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### **Charactonyms translation peculiarities**

Статья посвящена изучению основных приемов, используемых при переводе имен собственных. В качестве примеров исследования взяты говорящие имена мультипликационного фильма. Авторы публикации приходят к заключению, что в первую очередь необходимо учитывать целевую аудиторию фильма.

**Ключевые слова:** безэквивалентность, транскрипция, «говорящие имена», аллитерация

This report deals with the problem of the university study of the basic translation techniques on the example of translation of cartoon characters. The authors come to conclusion that the target group of the film should be taken into account and since it is children's audience everything should be based on principles of clarity, clearness and entertaining.

**Keywords:** nonequivalence, transcription, "descriptive names", charactonyms, alliteration

One of the most popular cartoons of recent years is the film "Zootopia" («Зверополис» in Russian release), which won the Oscar nomination "Best Animated Feature Film" in 2017. The film is interesting in both the plot for children and the proper names translation of the film characters – animals.

The target group of the animated film is children's audience, and naturally, the translator's task is to create a language environment understandable to children, so that nothing in the film prevents them from perceiving the meaning laid down by the authors. First of all, this concerns the names of characters that relate to non-equivalent vocabulary. Traditionally, a proper name is borrowed and transcribed, but as an exception, it can be translated; sometimes it subjects to great transformations during translation. Therefore, the translator is faced with the problem: to apply transcription in this context or to look for other ways of its transmission in translation? The answer to the main question - to transcribe or translate – depends on the name itself, on the tradition associated with it and its referent, and on the context [1]. Well, in this particular case, when it comes to a children's film, it is necessary to adapt the names to the Russian-speaking young audience so that the names are immediately clear, such as the famous pop star from the film Gazelle (Газелле in Russian release), gazelle from Sahara Square. The name speaks for itself, and the child immediately understands who is who.

Translating this name into Russian the translator uses transliteration, which we define as a mapping from one system of writing into another. In this example, there is a coincidence of the English-language name and its Russian equivalent, which does not need translation, but there are very few such cases, as the analysis shows.

Translators have repeatedly encountered the problem of so-called "descriptive" surnames or charactonyms. The term "descriptive names" ("meaningful names", "characteristic names", "semantic surnames") can denote all proper names with a more or less perceptible internal form [6, p. 127]. The question of the need to translate such names remains open in translation studies. Many translators are of the opinion that the only way to transfer proper names is transcription/transliteration. But there is a question arises: how to preserve and convey in translation the charactonyms' imagery, the character peculiarity, how to convey the originality of such a name to the viewer, who does not know the original language? The creators of such charactonyms do this intentionally, they insert additional features peculiar to the character into the name, and its translation by simple transcription or transliteration does not convey the author's inherent intention, the character will lose part of his image, and the viewer will not understand the inherent meaning.

In this article we will analyze the translation options of charactonyms used in the Russian version of the film dedicated to the world of anthropomorphic animals, in which a variety of species, from huge elephants to tiny shrews, coexist.

Quite a large number of charactonyms have been translated using traditional transcription, for example: the main characters of the film are a young rabbit, a police officer of Zootopia Judy Hopps (Джуди Хопс) and a fox, a crook Nicholas P. "Nick" Wilde (Николас Уайлд), the boss of the Tundratown mafia Mr. Big (Мистер Биг), a red fox from Small Minks Gideon Gray (Гидеон Грей), an elephant, the owner of an ice cream parlor Jerry Jumbeaux Jr. (Джерри Джамбу мл.), the Mr. Big's daughter Fru Fru (Фру Фру), fennec, a biological species of a miniature fox named Finnick (Финник), an accomplice of Nick in frauds with the role of a child. Despite his comely appearance, he has a rough voice and bandit tendencies. All these names are transmitted using traditional transcription, but was it the best way to translate these names into Russian? After all, transcribed names do not have any inner meaning, and the young viewer has the right to expect interesting, "descriptive" and understandable names. For example, the names of the main characters Judy Hopps and Nicholas Wild could be adapted to the Russian-speaking viewer, because the surname of the main character comes from the English verb "hop", and in Russian folklore there are names like Зайка-Попрыгайка, Зайка-Побегайка which are quite common. The English word "wild" can also be translated into Russian as "дикий", and the translator should have used all his imagination, and he should have creatively approached the translation of the main characters' names. Just like the name of the mafia head Mr. Big could be conveyed in the translation language differently, and not by simple

transcription, for example, the name Мистер Босс would be clearer to young viewers, since the word "boss" is firmly entrenched in the Russian consciousness.

