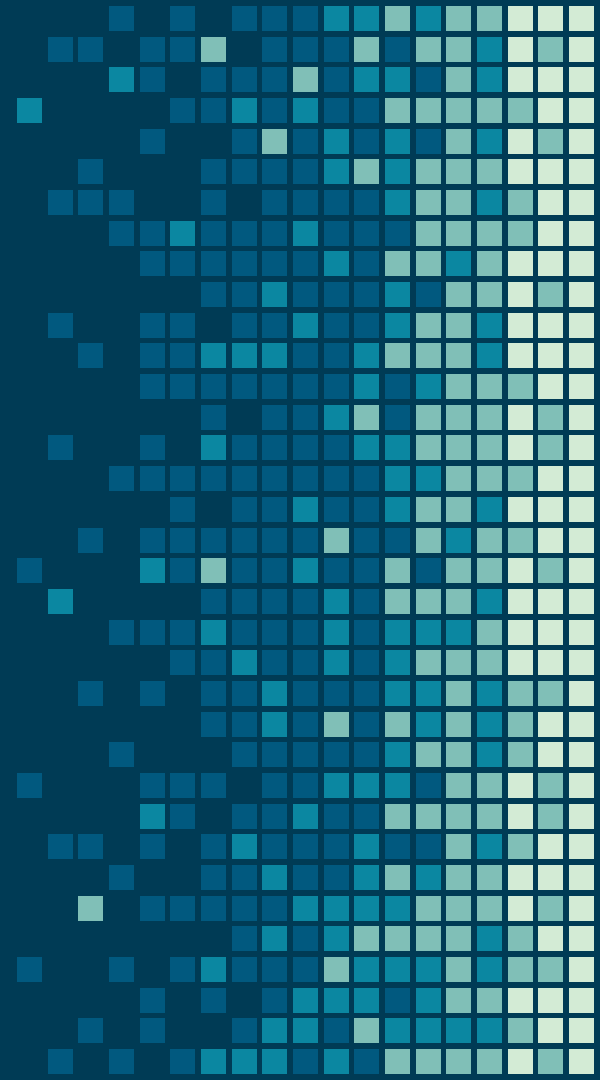


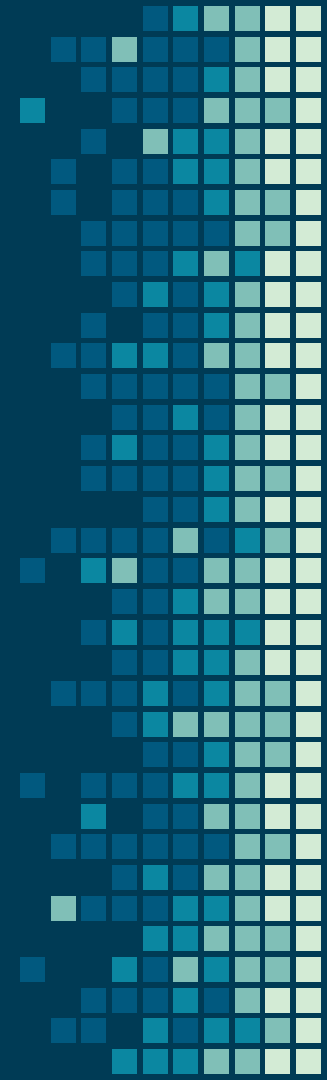
PROPER NAMES

in TRANSLATION



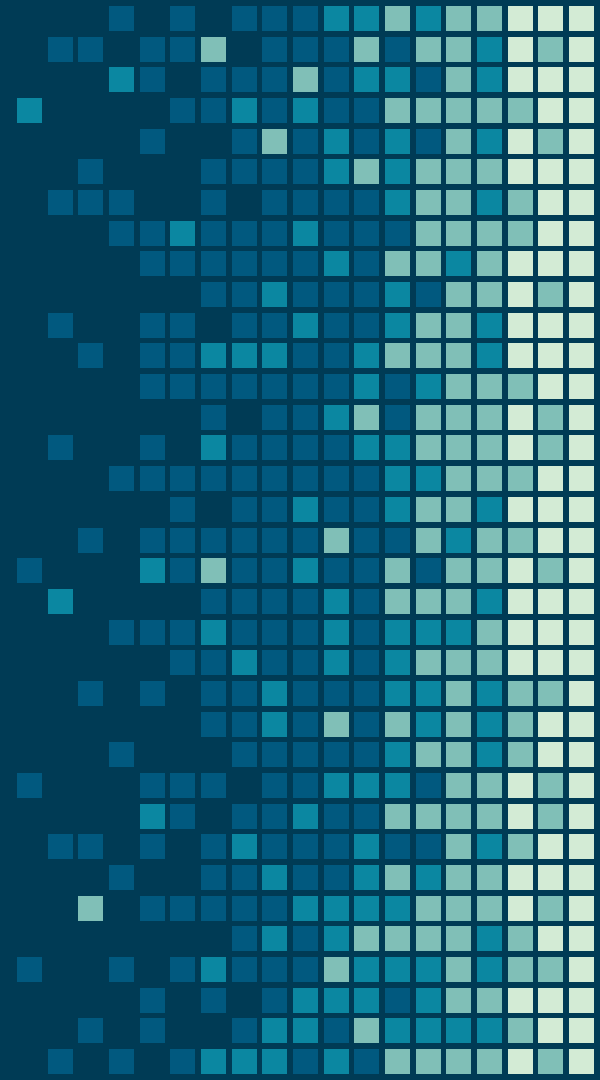
# Proper Names include:

- Personal names, family names, nicknames, names of animals;
- Geographical names, cultural names (monuments);
- Names of tribes, peoples;
- Names of firms, companies, corporations;
- Names of sport teams, clubs;
- Names of space-rocket hardware, warlike equipment, cars;
- communications station call signs;
- Mass media, periodicals, etc.



