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Pun as means of expression: translation difficulties and features

В статье рассматриваются особенности и специфика перевода с английского языка на русский язык такого стилистического приема, как каламбур. Для анализа были использованы фрагменты телевизионного ситкома «Теория большого взрыва» (2007–2019) в оригинале и вариант перевода Дениса Колесникова в рамках проекта «Кураж-бамбей».

Ключевые слова: стилистические приемы, каламбур, особенности перевода, игра слов

This article describes specifics used during translation different stylistical devices, in particular the pun. The fragments of the television sitcom “The Big Bang Theory” (2007-2019) and Denis Kolesnikov’s version according to the “Kuraj-bambey” project were used.

Keywords: stylistical devices, pun, translation specifics, play on words

A pun is a play on words, a small witty statement built on the ambiguity of words [2]. In English, the vast majority of the words have several meanings, so wordplay is one of the most popular ways to express humor. Working with a pun requires a special approach from the translator, since translating word for word destroys the humor that the author or character conveys. Therefore translating a pun can be very difficult and sometimes completely impossible, sometimes translators have to invent completely new jokes that will make sense in this particular situation [4], [5]. Obviously, creating additional notes indicating several translations of certain words is not difficult, however, after explaining the joke the person understands that this is funny, but does not experience real feelings.

The aim of the research is to analyze whether the meaning of the joke is preserved during translation of the pun from English into Russian based on a TV sitcom.

The research material. We chose the TV show ‘The Big Bang Theory’ (2007–2019) and Denis Kolesnikov’s version of translation according to the ‘Kuraj-bambey’.

The tasks of the research are as follows:

- (1) to choose the fragments of the TV show which contain pun;
- (2) to find these fragments in Russian;
- (3) to evaluate the correspondence of source text and target text.

We elicited more than 50 examples of pun. In particular, an ambiguous meaning the word ‘**nut**’ has translation as noun for edible fruit of some plants or adjective silly, stupid or strange [1]. Howard Wolowitz is one of the characters who is allergic to nuts, when his father-in-law asked him to eat some, he refused due to allergic reaction. Than Mr. Rostenkowski mentioned his dead partner from police department who had that. Howard asked what was the reason of his death, was it from nuts? Mr. Rostenkowski said: ‘*Nah, his wife shot him. But she was **nuts**, so in a way.*’ Mr. Rostenkowski’s answer in Russian version was: «*Но она была чокнутая, так что да, ему досталось на орехи*». In Russian phraseological unit «**на орехи**» has the meaning of punishment [7]. Although this expression is rarely used by native speakers, the joke retained humor.

Unless, the joke about **Pi** was one of the easiest to translate into Russian. Mrs. Wolowitz never appeared in *The Big Bang Theory*, but her voice is present invisibly. Verbal descriptions depict her as an obese woman with a mustache; she takes water aerobics classes for overweight women. Except obesity she suffered from another diseases including gout. In the Thanksgiving episode she had big toe attack, so she couldn’t cook dinner for the group. After couple cans of beer Sheldon was burping Pi spelling numbers, but that was not what guests expected when he said he were going to burp pie. At the very moment Mrs. Wolowitz screamed: ‘*Did somebody say **pie**?*’ In this case it was easy to translate joke in Russian, because the words «**число Пи**» and «**пирог**» have one common syllable. The scene turned out to be very suitable, since Mrs. Wolowitz seemed to hear the word ‘**pie**’, and it is consonant with the word ‘**Pi**’ in both English and Russian.

In one of the episodes, the characters created their own application to simplify the solution of equations. During the discussion of the app, Sheldon suggested that it should be called as ‘*The Surprisingly Helpful Equation-Linked Differential Optimized Numerator*’, which was spelled **SHELDON** as his name. For the word for word translation it would be «*Связанный с уравнением удивительно полезный дифференциальный оптимизированный нумератор*». Of course if we take the first letters of Russian translated version there will not be any name spelling. To save this pun translators decided to change the Sheldon’s suggestion and the name became «*Шикарный эффективный линейно-дифференциальный оптимизированный нумератор*». In this case short version will be «**ШЭЛДОН**», but there is no difference between spelling «**Шелдон**» in Russian.

