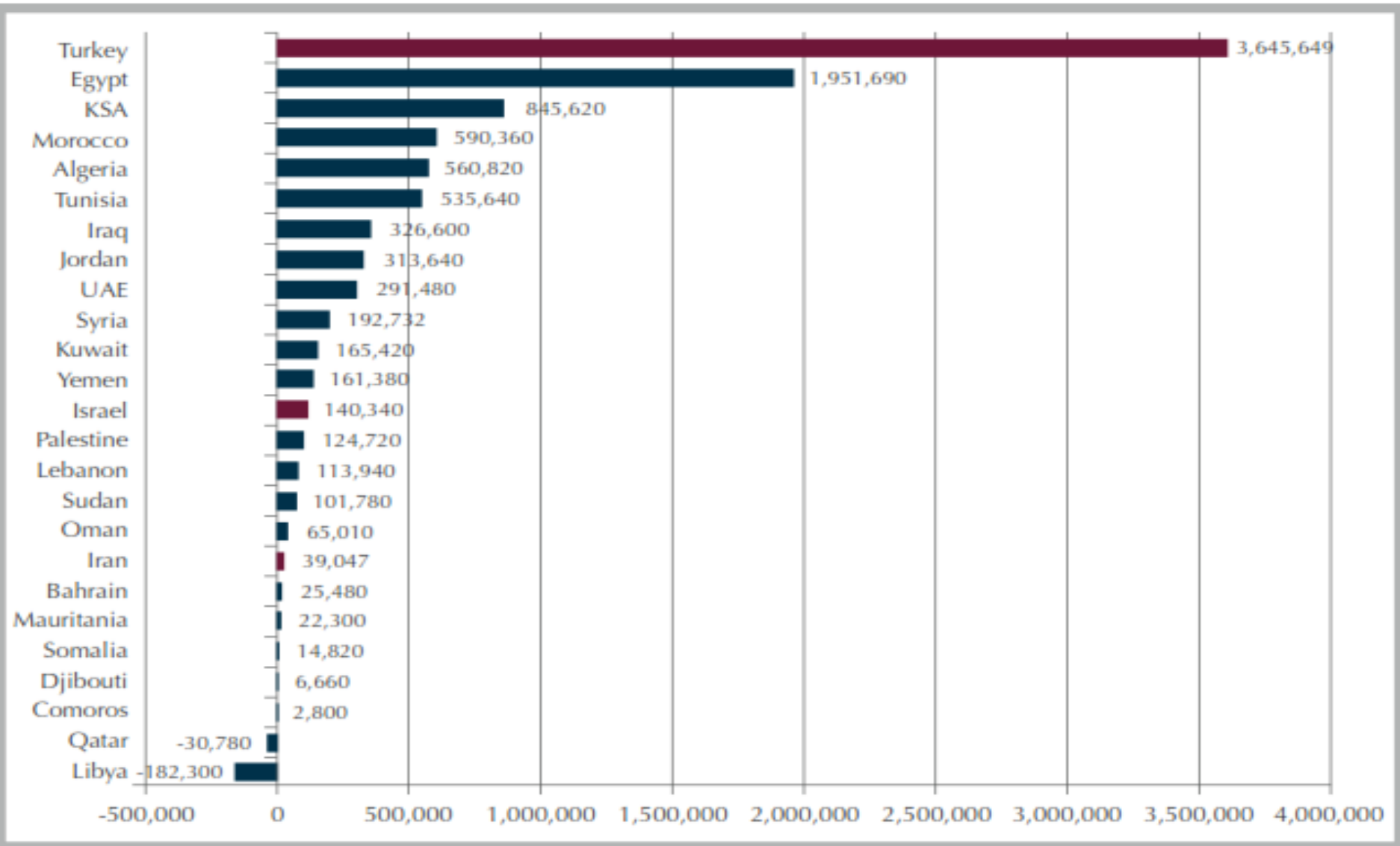