Proper Names are

“the most problematic to translate, in part because their significance is often culturally specific and dependent on cultural paradigms”.



## Proper Names:

the words whose main function is to identify an individual referent (an individual person, animal, place, or thing)

nouns used to name a certain person, place or thing

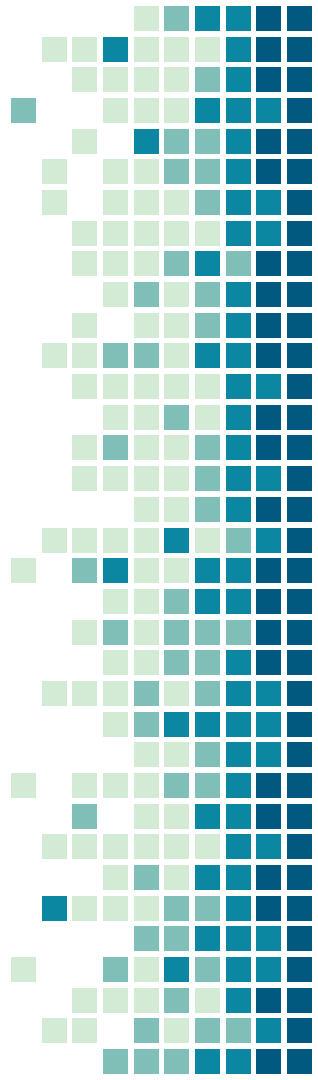
Proper names may be non-descriptive, though they

- are “not non-informative”,
- indicate ethnic, national, racial, and religious identity;
- reveal the existence of the “cultural otherness”, and signal that the text originated in a different culture;
- are context-free words.

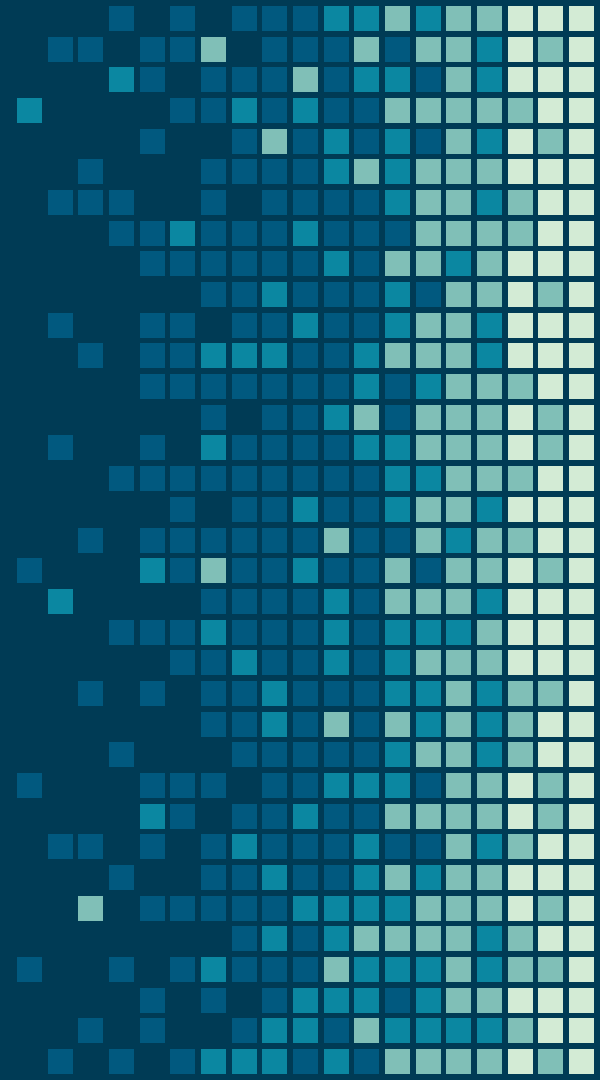
William	Вильям и Уильям
Huxley	Гексли и Хаксли
Watson	Ватсон и Уотсон



German Titov	немец ТИТОВ
The Gaza Strip	Газовый Сектор
Charles de Gaulle	Чарльз де Голль
The Legend of Icarus	Легенда об Икаресе



# Elementary Transformations



## Proper Names in Translation

**transcription** : *Mary – Мэри, Murdoch - Мэрдок*

**Transliteration**: *Wellington – Веллингтон,  
Newton- Невтон (but: Ньютон)*

**Calque**: *the Indian Ocean -- Индийский океан*

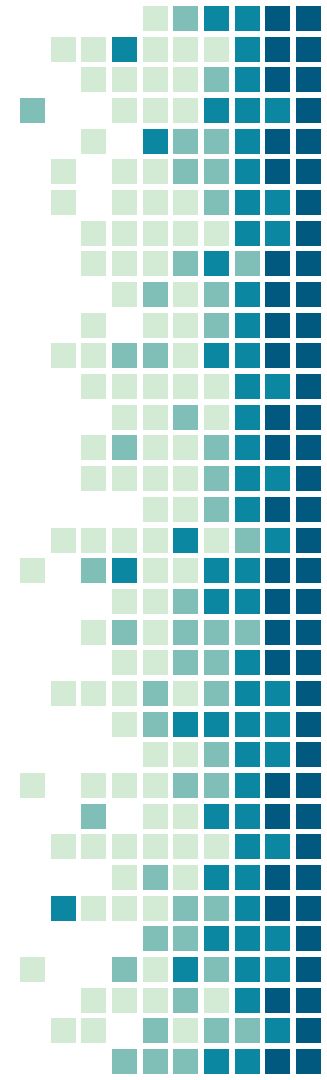


**Traditions** and personal preferences  
should be taken into account

*Van Cliburn - Ван Клиберн (Ван Клайберн,)*



<https://www.marieclaire.ru/vestnik/top-5-melodiy-vana-kliberna-kotoryie-doljen-znat-kajdyiy/>



