

Translating Euphemistic Language related to Sexuality in E.L. James' 'Fifty Shades of Grey' into Sinhalese: An Analysis of Translation Techniques

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E.L. James' trilogy, comprising *Fifty Shades of Grey* (2011), *Fifty Shades Darker* (2012), and *Fifty Shades Freed* (2012), achieved global prominence, captivating diverse audiences, and inciting substantial controversy due to its explicit erotic content. Notably, the author employs euphemistic language extensively throughout the novels when addressing sexual themes. Consequently, this study aims to investigate the translation of such euphemisms into Sinhalese, examining the translation techniques employed by the translator. Utilising a descriptive qualitative research design, this study focuses on extracting euphemistic language pertaining to sexual organs, excretion, and sexual play from the inaugural book of the trilogy. The selection of relevant euphemistic examples is conducted through purposive sampling. The research instrument employed for analysing the translation techniques is based on the framework introduced by Molina and Albir (2002), offering a comprehensive set of translation techniques utilized by translators. Through a meticulous analysis of the identified translation techniques, this study seeks to unravel the translator's decision-making process concerning the handling of euphemistic language in the context of *Fifty Shades of Grey*. By shedding light on cultural nuances, language choices, and the reception of such literature within the Sinhalese audience, this research endeavours to make a significant contribution to the field of literary translation, specifically addressing euphemistic language related to sexuality. Moreover, this study will contribute to our understanding of the intricate challenges involved in translating erotic content, while providing valuable insights into the cultural adaptation and linguistic strategies employed in rendering euphemistic language into Sinhalese.

Keywords: Euphemistic Language, *Fifty Shades of Grey*, Sexuality, Translation, Translation Techniques