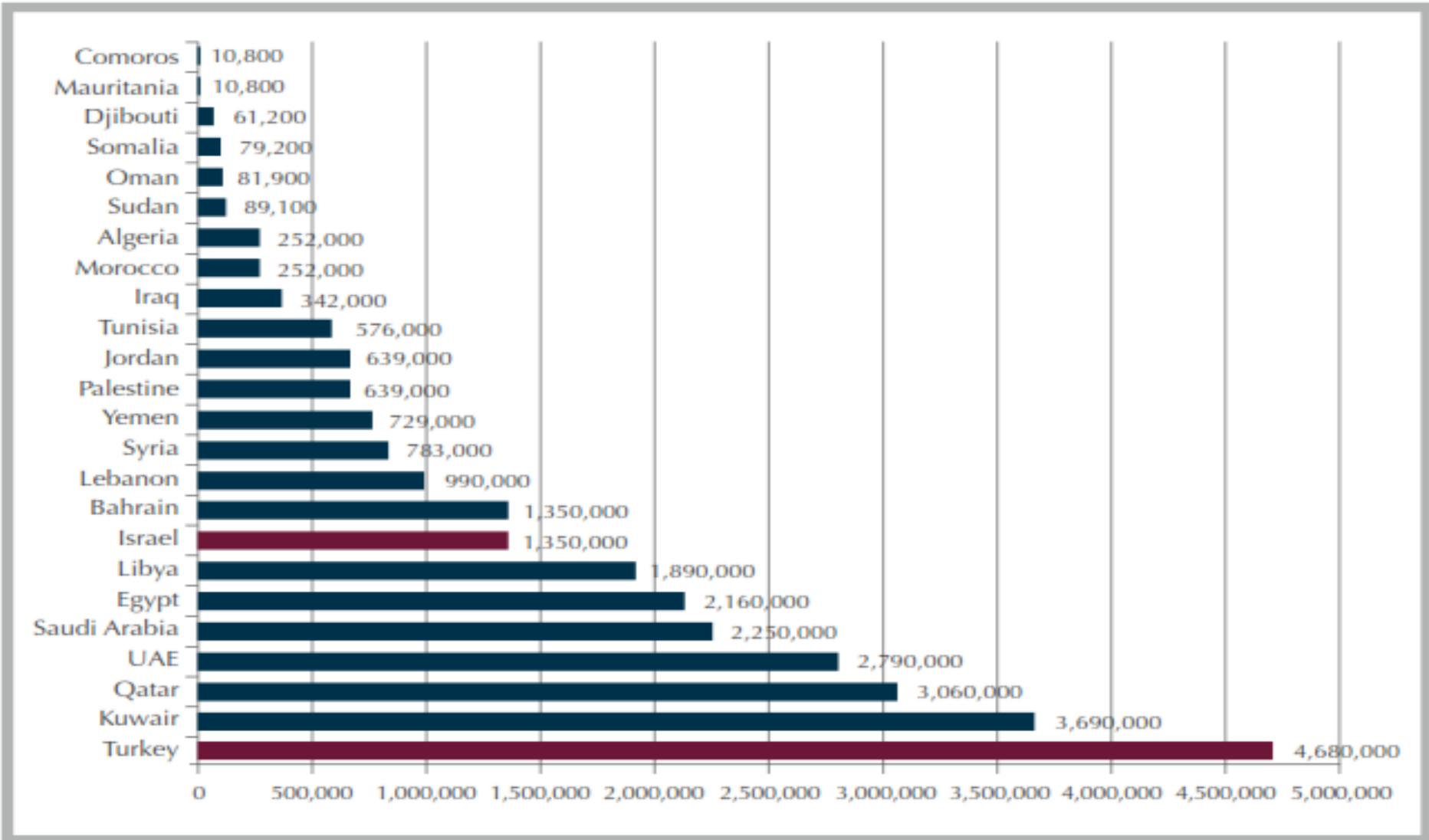