Of great interest are the variants of names that have undergone transformation during translation. Let us analyze the name of one of the main antagonists in the cartoon – Dawn Bellwether (Мисс Барашкис in Russian release). She is, on the one hand, an ordinary modest sheep, a deputy mayor, but on the other hand, at the end of the film it turns out that she was the main instigator of all the misadventures of the cartoon plot, and this is what is manifested in her "descriptive" name in the original – Dawn Bellwether. "Bellwether" in other words means "leader, key player", in translation this meaning is lost. Her name "Dawn" denotes "the beginning, initiation, genesis, rise", and this meaning is lost when transferred into Russian. And in fact, her full name means "rudiments of a leader." The emphasis in translation is based on the biological form of the character itself, and not on the essence of it, which was laid down by the scriptwriters when creating. The translator obviously wanted to keep the intrigue, without revealing the true essence of the character, until the end of the film, when it becomes clear who is to blame for what is happening in the city.

Since all the cartoon characters are animals, many also have a hint in the name or surname of an animal that is understandable to an English-speaking audience, and unclear to a Russian-speaking one. Therefore, the translator applies partial calquing [3, p. 67] or loan translation of the name components, adapting the surname to the euphonious one in the translation language, adding suitable suffixes and endings.

We observe such a variant in the translation of the otter's name, Mrs. Otterton, whose husband is missing. The component of the name "Otter" is quite clear in translation, as a result, the translator offers the viewer an understandable name of Миссис Выдрингтон, adding an affix -tone to the name of the animal, which was in the original character's name.

When translating the name of a moose working as an announcer of the ZTV News channel, Peter Moosebridge, the translator also resorts to a partial transformation of the surname, while the name is transferred by means of transcription. It is curious that the prototype of this character and the actor voicing him in the original version was the famous Canadian television announcer Peter Mansbridge. The filmmakers borrowed his name, and the character's last name was chosen consonant with his last name. For the Russian audience, this American celebrity is not familiar, so the translator transmits the character's surname by partial translation. The word "moose" indicates the type of animal "лось", and by adding the suffix -ini to it, in Russian release we get Питер Лосини.

We can trace a tradition in American animation to use the names or nicknames of actors voicing their characters. They did the same when they invited an actor to voice a small role of a rhinoceros, an officer, of the Zootopia police department Officer McHorn. The filmmakers chose Mark Smith, an English actor and bodybuilder, a participant in the Gladiator Fights program with the sonorous nickname 'Rhino'

(rhinoceros). The translator started from the meaning of the word "horn" when transferring the surname into Russian. The word "horn" in English means "por". The translator retains this meaning in the translation of the surname – МакПор, which is also consonant with the type of animal bearing this surname – rhinoceros.

Another name of the cartoon character means a kind of animal – Duke Weaselton. The word "weasel" literally means a biological type of animal – a weasel or a ferret. In a figurative sense, it means "a sneak, a scoundrel, a werewolf." Knowing that this character is a small-time crook selling pirated discs, the translator prefers the variant "хопек", since in Russian the word itself carries a negative connotation, which cannot be traced in the word "ласка". The translator by adding a suitable suffix to the word "хопек", results in Дюк Хорьковиц, an unpleasant character, both by name and in fact.

As we can see, the screenwriter, choosing names, sometimes puts a double meaning in them, they cause subconscious associations [4, p. 37], which is an important component.

The surname of cheetah Benjamin Clawhauser, an officer working as a dispatcher in the police department, is undergoing a similar transformation. The morpheme "slaw" in the character's surname means "коготь", and taking into account the fact that the owner of the name is a representative of the feline, a cheetah, the translator gets a completely logical version of the name – Бенджамин Когтязер. At the same time, the translator retains the affixal morpheme taken in the original.

The translator turns the name of the noble lion, the mayor of Zootopia, Leodore Lionheart into Леодор Златогрив. The name is transcribed, and the surname is changed from "Lionheart" to "Златогрив" (gold-maned), which serves as a vivid description of the character. In the original name, we see the use of the alliteration technique, which performs two main functions: it attracts the viewer's attention and maintains a close connection between the components of the utterance [5, p. 103]. When translating this name, alliteration is lost, however, the translator compensates for the loss of alliteration in this case by using it when translating another name, the name of the honeyeater character – the doctor who handles the most acute medical cases, Dr. Madge Honey Badger. In translation, we get an alliterated name доктор Мэдж Медоед.

