

## Methods of Name Translation

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**Abstract:** The article talks about possible translation options for proper names in a literary text. In relation to foreign proper names - whether they are the names or surnames of real or fictitious persons, geographical names, etc. - the issue of their sound design during translation and, accordingly, their writing is of great importance.

**Keywords:** proper name, literary text, transcription, sound, spelling of the name, transliteration, tracing

### Introduction:

One of the most problematic problems that translators face when translating works of art is proper names. The question is should the proper names be translated. Proper names play an important role, since the acquaintance of people with each other begins with finding out the name. In addition, proper names, unlike common nouns, are characterized by universality, since, when switching from one language to another, we strive to preserve their sound, color or semantic load.

It is believed that proper names are "translated" as if by themselves, automatically, purely formally. The result of such a formal approach is numerous errors, discrepancies, inaccuracies in the translation of texts and the use of foreign names and titles.

It should be noted that there are 3 translation methods for transferring proper names: transliteration, transcription and tracing.

**Transliteration** is the exact transfer of signs of one writing system by signs of another writing system, in which each sign (or sequence of signs) of one writing system is transmitted by the same sign (or sequence of signs) of another writing system.

Like any other translation technique, transliteration has advantages and disadvantages.

Advantages - the written version of the name is not distorted, its carrier has a universal, language-independent identification.

Disadvantages – difficulty in restoring the original form of a foreign name or surname given in the translated transcription, that is, with an orientation to the sound, and not to the spelling of the name.

The need for transliteration arose at the end of the 19th century when Prussian scientific libraries were created for inclusion in a single catalog of works written in languages with Latin, Cyrillic, Arabic, Indian and other writing systems. Transliteration instructions, compiled for the needs of these libraries, served in the 20th century as the basis for the standard for translating non-Latin writing systems into Latin.

**Translation transcription** is a formal phonemic reproduction of the original lexical unit using the phonemes of the target language, phonetic imitation of the original word. Transliteration is a formal letter-by-letter reproduction of the original lexical unit using the alphabet of the translating language, a letter-by-letter imitation of the form of the original word. In this case, the source word

in the translated text is presented in a form adapted to the pronunciation characteristics of the target language.

Transliteration and transcription are used to translate proper names, names of peoples and tribes, geographical names, names of business institutions, companies, firms, periodicals, names of sports teams, stable rock groups, cultural objects, etc. Most of these names are relatively easy to transcribe or, less commonly, transliterate.

In relation to foreign proper names - whether they are the names or surnames of real or fictitious persons, geographical names, etc. - of great importance is the question of their sound design in translation and, accordingly, of their writing. The more discrepancies in the phonetic structure of the two languages, in the composition and system of their phonemes, the more acute this issue.

**Tracing** is the reproduction of not a sound, but a combinatorial composition of a word or phrase, when the constituent parts of a word (morpheme) or phrase (lexeme) are translated by the corresponding elements of the translating language. Tracing as a translation technique served as the basis for a large number of various borrowings in intercultural communication in those cases. When transliteration was unacceptable for aesthetic, semantic or other reasons.

Tracing is used to transfer part of geographical names, names of historical and cultural events and objects, titles and titles, names of educational institutions, art. Works, government agencies, museums, terms, etc.

A specific complication when using this method of translation is the need to expand or collapse the original structure, that is, add additional elements to it or reduce the original elements.

Thus, it can be concluded that the problem of the transfer of proper names in interlingual and intercultural communication is relevant, as is the communication itself between peoples, and there will always be difficulties and errors associated with it and, most likely, will arise due to both subjective and objective reasons. However, the number of inaccuracies and errors depends on how consciously we approach the resolution of difficulties and the analysis of their causes. Objective difficulties, first of all, are connected with the properties of proper names, while subjective ones - with language intermediaries - primarily translators, teachers of foreign languages and journalists who do not always see the depth of this problem.

**Conclusion:** Despite the fact that the theory of translation of proper names has not yet been studied so deeply as to claim that some name or title is transmitted incorrectly, each translator must and must be aware of the objective contradictions associated with the functioning of the name in another language environment. This is the only way to avoid subjective errors and inaccuracies.

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