

Global or glocal heroes in PJs?

A multimodal analysis of child depiction in dubbed cartoons

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The influence of globalization and popular culture on children's media has been widely discussed. While, initially, some critics feared a move towards a more global and 'Disneyfied' culture threatening diversity (see Davies 2004, O'Sullivan 2005), more recent research highlighted a growing countermovement of local forces and the localization of global media (see Machin & Van Leeuwen 2007, Borodo 2017). However, a more thorough analysis of the complex relationship between the local and the global in specific contexts is needed, rather than subscribing to "sweeping generalizations" (Van Leeuwen & Suleiman 2010:232).

This is a central aim of our multimodal analysis of dubbed animation drawing on descriptive translation studies (DTS), audiovisual translation (AVT) theory, multimodal text analysis (Kress & Van Leeuwen 2006) and social semiotics (Van Leeuwen 2005, Taylor 2016). The Dutch and Swedish dubbed versions of the globally distributed children's animation *PJ Masks* are used as a case study. Originally, a French picture book series, *Les Pyjamasques* was adapted for the screen and distributed globally on Disney Junior and Netflix, but it was also picked up by the Swedish public service broadcaster.

In dubbing, the original visuals are maintained, while the dialogue tracks are replaced, resulting into different glocal products (Chaume 2012). Using a social semiotic approach and applying a multimodal text analysis following Kress & Van Leeuwen (2006), the main focus of our study will be 'ideational representations' of children (e.g. Painter et al 2013), i.e. analysing how child characters, their actions and characteristics, are depicted multimodally in the dubbed versions in comparison to the original. Subsequently, the results are seen in a broader social and cultural context, more specifically within the global/glocal context of media for children (Borodo 2017).

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