The "descriptive" name Bucky Oryx-Antleron does not undergo any transformation during translation. The translator does not try to explain or adapt [2, p. 63] the name of this character, but all three components of the name indicate a certain type of animal: "Buck" – a male deer, "Oryx" – an antelope, a chamois, "Antler" – a deer horn, as if his name in the Russian version was Олень Оленьевич Оленев (Deer Olenevich Olenev). The translator preferred to convey such a complex, "descriptive" name of the neighbor of the main character of the film, the forest chamois, kudu, by transcription – Баки Орикс-Антлерсон.

When translating the name of the Chief of police of the buffalo Chief Bogo, the translator faces a problem – the name of the chief of police is borrowed from the

Swahili language, and on the one hand, its meaning is completely incomprehensible. However, if you look into it, the word "Bogo" in English means "cape buffalo", i.e. "африканский буйвол". A simple transcription of the surname will not convey the meaning of the name in any way, so the translator uses the semantic meaning of the original and transforms his name into капитан Буйволсон, based on the biological species of the animal – buffalo, and the meaning of the word itself.

As we can see from the analysis of this name, the meaning of the name is lost, and it will be difficult for a viewer who does not speak English to identify it with the meaning.

The audience is particularly delighted with the "lightning-fast" sloth working in the motor transport inspection of the Department of Mammal Vehicles. In fact, in the film he is considered the fastest of the sloths, besides he drives a racing car. In the original, his name is Flash Slothmore, which means "Flash" - "lightning", and "Sloth" – a biological species of the animal. The screenwriters laid a humorous component in this character, and jokingly gave him the name "Flash". The name Flash (lightning) was fixed in the minds of viewers in connection with a series of films about a superhero capable of lightning-fast movement. We don't have to wait for heroic deeds from the cartoon character sloth, so the translator preferred to take the German version of the English "lightning" – Blitz (Блиц in Russian). Obviously, the translator was guided by the Russian-speaking audience, and this word is associated with the speed of action, both in the game and in the war.

In their original linguistic environment, proper names have a complex semantic structure, unique features of form and etymology, numerous connections with other units and categories of the language. When transferring a proper name to another language, most of these properties are lost. If you do not know or ignore these features, then transferring the name to another linguistic soil can not only facilitate, but also make it difficult to identify the bearer of the name. If we approach the translation of proper names formally, it can result in numerous errors, discrepancies, inaccuracies in the translation of texts and the use of foreign names and titles. On the other hand, accurate transmission leads to the emergence of unpronounceable, discordant or meaningless names and titles. When translating, the audience for which this text is intended must be taken into account. In our case, we are talking about an animated film, therefore, the translation should be clear, understandable and interesting to the young audience.

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## **Нарративные стратегии текстообразования англоязычного дискурса**

В статье предложен теоретико-методологический подход к раскрытию процессов текстообразования, позволяющий проанализировать нарративные стратегии в англоязычных текстах. Рассмотрены виды повествовательной реальности как результаты нарративных программ, которые представлены такими категориями нарратива, как ситуативность, модальность, интертекст, пространство. Актуальность исследования обусловлена тем, что в ходе анализа англоязычного дискурса автор представил нарративные стратегии современного периода.

**Ключевые слова:** англоязычный дискурс, нарративные стратегии, ситуативность, модальность, интертекст, пространство

**Введение.** Характерной особенностью различных гуманитарных парадигм сегодня является нарратологический подход. Нарратология – это наука о повествовании как одном из основных способов оформления, хранения и передачи человеческого опыта. Нарратив как «особый тип дискурса, то есть высказывание, в ходе которого говорящий разворачивает перед слушателем историю (последовательность событий)» [2, с. 4] является объектом исследования нарратологии. Рассмотрение знакового материала текста в качестве демонстрации коммуникативного события повествования остается приоритетом для нарратологического анализа [1]. Повествование характеризуется комплексной коммуникативной структурой, состоящей из коммуникации речи автора и читателя. Сущностью коммуникативного намерения выступает интертекстуальность, на нарративном уровне проявляющая себя через сюжетные, жанровые, образные заимствования.