

Negotiating Cultural Transfer: A Case Study on Turkish and French Dubbing of Netflix's *Emily in Paris*

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Abstract:

Audiovisual Translation (AVT) has been drawing scholarly attention due to the proliferation of streaming platforms that offer subtitles, closed captions, audio description, and dubbing across multiple languages. Thanks to technological developments, the rise of video-on-demand (VOD) platforms has revolutionized the consumption of multilingual content and opened up new opportunities for research in Translation Studies (TS). Among emerging AVT modalities, it is possible to state that dubbing is regaining significant popularity. Netflix's Original Series entitled *Emily in Paris* (2020-present) provides us with an intriguing case study as it offers an opportunity to examine the nuances of dubbing in two distinct linguistic and cultural contexts: French and Turkish, a Western language and a non-Western language. Translators of the series seem to create a balance between preserving the episode's original meaning and making it suitable for different audiences. With dialogues in both French and English, this bilingual and hybrid production provides an unusual opportunity to examine cultural transfer in dubbing. This case study focuses on Season 3, Episode 2, entitled "What is it all about...?" (in English), "Qu'est-ce que ça veut dire?" (in French), and "Ne olacak..." (in Turkish). Including bilingual dialogues and references to both American and French culture, this episode exemplifies the complexities of cultural transfer. The primary focus of this study is to examine the dubbing strategies employed in both the French and Turkish versions of the episode. On the whole, this study demonstrates the challenges and culturally adaptive solutions involved in dubbing a bilingual series like *Emily in Paris*.

Keywords: Audiovisual Translation, dubbing, cultural transfer, domestication