# Check pronunciation:


<https://www.howtopronounce.com/>

<https://www.oxfordlearnersdictionaries.com/definition/english/van-cliburn>

Oxford **Learner's Dictionaries** Redeem Upgrade Help Sign in

Dictionaries Grammar Word Lists Resources


English Search Oxford Advanced Learner's Dictionary


Book **IELTS' official practice test** to prepare for test day 

Ad closed by Google

Definition of **Van Cliburn** from the Oxford Advanced Learner's Dictionary

## Van Cliburn

 /væn **ˈklaɪbɜːn**

 /væn ˈklaɪbɜːrn/

★ (1934-2013) a US piano player of classical music. He first became famous in 1958 when he won the International Tchaikovsky Competition in Moscow, the first time it had been won by somebody who was not Russian.

### Nearby words

cleverly *adverb*

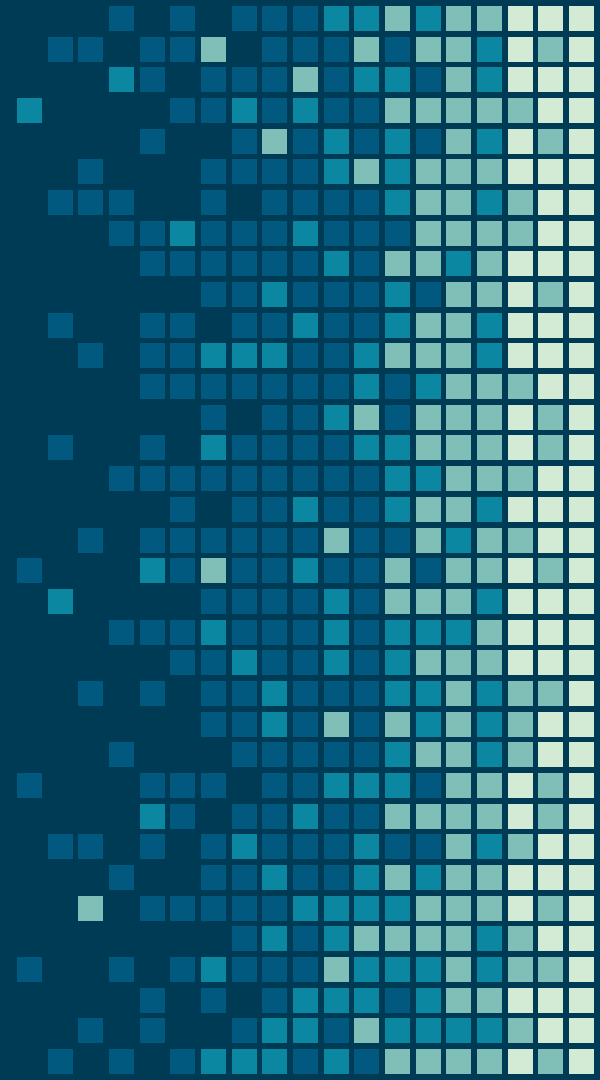
cleverness *noun*

**Van Cliburn**

cliché *noun*

clichéd *adjective*

# Personal Names in Translation



**Names of foreign origin**, spelt in the Latin alphabet, are usually written in English in their original form:

*Beaumarchais – Бомарше*

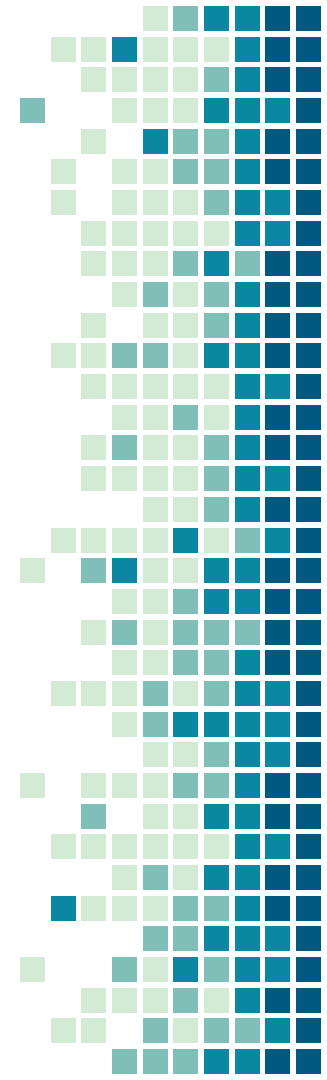
*Aeschylus – Эсхил*

*Nietzsche – Ницше*

*Dvořak – Дворжак*

*Mozart – Моцарт*

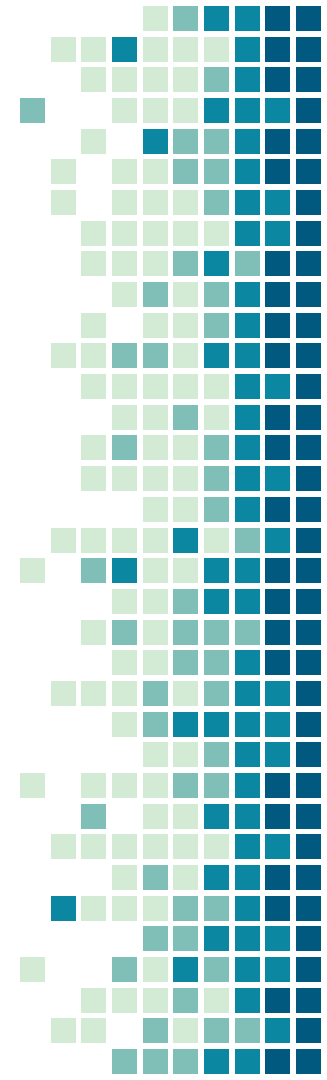
In Russian they are rendered mostly by their sound form - in **transcription**.



