CULTURAL AND LINGUISTIC PECULIARITIES IN TRANSLATING PROPER NAMES

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Annotation: *This work is dedicated to the translation of proper names, emphasizing its complexity and multifaceted nature in the context of intercultural communication. In the context of globalization, proper names become important elements that reflect cultural, historical, and social aspects. The work examines key factors influencing translation, including extralinguistic knowledge and cultural associations that are essential for the successful adaptation of names into another language environment.*

Key words: *proper names, translation, cultural aspects, social identity, linguistic features, extralinguistic knowledge, intercultural communication, translation methods.*

The translation of proper names is a complex and multifaceted process that requires special attention to detail and a deep understanding of both linguistic and cultural sensitivities. Scholars such as Yermolovich D.I., Superanskaya A.V., Staltmane V.E., Podolskaya N.V., Spachil O.V. have conducted extensive research in this area, highlighting the importance of proper names translation in different aspects. Proper nouns play an important role in intercultural communication, which is why their correct rendering in the target language can have a significant impact on the perception and understanding of the text. Successful translation of proper names is not just a technical process, but rather a creative act that demonstrates respect for the original cultural context.

A proper name (or onym, as it is sometimes called, from Ancient Greek ὄνομα, ὄνυμα – name, designation) is a word whose primary function is "to designate specific objects within known classes of things" [3, 37]. Unlike common nouns, proper names do not follow general grammatical and morphological rules. These are unique linguistic units that may contain sounds absent in the target language or originate from entirely different language families, which inevitably creates challenges for translators. In addition to phonetic and morphological complexities, proper names can carry significant cultural and historical connotations, which also require careful consideration when adapting them into another language.

There are many definitions of proper names, each of which sheds light on this complex category in its own way. We rely on the most suitable definition by D.I. Ermolovich, who states that "proper names serve for the specific, individual designation of an object, regardless of the described situation and without mandatory clarifying

attributes" [1, 9]. This definition highlights the importance of proper names as tools of individualization, independent of the context in which they are used. However, in translation, this aspect can create additional challenges, as the individuality and uniqueness of a name may be lost when attempting transliteration or adaptation.

At first glance, translating proper names may seem like a simple and straight-forward task. However, in practice, many linguistic and cultural obstacles arise. One common mistake is perceiving the translation of proper names as an automatic process, which often leads to inaccuracies and even distortion of the original meaning. For example, improper translation of a name can affect how a character's personality or cultural identity is perceived in literature or film.

Cultural context plays a crucial role in translating proper names. Translators must consider the expectations and associations of the target audience to preserve, or even enhance, the cultural connotations of the original. In some cases, a name that seems similar in form and sound across different cultures may have entirely different associations and meanings. Therefore, the translator's task is not only to convey the phonetic and visual aspects of the name but also to retain its cultural significance and nuanced meaning.

Moreover, it is especially important to consider the genre and style of the original text. In literary works, for instance, character names may carry metaphorical meanings or play a significant role in the development of the plot and characterization. In technical or scientific texts, however, proper names may be used as terms or references to specific objects. Proper names can even be seen as a distinct linguistic system, as their behavior can vary greatly across different linguistic contexts. This further underscores the need for a specialized approach when translating proper names. It is crucial to consider the origin of a proper name, as the roots of these names are often tied to cultural, mythological, or historical layers that should not be lost in the process of translation or adaptation to another language. One of the key skills in translation, aside from language proficiency, is an understanding of the context, which ensures that both the cultural and linguistic aspects of names are conveyed as accurately as possible.

Proper names play an important role not only as linguistic units but also as carriers of national and social characteristics. Their significance often extends beyond the realm of linguistics, involving cultural and historical contexts. In this regard, it is essential to understand how a name is perceived in a specific culture and take these aspects into account during translation. As Spachil notes, "a proper name can be regarded as a national and social marker. In speech, this boundary is determined through extralinguistic knowledge, which is necessary for the correct use and understanding of names. The extralinguistic aspect of a name's meaning includes special

conditions for the name's existence in society, cultural and historical associations, and the level of familiarity with the object and its name" [5, 12].

Considering the extralinguistic factors mentioned above, it is essential to choose an appropriate method for translating proper names. Today, there are various approaches that easily allow for the adaptation of proper names depending on the genre of the text, cultural and linguistic characteristics, as well as the context. However, the most common methods are as follows: direct transfer in the original form of the translated text; onomastic correspondence, meaning practical transcription or transliteration; commentative translation; clarifying translation; descriptive translation; functional translation (transformative, resembling translation); and calque translation [5, 86]. Moreover, contextual translation is also one of the most frequently used methods, especially in literary texts.

The translation of proper names is a complex process that requires consideration of not only linguistic aspects but also cultural nuances. One of the key tasks for the translator is to preserve the historical and cultural significance of a name. For instance, many names are associated with specific events or figures that hold significant importance within a culture. Therefore, it is crucial to understand how these names are perceived in their original context and how they may affect the perception of the target audience. Proper names can also serve as markers of social identity – they may indicate status, ethnic background, or religious affiliation. In this regard, the translator must be attentive to the cultural associations and expectations that may arise for readers. Moreover, there are numerous differences in the linguistic and cultural traditions associated with names. For example, one culture may commonly use surnames or patronymics, while another may not. Consequently, translators need to adapt names in consideration of these cultural norms to ensure accurate interpretation.

As a conclusion, it is important to note that the translation of proper names is a complex and multi-layered task that requires the translator to consider not only lexical and grammatical features but also a deep understanding of the cultural context. Names carry significant symbolism and can reflect historical, social, and cultural elements; therefore, it is essential to adapt them with regard to the specifics of the target audience and the characteristics of the text. The correct choice of translation methods, such as transliteration or descriptive translation, allows for the preservation of the original meaning and helps avoid the loss of significance in the process of conveying information.

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