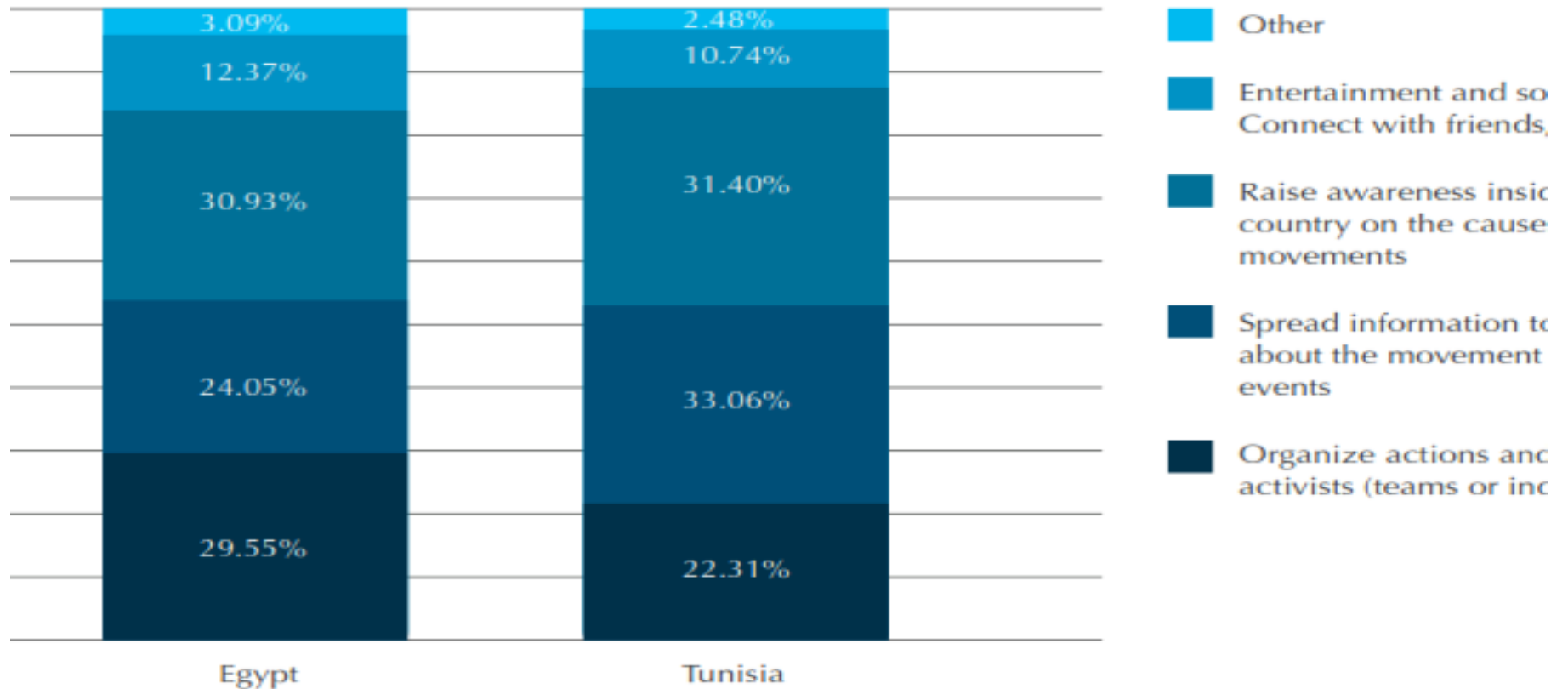