Some Renaissance and eighteenth-century figures adopted classical names which are then sometimes naturalized:

*Copernicus* – *Copernic* – *Коперник*,

*Linnaeus* – *Linné* – *Линней*.



## Oriental names

differ from English names:

*Mao Zedong* - *Мао Цзэдун* (*Mao* is the family name and *Zedong* is the first name).

Some Chinese have westernized their names, putting their given names or the initials for them first:

*P.Y. Chen*

Most Chinese personal names use **the official Chinese spelling system** known as **Pinyin**, literally '**spell-sound**.'

**Pinyin** - the standard system of romanized spelling for transliterating Chinese characters into the Roman alphabet (developed in China, 1958).

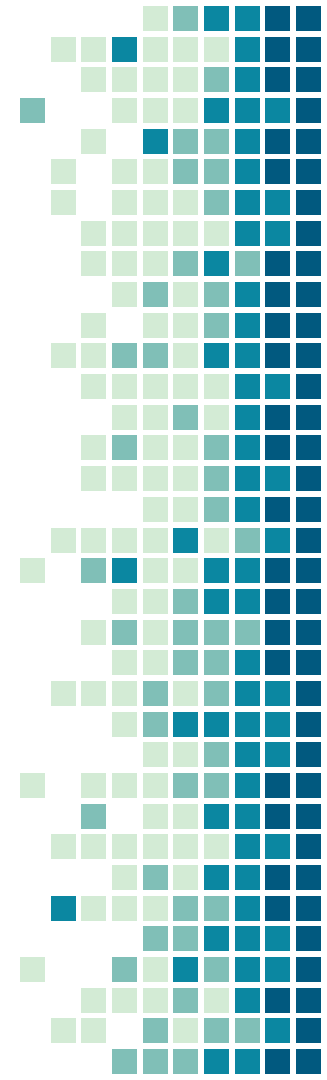
*Liang* – Лянь

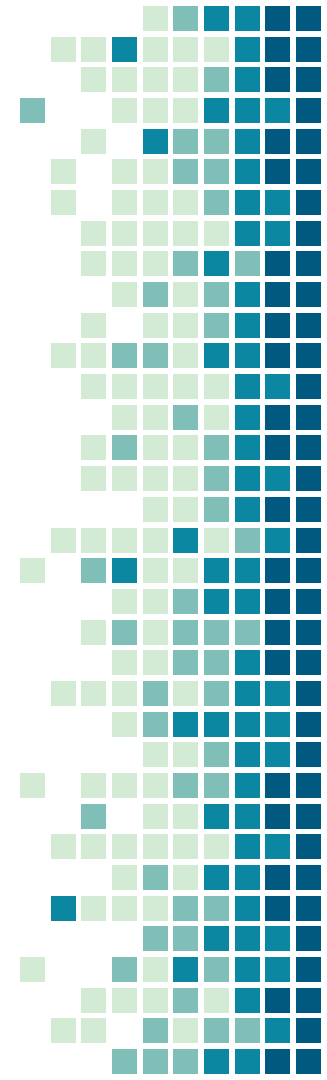
*Ming* – Мин (не Минг))

## Spanish Names:

*Juan* - Хуан (а не Джуан, Жуан)

*Jose* – Хосе (не Джоуз)





Hawkes	Хокс	<i>транскрипция</i>
	Хаукес/ Гаукес	<i>транслитерация</i>
	Ястребов/Ястребс	<i>калькирование</i>



**The names of kings** are of special interest, as they are **traditional in form**:

*Henry - Генрих*

*Charles – Карл*

*George – Георг*

*James – Иаков*

*William – Вильгельм*

*George - Георг*

<sup>17</sup>*Bloody Mary: Мария Кровавая, but "Кровавая Мэри"*

Traditionally, **names of prominent people** are rendered by their Russian counterparts:

*Isaac Newton – Исаак Ньютон,*

*Abraham Lincoln – Авраам Линкольн*

Definition of **Isaac Newton** from the Oxford Advanced Learner's Dictionary

ed by  
gle

## Isaac Newton

🔊 **aɪzək** 'nju:tən/

🔊 /,aɪzək 'nu:tən/

★ (1642-1727) an English scientist. He is well known for discovering Newton's Laws, which explained the relationships between force, mass and movement. Many people know the story that he discovered the idea of **gravity** (= the force that attracts things towards the centre of the planet) when he saw an apple fall from a tree in his garden. He also discovered **differential calculus**, a branch of mathematics, at the same time as Leibniz discovered it in Germany, and made important discoveries about the nature of light and colour. He was made a **knight** in 1705.

