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***ВОЗМОЖНЫЕ ТАКТИКИ ПЕРЕВОДА ПРИ ПЕРЕДАЧЕ НА РУССКИЙ ЯЗЫК  
АНГЛИЙСКИХ ТОПОНИМОВ-ОККАЗИОНАЛИЗМОВ***

***Ивлева А. Ю.***

*доктор фил. наук, профессор,*

*Мордовский государственный университет им. Н.П. Огарева,*

*Саранск, Россия*

***Заломкин О. В.***

*студент,*

*Мордовский государственный университет им. Н.П. Огарева,*

*Саранск, Россия*

**Аннотация.** Данная статья посвящена исследованию переводческих операций при реализации определенной тактики перевода при передаче английских топонимов на русский язык на материале официальных переводов произведений Дж. К. Роулинг о Гарри Поттере.

**Ключевые слова:** тактика перевода, топоним, переводческая операция, прагматическая адаптация, коммуникативно-функциональный подход.

***THE POSSIBLE TRANSLATION TACTICS IN TRANSLATING ENGLISH TOPONYMS  
INTO RUSSIAN LANGUAGE***

***Ivleva A. Yu.***

*Doctor of Philosophy, docent, professor,*

*Ogarev Mordovia State University,*

*Saransk, Russia*

***Zalomkin O. V.***

*student,*

*Ogarev Mordivia State University,  
Saransk, Russia*

**Abstract.** The article deals with translation operations used for realization of a certain translation tactics in course of English toponyms interpretation into Russian language. The source of examples of the present research is J. K. Rowling's Harry Potter book series.

**Key words:** translation tactics, toponym, translation operation, pragmatic adaptation, communicative functional approach.

Translation of fiction is extremely popular nowadays. The aim of translating a literary text, as V. Sdobnikov notes, is to expand the readership by including native speakers of the language of translation by creating a text in the language of translation, which is a communicatively equivalent text substitution in a foreign language [2, p. 292].

We analyzed 96 examples of toponyms selected by the continuous sampling method, and variants of their translation. As a result of the linguistic analysis, all translation units were classified depending on the application of the translation tactics within which specific translation operations were used.

First of all, it should be noted that in the works of J. Rowling, there are a number of really existing toponyms which show that the action of books takes place in a world that correlates to the real world. When translating them, the interpreters used **the tactics of transferring cognitive information**: *Aberdeen* – *Абердин*; *Abergavenny* – *Абергавенни*; *Anglesey* – *Англси*; *Argyllshire* – *Аргайлишир*; *Australia* – *Австралия*; *Bath* – *Бат*; *Brazil* – *Бразилия*; *Bristol* – *Бристоль*; *Bulgaria* – *Болгария*; *Charing Cross Road* – *улица Чаринг-Кросс-Роуд*; *Egypt* – *Египет*; *France* – *Франция*; *Great Britain* – *Великобритания*; *Ireland* – *Ирландия*; *Kent* – *Кент*; *King's-Cross* – *вокзал Кингс Кросс*; *Majorca* – *Майорка*; *Mongolia* – *Монголия*; *London* – *Лондон*; *Palace of Westminster* –

*Вестминстерский дворец; Romania – Румыния; Surrey – Суррей; Tower Bridge – Тауэрский мост; Wales – Уэльс.*

Other toponyms presented in the considered works are author occasionalisms created by JK Rowling. Many of these toponyms have names that bear their peculiar characteristics.

For example, one of the streets in London, hidden from people who do not have magical abilities, is called *Knockturn Alley*. The English-speaking reader has several associations with this toponym: firstly, this name is consonant with the word "nocturne" - a musical work. This word come from Latin means "night scene", and was originally sent to the time before dawn, when according to the belief the impure force possessed its greatest activity. Secondly, the word "knock" has the following meanings: 1) a sudden short noise made when someone or something hits a surface; 2) the act of something hard hitting a person or thing; 3) something bad that happens to someone [5]. As we can see, the name of this toponym contains information that this place is mean.

Thus, after analyzing the translation of toponyms into Russian, we came to the conclusion that the translators implemented the following tactics:

- the tactic of preserving the national color of the source text (Table 1),
- pragmatic adaptation tactic of text (Table 2).