Figure 23: Number of Tweets in the Arab Region* plus Israel and Turkey (Jan. 1 - March 30, 2011)



* Iran was excluded due to lack of credible data on number of tweets

Main Usage of Facebook during the Civil Movement and Events in Early 20



Arab Social Media Report (2001), Vol. 1, No. 2, p7.

Mikhail Bakhtin (1895-1975)

Rabelais and His World (1941/1984)

Carnival Culture:

- "complete system of meaning existing alongside the authoritative world of dominant ideology and social relations."
- "non-official, extra ecclesiastical aspect of the world, a second world outside officialdom."

Mikhail Bakhtin (1994), in *The Bakhtin Reader: Selected Writings of Bakhtin, Medvedev and Voloshinov*, p.194.

Mock-translation and popular culture

Instances of mock-translation in digital subversive practices in the Egyptian blogosphere

- Meming and remixing
- Mock-reportage
- Parodic translation

Meming and Remixing

– Memes

- unit of cultural transmission, transferrable and modifiable and enabling crossbreeding. Adel Iskandar (2014), “The Meme-ing of Revolution: Creativity, Folklore, and the Dislocation of Power in Egypt,” *Jadaliyya*
- "a group of digital items sharing common characteristics of content, form and/or stance... circulated, imitated, and/or transformed via the internet by many users." Limor Shifman (2014), *Memes in Digital Culture*, 41.
<http://interviews.jadaliyya.com/pages/index/19122/the-meme-ing-of-revolution-creativity-folklore-and>

- Remixes

products of the RW (Read/Write culture)- a culture that encourages re-writing already existing cultural elements.

Lawrence Lessig (2008), *Remix: Making Art and Commerce Thrive in the Hybrid Economy*, p.88.



Yao Ming- Chinese Basketball Player

<https://www.google.com/search?q=taiwanese+meme&ie=utf-8&oe=utf-8#q=yao+ming>



Yao Ming as meme

<https://www.google.com/search?q=taiwanese+meme&ie=utf-8&oe=utf-8#q=yao+ming>



Video Cover (Old English Remix)

https://www.youtube.com/results?search_query=remix



الحملة الشعبية لمطالبة الفريق سامي عنان بالترشح لرئاسة الجمهورية

10,174 likes · 6,336 talking about this



https://www.youtube.com/results?search_query=remix



https://www.youtube.com/results?search_query=remix



<https://www.google.com/search?q=%D8%B5%D9%88>



<https://www.google.com/search?q=%D8%B5%D9%88>



<https://www.google.com/search?q=%D8%B5%D9%88>



<https://www.google.com/search?q=%D8%B5%D9%88>



<https://www.google.com/search?q=%D8%B5%D9%88>

«أنا طخيت الظابط»

“I Shot the Officer”



I Shot the Sheriff.mp4



Talaat Abdulla
Attorney General between 2012-3



Magdi Wahba
Actor- (1944-1990)

remix

- أنا طخيت الظابط
- <https://www.youtube.com/watch?v=3TS7nMgxAKQ>

Mock Reportage:



<http://www.elkoshary.com/>

- **Where would we be without the Police?**
Egypt takes a day off to celebrate the nation's finest men
- **Egypt's gay community "homophobic"**
New study reveals that gays in Egypt exist, but hate each other.

<http://www.elkoshary.com>

- **President-elect Morsi picks agnostic bisexual vegetarian as VP**
The MB is working hard to unite the country and quell fears of an Islamist takeover.
- **Microbus driver sent to rehab for not causing an accident in over a year**
“The man is an insult to our business,” say his colleagues.

<http://www.elkoshary.com>

Massive wave of stability sweeps through Egypt -- leaves millions dead

Egypt's new constitution heralds the end of an era of ups and downs and ensures a stable application of the latter.

"A deadly wave of stability swept through Egypt soon after the unrigged results of its constitutional referendum were announced this morning.

Millions have reportedly been swept away to their deaths as the stabilizing wave crashed through Egypt's streets, reducing the heart rate of countless citizens to a very stable zero beats per minute.