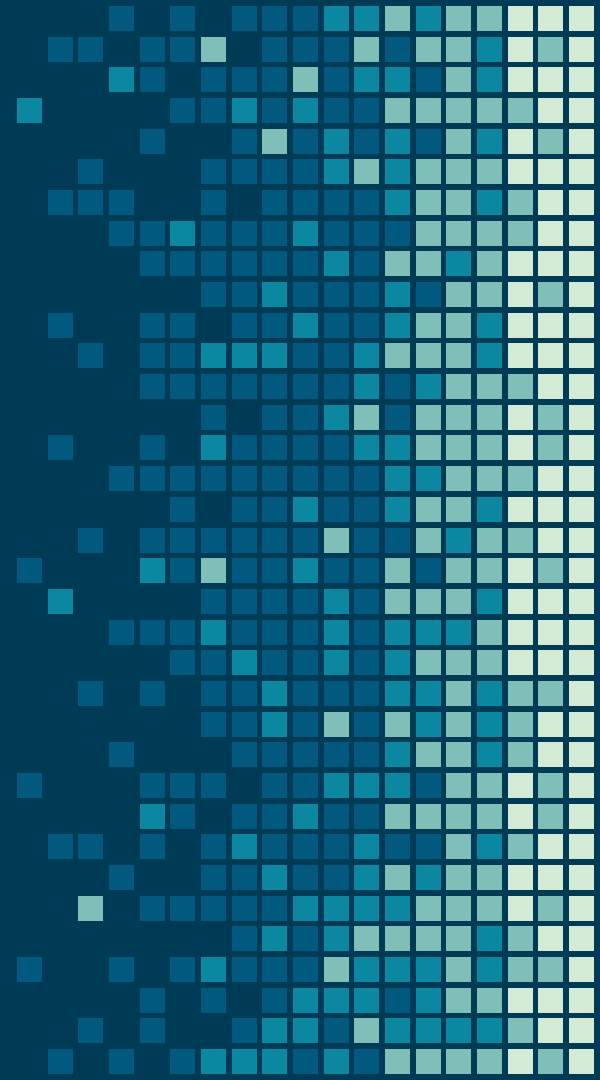
...

*Может собственных Платонов  
И буйных разумом **Невтонов**  
Земля Российская роддать.*