Table 1 – Examples of the preserving the national color of the source text tactic

<b>Translation of «Rosman»</b>	<b>Translation of «Machaon»</b>
<i>Hogsmeade – Хогсмид;</i>	<i>Zonko's Joke Shop – Зонко</i>
<i>Zonko's Joke Shop – Зонко</i>	<i>Nurmengard – Азкабан</i>
<i>Nurmengard – Нурменгард</i>	<i>Little Whinging – Литтл-Уингинг</i>
<i>Little Hangleton – Литтл-Хэнглтон</i>	<i>Durmstrang – Дурмитранг</i>
<i>Little Whinging – Литтл-Уингинг</i>	<i>Gringotts – Гринготтс</i>
<i>Grimmauld Place – Площадь Гриммо</i>	<i>Little Dropping – Литтл Дроппинг</i>
<i>Hogwarts – Хогвартс</i>	
<i>Durmstrang – Дурмстранг</i>	
<i>Flourish &amp; Blotts – Флориш и Блоттс</i>	
<i>Dervish and Banges – Дэрвиш и Бэнгз</i>	

<i>Little Dropping – Литтл Дроппинг</i>	
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Table 2 – Examples of the pragmatic adaptation of text tactic

<b>Translation of «Rosman»</b>	<b>Translation of «Machaon»</b>
<i>Hog's Head – Кабанья голова</i>	<i>Hogsmeade – Хогсмёд</i>
<i>Honeydukes – Сладкое королевство</i>	<i>Hog's Head – Башка борова</i>
<i>Sricking Schack – Визжащая хижина</i>	<i>Honeydukes – Рахатлукулл</i>
<i>Whomping willow – Гремучая ива</i>	<i>Sricking Schack – Шумный Шалман</i>
<i>Knockturn Alley – Лютный переулок</i>	<i>Whomping willow – Дракучая Ива</i>
<i>Smeltings Academy – Академия Воннингс</i>	<i>Little Hangleton – Малый Висельтон</i>
<i>Gladrags Wizardwear – Шапка-невидимка</i>	<i>St Brutus's Secure Centre – Школа святого Грубуса</i>
<i>2nd Hand Brooms – Мётлы «из рук в руки»</i>	<i>Flourish &amp; Blotts – Завитуша и Кляца</i>
	<i>Dervish and Banges – Дервиш и Гашиш</i>

On the basis of the analysis, we can conclude that the tactics of pragmatic adaptation of the text is the most wide-spread in the transfer of toponyms in both publications. As for the preserving the national color of the source text tactic, the translators of the publishing house “Rosman” use it more often than the translators of the publishing house “Machaon”.

Let's consider the examples in more detailed way to understand which translation operations were used.

Table 3 – The preserving the national color of the source text tactic

<b>The preserving the national color of the source text tactic</b>		
<b>Original</b>	<b>Translation of «Rosman»</b>	<b>Translation of «Machaon»</b>
Zonko	Зонко	Зонко
Azkaban	Азкабан	Азкабан
Gringotts	Гринготтс	Гринготтс
Hogwarts	Хогвартс	Хогварц
Nurmengard	Нурменгард	Нурменгард
Durmstrang	Дурмстранг	Дурмштранг
Little Dropping	Литтл Дроппинг	Литтл Дроппинг
Little Whinging	Литтл-Уингинг	Литтл-Уингинг

Translation of the store name “Zonko”, the prisons of “Azkaban” and “Nurmengard”, the magic bank “Gringotts” in both versions, the tactic is realized with the help of transliteration.

The names of the fictional settlements “Little Dropping” and “Little Whinging” were translated with the help of transcription. It should be noted that the name “Little Whinging” is “speaking”: in English it means “noisy”, which means that this place is dull, where you want to escape from, this collocation is not reflected in any of the translations.

Within transferring the names of schools of magic and sorcery “Hogwarts” and “Durmstrang” “Rosman” translators used a transliteration. In its turn, the “Machaon” translators chose the transcription.

Table 4 – The pragmatic adaptation of text tactic

<b>The pragmatic adaptation of text tactic</b>		
<b>Original</b>	<b>Translation of «Rosman»</b>	<b>Translation of «Machaon»</b>
Hog's Head	Кабанья голова	Башка борова
Whomping willow	Гремучая ива	Дракучая ива
Shrieking Schack	Визжащая хижина	Шумный Шалман
Honeydukes	Сладкое королевство	Рахатлукулл
Knockturn Alley	Лютный переулок	Дрянная аллея
Forbidden Forest	Запретный лес	Запретный лес
The Leaky Cauldron	Дырявый котел	Дырявый котел

The toponyms “Forbidden Forest” and “The Leaky Cauldron” were realized in the text of the translation with the help of a translation in both variants - Forbidden Forest, Leaky Cauldron.

