

**VINNYTSIA MYKHAILO KOTSIUBYNSKYI STATE
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Foreign Languages Faculty

Department of Intercultural Communication, World Literature and Translation

TERM PAPER

in translation studies

**SPECIFICITY OF TRANSLATING THE NAMES OF
NEWSPAPERS, MAGAZINES AND NEWS AGENCIES (A CASE
STUDY ENGLISH NEWSPAPERS AND MAGAZINES)**

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Stupatska Inna

group 4ΦA2

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Academic advisor:
lecturer Bryk M.

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CONTENT

INTRODUCTION.....	3
SECTION I	
ONOMASTICS AND THE SUBJECT OF ITS STUDY.....	4
1.1. Definition of "proper name"	4
1.2. Classification of proper names.....	7
CONCLUSIONS TO SECTION 1.....	
	11
SECTION II	
THE MOST COMMON METHODS OF TRANSLATION.....	13
2.1. Translation of proper names.....	13
2.2. Common methods of translating proper names.....	16
2.3. Translation the names of newspapers, magazines and agencies.....	22
CONCLUSIONS TO SECTION 2.....	
	24
CONCLUSIONS.....	
	26
REFERENCES.....	
	28

INTRODUCTION

Proper names are an integral part of any language and culture, so the ability to translate them correctly is extremely important in today's world. From time immemorial, scientists have debated the most adequate way to convey their own names. Such prominent scientists as M.P. Kochergan, M.E. Ruth, A. Gardiner, and others dealt with the question of proper names. Proper names belong to non-equivalent vocabulary, so it may seem that of all the types of translation, this material is the easiest, because it does not require much mental effort, you only need to convey the word of the original using letters or sounds of the translated language. There may be sounds in a language that do not have direct equivalents in another language. When it comes to translation into Ukrainian, the translator faces problems such as the lack of clearly defined and fixed rules for translating proper names and the constant change of their norms.

Proper names are an important part of communication and often contain some information about their carrier. This trend is especially noticeable in fiction, where the name of the character can tell a lot about his character. This question once interested many scientists. In this case, if you simply pass the name in letters of another language, it will lose its meaning in the language of translation and will remain only a certain set of letters without full meaning. The most important task for translators who deal with their own names is to convey the meaning of such vocabulary correctly and accurately.

The relevance of this study is the lack of clear rules for translating proper names, the ambiguity of linguists' opinions about the ways of their translation, the variety of ways and options for translating certain proper names in the works of different authors.

The aim of the work is to compare the ways of translating English proper names into Ukrainian and English, to determine their features and to identify the optimal way of transmitting certain types of proper names.

To achieve this goal it is necessary to solve the following tasks:

- to offer an actual definition of the term "proper name" on the basis of the developed literature;
- to classify proper names;
- identify the most adequate ways to translate proper names;
- compare the translation of proper names in Ukrainian and English (rarely German) in translations of the names of several magazines and newspapers.

The object of the study is the proper names in the different science publications.

The subject of the research is the methods of translating proper names into Ukrainian and English.

The research material is a number of tokens in English and Ukrainian, obtained by the method of a continuous sample from the science publications.

In addition to the method of continuous sampling and comparative method, quantitative analysis was also used - to identify the presence and frequency of use of certain translation methods in English and Ukrainian; descriptive method, which is the basis for a comprehensive presentation of research results.

Structure and scope of work. The study consists of an introduction, two sections with conclusions to each, general conclusions, a list of sources used (sources in Ukrainian and English). The total amount of work is pages.

The introduction indicates the relevance of the study, defines the purpose and objectives of the work, indicates the material used, object, subject and methods of research, describes the structure of scientific work.

The first section "Onomastics and the subject of its study" considers the results of previous research on the topic, defines the concept of "proper name", presents their different classifications.

The second section "Translation of proper names" presents various methods of translation of proper names, presents quantitative results of the study, systematizes the data obtained, determines the frequency of use of techniques of translation of proper names.

The conclusions summarize the results and results of the study.

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