М.В.Ломоносов  
*«Ода на восшествие на престол Елизаветы Петровны»*



# TOKEN NAMES

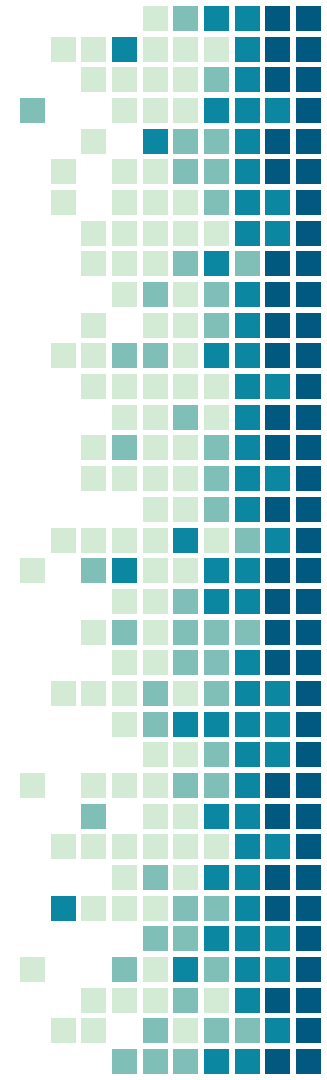


Humpty-Dumpty – Шалтай-Болтай,

*Shorty – Коротышка;*

*Scout – Глазастик;*

Тяпкин-Ляпкин – Slap-Dash

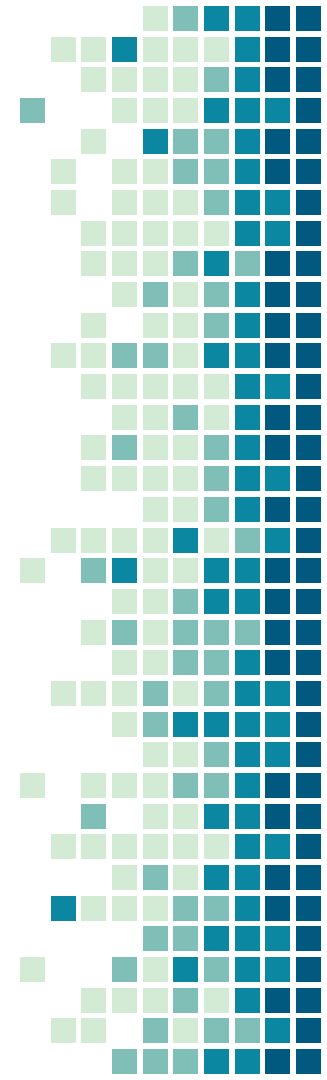


# Names of Folklore characters :

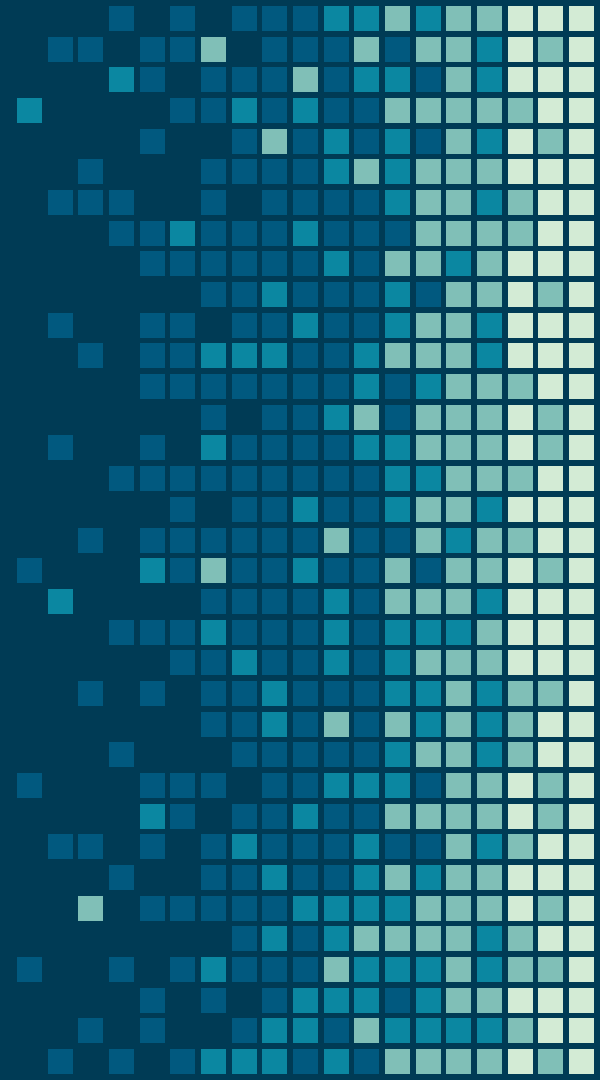
*Баба-Яга - Baba-Yaga;*

*Hobbit - Хоббит;*

*goblin - гоблин*



# Geographical Names in Translation





## 1. Conventional usage:

*England – Англия,*

*Scotland – Шотландия,*

*Ireland – Ирландия*

Москва -- Moscow

Beijing – Пекин

the Hague -- Гаага

Санкт-Петербург -- St. Petersburg,

*Strait of Dover – Па-де-Кале,*

*the English Channel – Ла-Манш*

## 2. Calques:

*Rocky Mountains – Скалистые горы,*

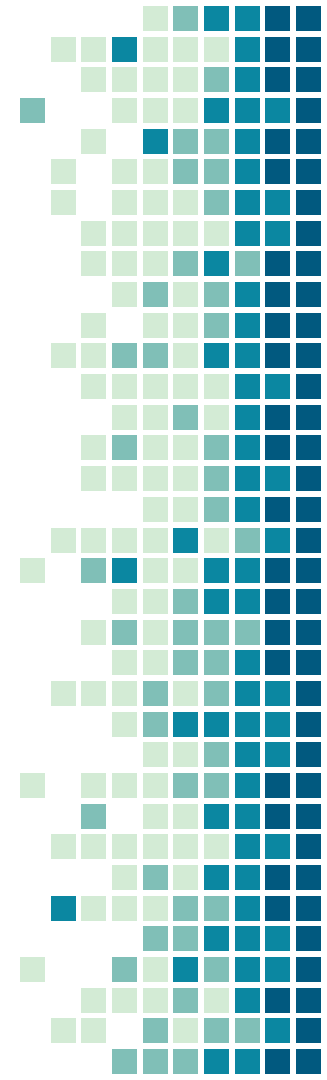
*Saint Helena Island – остров Святой Елены,*

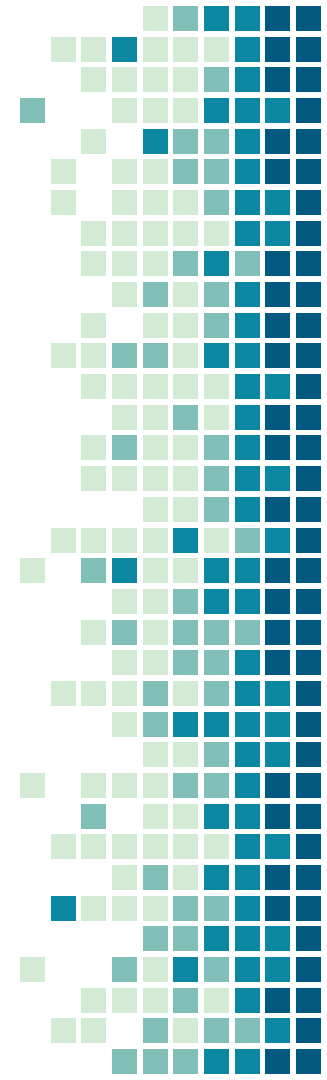
*залив Золотой Рог – Golden Horn Bay.*

**3. Half-calques** (can be used to translate toponyms with classifiers, such as *river, lake, bridge*):

*Waterloo Bridge – мост Ватерлоо,*

25 *Salt Lake City – город Солт-Лэйк-Сити.*





## **Transcription:**

Iowa – Айова [ˈaɪəʊə]

## **Transliteration:**

Illinois – Иллинойс [ˌɪlɪˈnɔɪ]

Michigan – Мичиган [ˈmɪʃɪɡən]

Kentucky – Кентукки [kenˈtʌki]