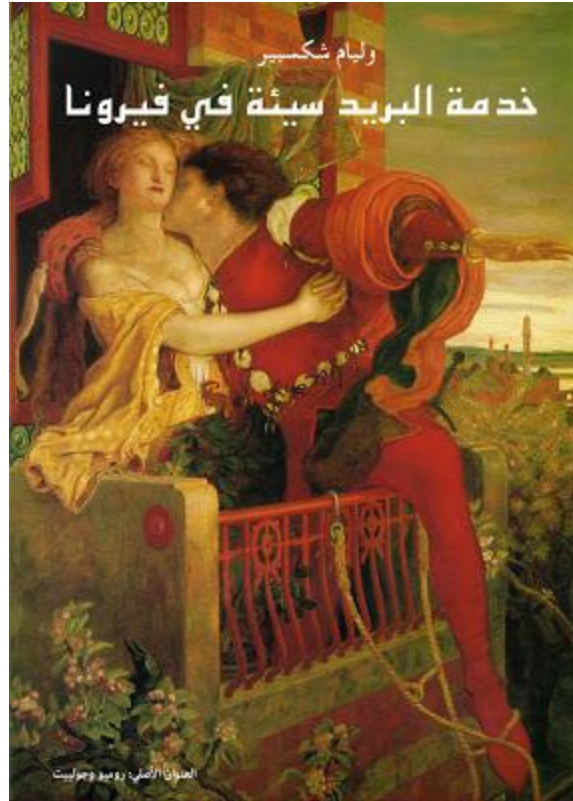
Nevertheless, the wave is believed to have saved the country by bringing a complete standstill to a dangerous, revolutionary process that threatened to transform Egypt into a non-dictatorship based on atheistic values such as basic women's rights and similar obscenities."
<http://www.elkoshary.com/features/massive-wave-stability-sweeps-through-egypt-leaves-millions-dead>

Parodic Translation



Lector Communis

<http://re-titling-history.blogspot.com/>



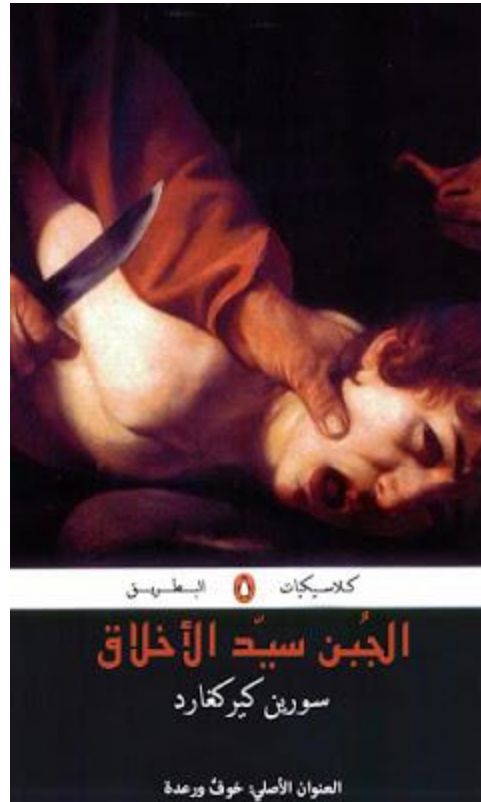
The Postal Service in Verona Sucks

[Original Title: *Romeo and Juliet* – William Shakespeare]

<http://re-titling-history.blogspot.com/>



- ***Encyclopaedia of the History of Opium in Ireland***
- [Original Title: *Ulysses*- James Joyce]
<http://re-titling-history.blogspot.com/>



- ***Cowardice is the Best Policy***
- [Original Title: *Fear and Trembling*- Søren Kierkegaard]

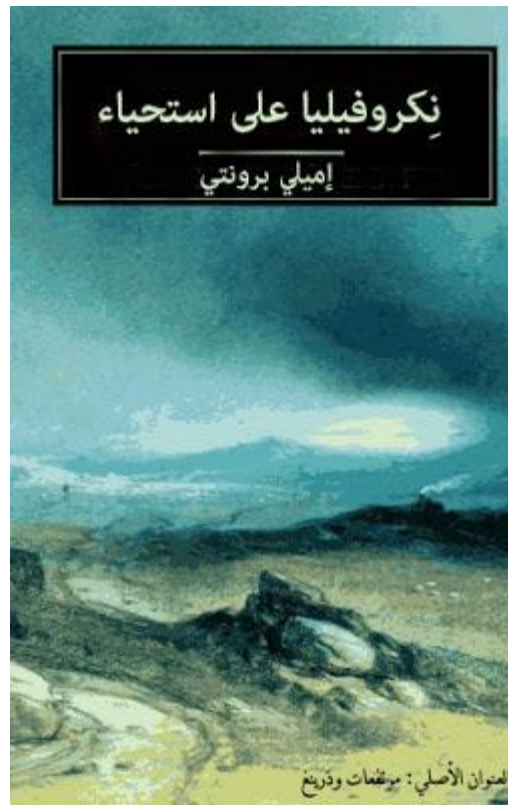
<http://re-titling-history.blogspot.com/>