The name of the pub “Hog's Head” in the translations of both editions is also translated by means of a calculator, however, different variant equivalents of the word “hog” – «кабан» and «боров» are chosen. As for the word “head”, “Rosman” translators chose the neutral word «голова», and in translation of “Machaon” the translator used the stylistically colored word «башка», which is explained by the

fact that this place had a dubious reputation. It should also be noted that in the translation of “Machaon” the transfer of this name was carried out with a replacement of the attribute phrase members.

The verb “to whomp” in English means “to hit”, “to beat”. The "Whomping willow" literally means "the willow that beats", so the translation from the publishing house “Machaon” – «Дракучая ива» is more successful, because the word «гремучая», which is chosen by the translators of the publishing house “Rosman”, is primarily associated with loud sounds.

The toponym "Shrieking Schack" is translated with the help of calk translation. The word “Shriek” means "piercing, sharp, wild scream (expressing pain or horror)", "yelp," "piercing laughter, laughter", so the variant "визжащий" and "шумный" are adequate. The word "shack" means "лачуга", "хижина" and in the version of translation from the publishing house “Machaon” it is transmitted by the word "шалман", which means “tavern”. This is done in order to transmit the alliteration, which is presented in the text: “**Shrieking Schack**” – “**Шумный Шалман**”.

Honeydukes is a shop of magic sweets. In translation from the publishing house “Rosman” this toponym was translated descriptively: «Сладкое королевство». A similar method of translation was used in the transfer of this toponym by translators of the publishing house “Machaon”: Honeydukes – Рахатлукулл.

The etymology of the street name – Knockturn Alley we have already discussed. The translation from “Rosman” seems to us more successful, because the word “lute” is simultaneously associated with the words «лютый» and «лютя», helping to preserve the play of words that is presented in the original. The version of the translation from the publishing house "Machaon" does not preserve this play of words, but retains a negative connotation. The way to realizing the tactics of preserving pragmatics, used in both cases is a descriptive translation.

There are also a number of toponyms, in the translation of which, translators of different publishing houses used different tactics.

Table 5 – The correlation of tactics

<b>Original</b>	<b>The preserving the national color of the source text tactic</b>	<b>The pragmatic adaptation of text tactic</b>
Hogsmeade	Хогсмид (Росмэн)	Хогсмёд (Махаон)
Little Hangleton	Литтл-Хэнглтон (Росмэн)	Малый Висельтон (Махаон)
Grimmauld Place	Площадь Гриммо (Росмэн)	Площадь Мракэнтлен (Махаон)
St Brutus's Secure Centre	Школа святого Брутоса (Росмэн)	Школа святого Грубуса (Махаон)
High Street	Хай Стрит (Росмэн)	Верхняя улица (Махаон)

In Table 5, we can see that the “Rosman” translators more often used the tactic of preserving the national color of the source text, while the “Machaon” translators adhered to the pragmatic adaptation of text tactic.

For example, in the toponym “Hogsmeade” – “mead” in English means «мед», which is reflected in the translation «Хогсмёд».

The fictional village “Little Hangleton” in the translation of “Machaon” is translated as “Малый Висельтон”, because the verb “to hang” means «висеть, вешать». This version of the translation gives a negative connotation, because in this village there were many bad events.

The word “grim” in English means “cruel”, “gloomy”, and therefore the toponym “Grimmauld Place” was translated into Russian as “Площадь Мракэнтлен”.

St. Brutus's Secure Center is a fictional school for troubled teenagers. “Machaon” translators of the publishing house translated this toponym as «Школа святого Грубуса». The name “Brutus” is etymologically related to the English adjective “brutal”, which means “жестокий”, “зверский,” but since it is about children, “Machaon” translators chose such variant as “Грубус”.

Street "High Street" is translated as "Верхняя улица". This variant seems to us more successful than the version from the publishing house "Rosman", because such a toponym exists in reality.

Thus, we can conclude that in the translation of real-world toponyms, the tactic of transferring cognitive information is realized by searching for traditional equivalents. The tactic of preserving pragmatic potential in the transfer of toponyms-occasionalisms is realized first of all.

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