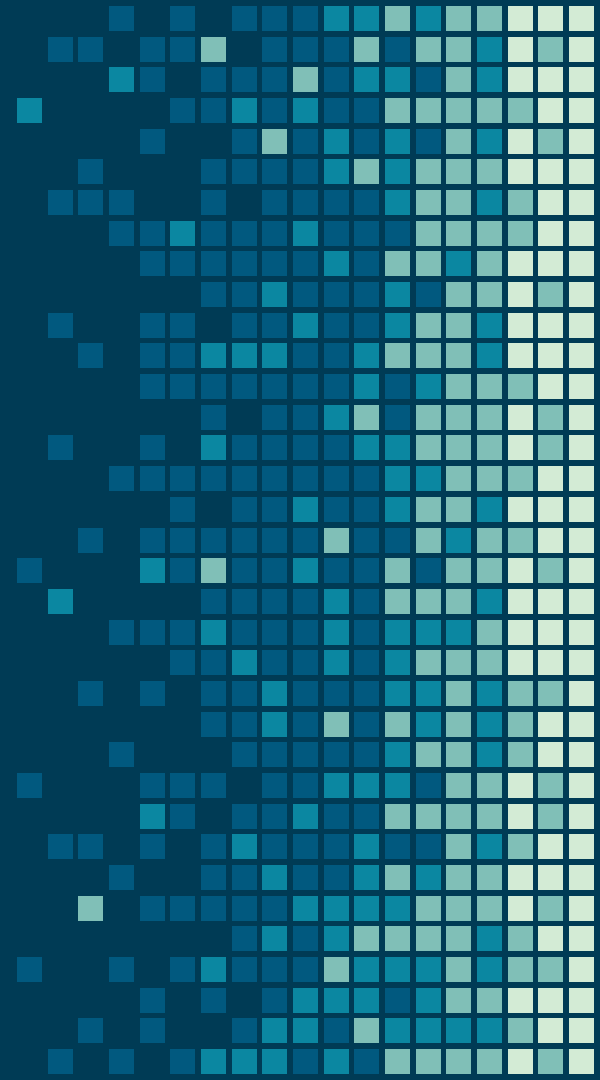
## **Transcription+ semantic translation:**

the Gulf of Mexico -- Мексиканский залив

River Thames -- река Темза

the Pacific Ocean -- Тихий океан

# Names of Streets



### 1. Transcription:

*Bayswater Road – Бейсвотер-роуд.*

2. The names of streets in historical novels which sometimes happen to be **token names** are **translated**:

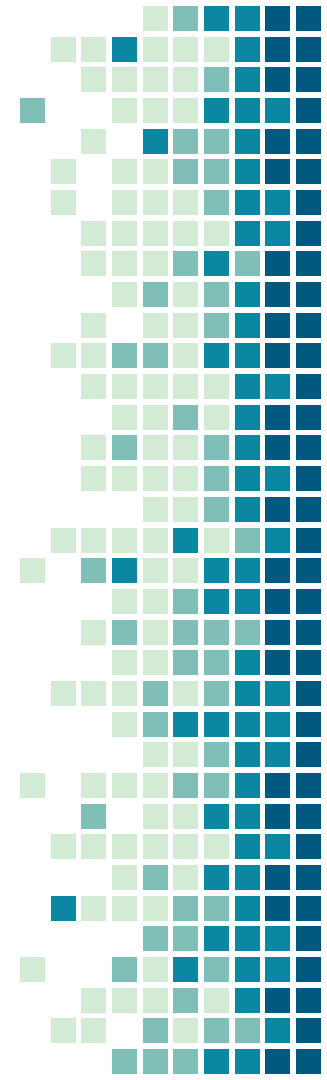
The *Economist* publishing office is in *Threadneedle Street* –  
*Редакция журнала «Экономист» находится на Треднидл-стрит*

**But:**

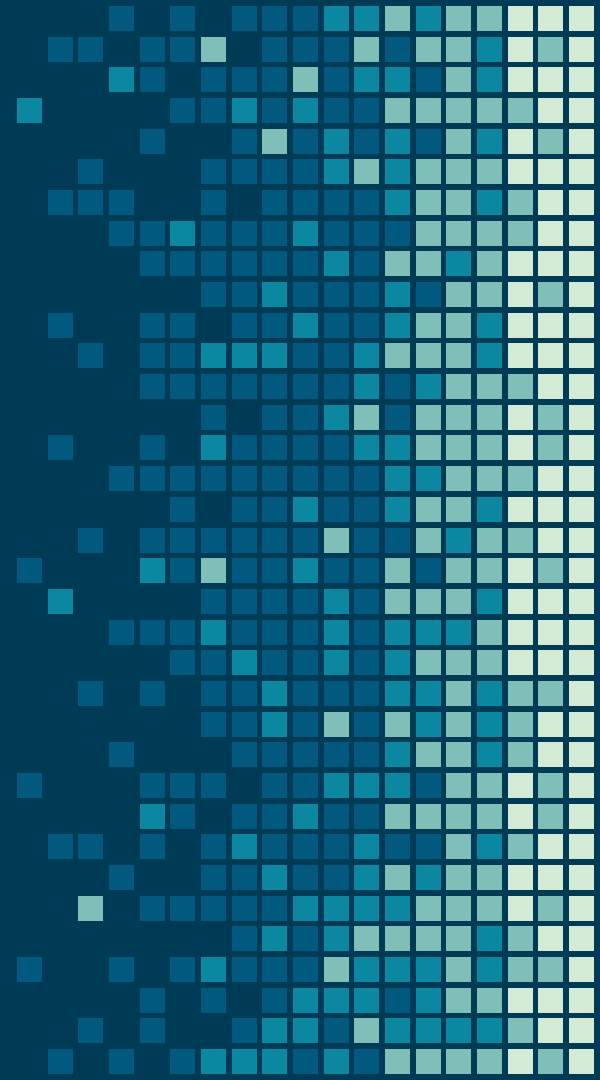
“tailors lived in *Threadneedle Street*” – портные жили на **улице Иголка**  
с **Ниткой** (token name).