أساتذة الجامعة الألمان
عمرهم ما شافوا نسوان!
كريستوفر مارلو

العنوان الأصلي: التاريخ المأساوي لدكتور فاستوس

- ***German University Professor Never Saw Chicks***
- [Original Title: *Dr. Faustus* – Christopher Marlowe]
<http://re-titling-history.blogspot.com/>



- ***Timid Necrophilia***
- [Original Title: *Wuthering Heights*- Emily Bronte]

<http://re-titling-history.blogspot.com/>

خماسية الاسلام

طارق علي

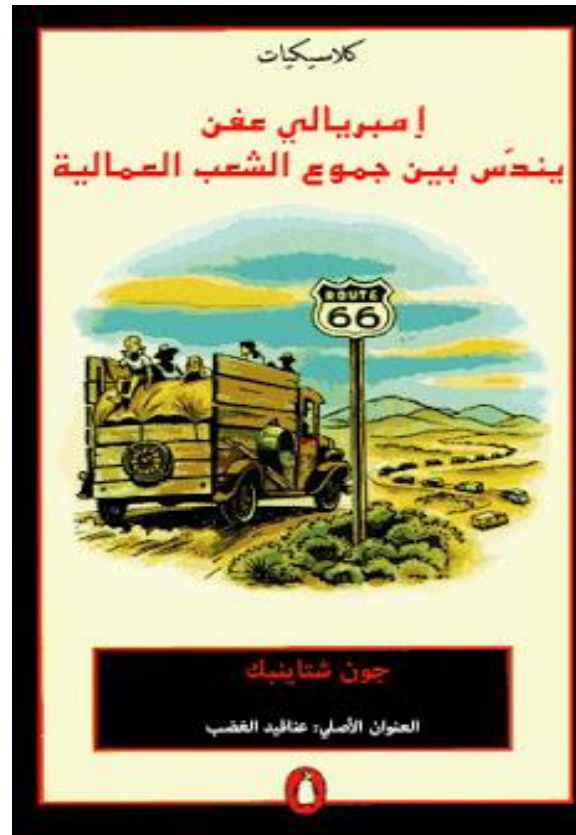
الكُفّار غلبوني في الشطرنج
(مش لاعب معاهم تاني)

رواية

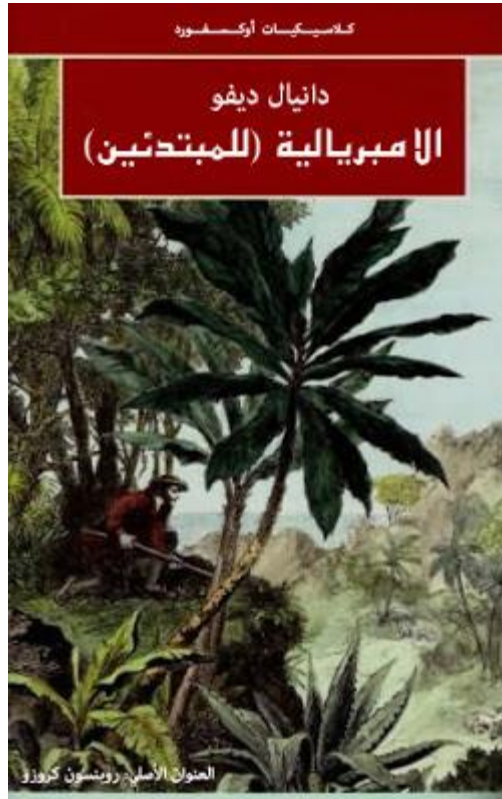


العنوان الأصلي:
ظلال شجرة الرمان

- ***The Infidels Beat Me at Chess (I Ain't Gonna Play with Them Again)***
- [Original Title: *Shadows of the Pomegranate Tree-Tariq Ali*]
<http://re-titling-history.blogspot.com/>