This joke then develops when Sheldon suggests giving the project a codename, which was supposed to be ‘**Nodlehs**’. Despite the fact that in English the sound [ʃ] is created by a combination of the letters ‘s’ and ‘h’ in Russian translation codename was «**Нодлеш**» instead of English transliteration as ‘**Нодлехс**’.

Several puns were shown during the games, for example Pictionary. Penny expressed the word ‘**polish**’ as nail polish, but Sheldon thought this word was Poland related. For the translation they made other versions with word «**блестящий**». For

Penny it was «блеск» and for Sheldon 2 Polish scientists: Nicolaus Copernicus' model of The Solar System, Madam Curie discovering of radium and polish sausages. In Russian they made the shine of the star in the center of The Solar System, the great discovering of radium and good choice for dinner is sausages. And for this explanation in Russian we can use one word as a synonym for every situation «блестящий».

Moreover Penny expressed the word 'present' as a gift, but Sheldon started drawing picture, which expressed 'The Present' as tense. For Russian version the words were «настоящий» for a gift and «настоящее» for The Present tense.

Another example involves Penny's and Sheldon's play to broaden one's horizons. Sheldon showed a Venn Diagram, so Penny used association to remember, she asked herself at the first time he showed it to her: '*When is he gonna stop talking about this diagram?*'. Here this words have common pronunciation, but different spelling 'Venn' and 'When'. In Russian translators decided to change the first part of Penny's answer and it was: «Откровенно он меня достал этой диаграммой». The word «откровенно» had the emphasis for the last 2 syllables to make this common part obvious, because '*Venn diagram*' translates as «диаграмма *Венна*».

During the North Sea expedition Leonard had short talk with Penny and Sheldon on the phone. He picked up the phone saying: '*North Sea, how can I kelp you?*' Of course, he was meaning '*how can I help you?*' According to the setting of the expedition at sea, he said '*kelp*' as edible algae. In Russian Leonard said: «Кумо это?» He was meaning: '*Who is it*'. The same marine theme, but formed from the word '*whale*', because these phrase has similar pronunciation in Russian.

Unfortunately, not all of the puns were translated with fun. For example, guys explained Penny than The Star Wars day is May the fourth. "*May the fourth be with you? May the force be with you?*" [6] In Kuraj-bambey Leonard said: «Hy, *force, четвертое, как сила*». We think than translators assumed that the English level of the viewer is sufficient to know the words '*force*' and '*fourth*', so they didn't pay meticulous attention to this pun. Besides, Penny didn't estimate that joke. The viewer can laugh at guys that they think it is fun.

As our characters love playing games they had team game organized by Raj, which was consist of several puzzles. '*Get ready to open your first puzzle ... The first puzzle is a puzzle*' [3]. In Russian we had: «Вы готовы собирать всю мозаику? Первая загадка в мозаике и есть *мозаика*». It seems another pun based on the word «мозаика», unlike the English pun, it's not that funny. Maybe they should use the word «головаломка» because it has a more generalized meaning and can be suitable for both the game and the puzzle.

Overall, we can say that the vast majority of puns were used by Sheldon. There are a couple theories that he has a mental disorder, due to which he can't distinguish the ambiguous meaning of his words and how people misinterpret his speech. Nevertheless it makes his character comic and bizarre. However, without properly transla-

tion not only Sheldon could lose the quality of his character. What is why it is so important to convey the idea of an author.

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Экология языка в условиях глобализации

Статья посвящена анализу места и роли языка на современном этапе развития глобализации. В рамках языкового подхода автор пытается доказать, что накопление социокультурного опыта, осуществление духовно-этической преемственности и построение коммуникативной реальности в современных условиях цивилизационного развития общества связано с возрастающей ролью языка в действии этих процессов. Одной из задач данной статьи является анализ аспектов языковой глобализации и их влияние на экологию языка на примере русского языка.

Ключевые слова: экология языка, глобализация, языковая картина мира, этнокультурная идентичность, заимствования

1. Введение

Тема глобализации не является новой, но она остается чрезвычайно актуальной. Глобализация в первую очередь исследуется в экономическом, полити-