### 3. Half calque:

*Fifth Avenue* – Пятая авеню



# Names of Periodicals



*The Times* – **газета** «Таймс»

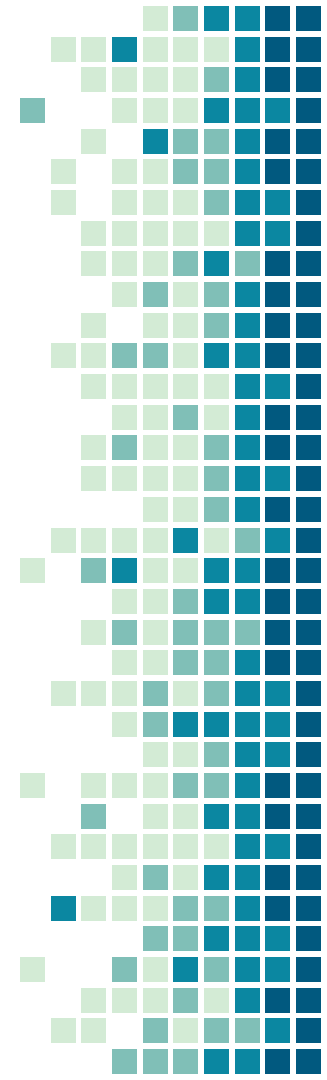
For pragmatic reasons such words as *газета*, *журнал*, *еженедельник* are added in Russian respectively.

*The United States News and World Report* – американский еженедельник «Юнайтед Стейтс Ньюс энд Уорлд Рипорт».

*Listener* - журнал "Лиснер" (еженедельный журнал)

*BBC* - *Би-би-си* («Русский орфографический словарь РАН»)

*People's Daily* – газета «Женьминь Жибао»



## Transcription:

### Names of companies, firms, cars, etc.:

*Carnegie Foundation* — Фонд Карнеги,

*McDonald Observatory* — Обсерватория Макдоналда,

*John A. Logan College* — Колледж (имени) Джона А. Логана,

*Guggenheim Museum* — Музей Гуггенхейма.

*Subaru* – Субару

*Mitsubishi* – Мицубиси

*Suzuki* - Судзуки

**School: Br vs Am**

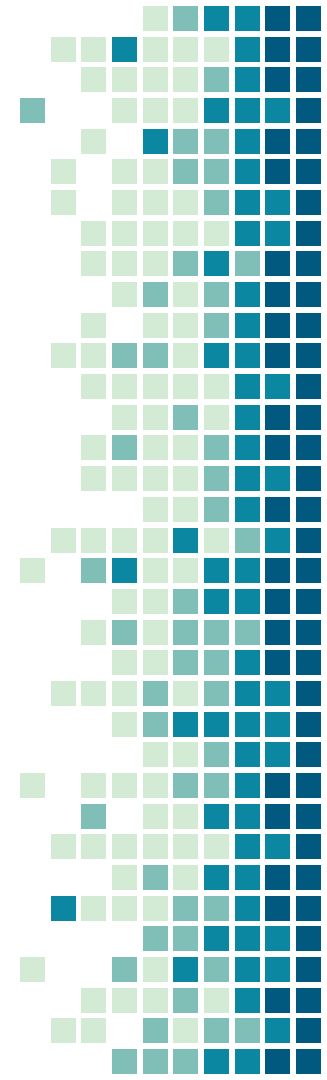
**Calque:**

*London School of Economics – Лондонская школа экономики*

**BUT**

*Princeton School of Law – Юридический институт Принстонского университета*

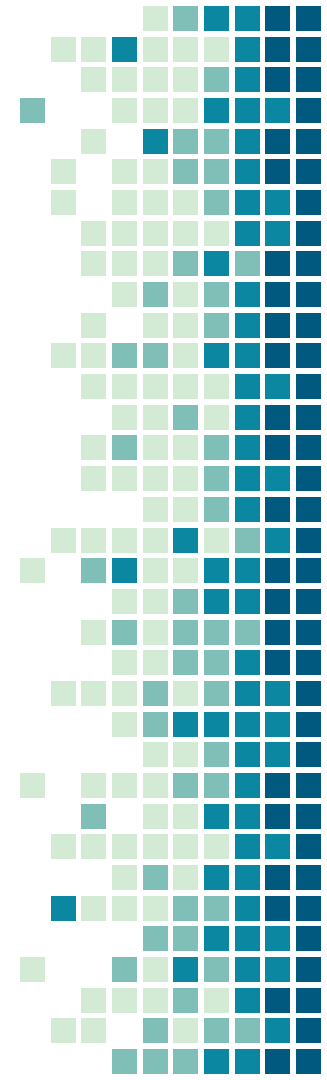
*(амер. School of Law – Юридический институт )*





## Calque

- **словосочетания в политической, научной и культурной областях:**  
*Верховный Суд - Supreme Court;*
- **названия памятников истории и культуры:**  
*Зимний дворец - Winter Palace*  
*White House - Белый Дом*
- **географические названия гор, озер, морей и т. п. переводятся, если в них входят "переводимые" компоненты:**  
*the Rocky Mountains -- Скалистые Горы*  
*the Salt Lake -- Соленое Озеро*  
*Черное Море -- the Black Sea*  
*Ivory Coast -- Берег Слоновой Кости.*



## STRATEGIES IN TRANSLATION OF PROPER NAME:

**Foreignization:** a way of translation which keeps cultural aspects.

**Domestication:** a way of translation that makes some changes to the text or sometimes omits some aspects of culture.

*According to Lawrence Michael Venuti:*

**Foreignization** is very close to a literal translation and “attempts to bring out the foreign in the TT itself” when ST syntax and lexis are maintained in order to “preserve SL items in the TT (target text),”

**Domestication** is the opposite strategy, and “involves downplaying the foreign characteristics of the language and culture of the ST”.



# References:

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<https://www.howtopronounce.com/>

<http://forvo.com>

Концевич Л. Р. Китайские имена собственные и термины в русском тексте. Пособие по транскрипции. — М.: Муравей, 2002»