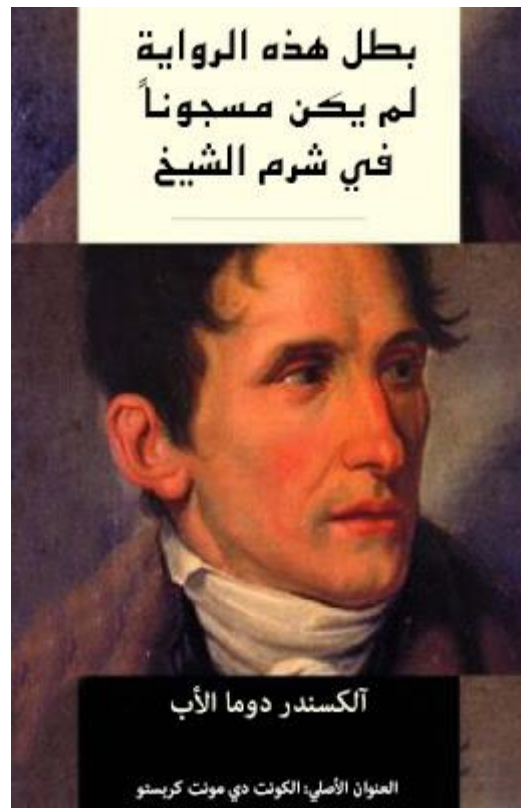


- ***A Bloody Imperialist Infiltrating the Ranks of the Working Classes***
- [Original Title: *Grapes of Wrath*- John Steinbeck]
<http://re-titling-history.blogspot.com/>



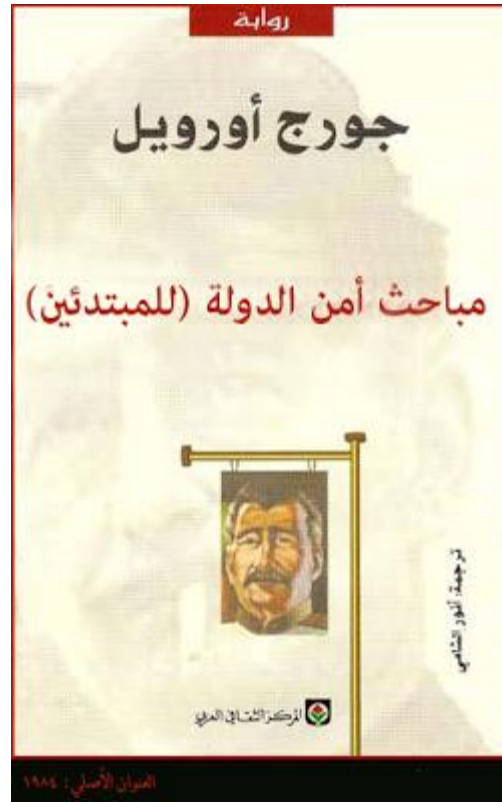
- ***Imperialism (For Beginners)***
- [Original Title: *Robinson Crusoe* – Daniel Defoe]

<http://re-titling-history.blogspot.com/>



- ***The Protagonist of the Novel was Not Imprisoned in Sharm al-skaikh***
- [Original Title: *The Count of Mount Cristo-*
Alexandre Dumas, Père]

<http://re-titling-history.blogspot.com/>



- ***The State Security Investigation Bureau (For Beginners)***
- [Original Title: *1984*- George Orwell]
<http://re-titling-history.blogspot.com/>



- ***We've Aged... We've Aged***
- [Original Title: *On Revolution* – Hannah Arendt]
<http://re-titling-history.blogspot.com/>

Re-titling History

<http://re-titling-history.blogspot.com/>