Introduction

European Spanish AVT texts translated from English tend to vulgarize. Do Latin American subtitles avoid vulgarization strategies and tend to sanitize instead to accommodate their greater, heterogenous audience?

Define swearwords.

* **landau1984dictionaries** 
  + “Most slang is colorful, irreverent, or facetious, but it is not to be confused with taboo words. Although slang is often meant to shock the staid or discomfort the pretentious, it is not intended essentially to violate the properties of common decency, although it may (…) Many taboo words are not slang, and most slang expressions do not deal with sexually or scatalogically offensive concepts” (38)
  + “there are no criteria to establish what can be offensive, when and where, or who might find a certain word or expression offensive” (233)

Tolerance of swearwords across cultures.

* **scheu1998analysis**
  + “All languages have swear-words and the kind of swearing in any given language may reveal to us something about the values and beliefs of the speakers of that language, as there exist intercultural differences on how, when, why, and even to whom swear-words are used” (390).

Spain is more tolerant of swearwords.

* **valdeon2015ab**
  + “In fact, European Spanish is certainly more tolerant of taboo words than British and American English in most contexts, including media. For example, the rather strict television regulations that characterize the US and the UK mark a sharp contrast with the Spanish situation, where some conventions are supposed to be observed but, in reality, swearwords are used all the time at any time of the day or night” (381).
* **valdeon2020swearing**
  + “it may be argued that the results support the view that the offensiveness and frequency of swearwords vary across languages and cultures” (11)
  + “In fact, in connection with native speakers of Spanish vis-à-vis other Western languages, it has been claimed that speakers of European Spanish swear much more than other European” (Allison, 2001, 43; Rox Barasoain, 2008: 360).
  + “European Spanish speakers being more tolerant of swearing than Anglophone speakers” (5)
* **scheu1998analysis**
  + “It is not very uncommon at all to hear swearwords amongst members of the Spanish Parliament in any of the sessions of the Congress” (391)
* **pavesi2022reception**
  + “The Spanish participants’ overall assessment of swearing reveals a considerable tolerance for swear words, both in dubbed dialogue and in original, domestic clips” (8)
  + “the Spanish group appears to accept swearing more readily than the Italian group in domestic products as these respondents’ reactions to swear words in Spanish films were significantly more tolerant than those by Italian speakers to similar items in Italian films” (9)
  + “the Spanish speakers accepted swear words more readily than the Italian respondents” (10)

Gap in the literature: Swearing in Latin America is not studied because it is comprised of 19 (Spanish-speaking) countries. There is no standard language or culture that encompasses all of Latin America, so to study the entirety of it as if it had a monolithic culture with specific values towards swearwords is misguided. Although it is true that there is linguistic and cultural variation within Spain, that variation pales in comparison to the variation present across Latin America.

Standardization of language and culture.

* **moreno2019variedades**
* De igual manera que se disocian los conceptos que se acaban de mencionar, hay que evitar la identificación del “español estándar” con la modalidad castellana. Históricamente, las normas de estandarización del español se construyeron sobre la base del español de Castilla (castellano), pero ese criterio de estandarización ha cambiado completamente. Desde finales del siglo XX, la elaboración y difusión de la norma ortográfica, gramatical y léxica se hace desde una entidad internacional: la Asociación de Academias de la Lengua Española. Para ello, se tiene en cuenta que la realidad del español es policéntrica y que existen diversos modelos de referencia para el uso culto de la lengua, según el área dialectal de que se trate. Las normas actuales del español se crean teniendo en cuenta esa multiplicidad de normas regionales, que se aceptan para sus usos cultos. No obstante, los hispanohablantes mantienen sus respectivas modalidades en el plano oral, sin perder la conciencia de que las distancias lingüísticas entre variedades no afectan gravemente a la intercomprensión general ni a la identificación de una gran comunidad conocedora y usuaria de una misma lengua (27)

Localization. Translators working from another language/culture into European Spanish must only observe one country’s cultural and linguistic norms i.e., Spain. However, translators localizing subtitles for a Latin American audience have to produce target texts that are intelligible for 19 countries, all of which have different linguistic and cultural norms. Although it is true that linguistic and cultural variation exists within a singular country (that is, Spain’s linguistic and cultural landscape is not a monolith), it is understandable that producing a target text meant to reach *at least* 19 different countries with unique linguistic and cultural norms, all of which have variation within themselves as well, is a more daunting task.

Vulgarization of Spanish target texts in AVT is common:

* **valdeon2020swearing**
  + “swearwords were omitted or toned down in just 13.91% of the cases, whereas swearwords replaced neutral words, were added or were replaced by stronger taboo words in 42.35% instances” (5).
  + “Overall vulgarization strategies clearly outnumber the toning down/omission of swearwords and equals the number of cases where the swearwords found in English are preserved in Spanish” (5)
* **valdeon2015ab**
  + “Although the learners had been encouraged to be as inventive and spontaneous as possible in order to sound natural in Spanish, they created Spanish texts that reproduced the informal tone of the original, but tended to avoid taboo words. This clearly runs counter to the choices made by professional translators, who favored a higher frequency of swearwords in both the dubbed and subtitled versions” (375).
  + “If we consider the whole series, the increase went from 18 in the English programs to 46 in the Spanish dubbed versions” (380).

Gap in the Literature: AVT investigations primarily focus on European Spanish, not any Latin American varieties.

Research Design

Rationale

This research attempts to fill in the gap in AVT research by investigating the degree to which swearwords are maintained in Latin American subtitle translations from English. It has been found that European Spanish tends towards vulgarization, but given the greater audience that Latin American subtitles are subjected to, translators may sanitize texts as to accommodate the larger, heterogenous cultural norms across various audiences.

Research Question

Given the tolerance towards swearing in Spain, will Spanish subtitles reflect the tolerance by sanitizing swear words less frequently than their Latin American counterparts in *The Wolf of Wallstreet*?

Research Hypothesis

Latin American subtitles will sanitize swear words more frequently than their European Spanish counterparts in the translation of *The Wolf of Wall Street.*

Data

*The Wolf of Wall Street*. Four different subtitle translations. Two localized for Spain, two localized for Latin America.

Methodology

Data Analysis

Results

Statistical Analysis

Discussion

Future Research