

The New Norm(al) in TV comedy: Rendering Culturally-Derived Humour in *The New Normal*

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ABSTRACT

This paper examines the translation of culturally-derived humour – i.e. humour that is created by means of extralinguistic culture-bound references (ECRs) – in the US-American TV series *The New Normal* (Adler and Murphy 2013). The data were culled from two episodes that were subtitled into Greek for the purposes of the present study. Both episodes feature a number of instances where assumptions associated with ECRs enhance the intended comic effect. Emphasis is placed on the most indicative examples, where the decision-making process was mainly directed towards facilitating the target audience's understanding of the humour. The article investigates the identification, description and scholarly analysis of certain subtitling strategies that could contribute to a new model of humour translation in audiovisual texts. The employed strategies interact with factors pertinent to: a) the target audience's sociocultural familiarity with ECRs and b) elements of characterization within the bounds of the TV programme.

KEYWORDS: audiovisual translation, extralinguistic culture-bound references (ECRs), humour, *The New Normal*, translation strategies.