ЗБІРНИК ТЕЗ ДОПОВІДЕЙ ЗА РЕЗУЛЬТАТАМИ НАУКОВОЇ
КОНФЕРЕНЦІЇ СТУДЕНТІВ ЛДУФК «ДЕНЬ СТУДЕНТСЬКОЇ НАУКИ»
Секція «Професійна іноземна мова»

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PROPER NAMES IN TOURISM TERMINOLOGY

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Introduction. Proper nouns were mostly handled by transference of the names in their original forms into the target texts as well as transference in combination with a functional or descriptive equivalent. Where appropriate, some proper nouns were translated with recognized Ukrainian translations or partially translated and partially transferred [1, 2]. Regarding terminology, terms were mostly translated with corresponding terms found in Ukrainian bilingual dictionaries or other resources on the Internet [3, 4, 5]. However, some terms had to be transferred from the source texts in their original forms or translated with less specific words, since no corresponding terms could be found in the target language.

The findings show that several different strategies were used to handle translation of proper nouns and terminology in this specific texts and which strategy to use depends on situational factors.

The aim of this paper is to discuss what strategies may be used in the translation of travel texts from English into Ukrainian, with focus on how to handle proper nouns and terminology.

The study is based on a qualitative research **methodology**, were examples from the translation were chosen for an in-depth qualitative analysis. The material that will be used in the analysis is an English for International Tourism (intermediate student's book) − the source text (henceforth referred to as the *ST*) − and a translation of the texts into Ukrainian − the target text (henceforth referred to as the *TT*). The text contains culture-specific aspects, such as proper nouns. There are also many examples of quite a specialized terminology that has to do with tourism.

Results and discussion. Proper nouns are words that refer to people, places and things such as Highland, Luxor,Giza, Disney, and Universal Studios. Newmark (1988) suggests several possible strategies for translating proper nouns. Which one to use depends on the text type, the intended readership and the importance of the name in the text. The strategies that will be discussed in this paper are:

1. Transference, which refers to the process when a foreign name in the ST is transferred unchanged into the TT (ibid: 98). For example, to transfer the name of the British couisine Fish n' Chips into Ukrainian in its original form.

2. Recognized translation, which refers to the process when a foreign name in the ST is translated with an official name already established in the target language. For example, to translate Mediterranean to the recognized Ukrainian translation Середземномор'я.

3. Functional equivalent, which refers to the process when a foreign word is translated with a culturally neutral word or set of words that points to the functional properties of the intended referent, for example, to translate synagogue with Jewish temple.

4. Descriptive equivalent, which refers to the process when a foreign word is translated with a culturally neutral word or set of words that describes the intended referent, for example, to translate Bordeaux with a sweet golden-coloured wine suitable to accompany a dessert.

5. Couplet, which refers to the process when two of the above mentioned strategies are combined for example St. Sylvester's Eve, which becomes Сильвестрова ніч in Ukrainian.

Many names are composed of two parts; a specific part, which names the specific referent, and a generic part, which describes the referent (United States Board on Geographic Names 1997: 2). For example, in Niagara Falls, Niagara is the specific and Falls is the generic. According to United Nations Group of Experts on Geographical Names (2006: 104) the specific part should normally not be translated, i.e. it should be transferred in its original form from the ST. The generic part, on the other hand, can often be translated with a corresponding word in the target language.

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Conclusion. Regarding proper names many different translation strategies were used. A lot of country names in the ST could be translated with recognized translations in Ukrainian. Most city names had to be transferred into the TT in their original forms, since there do not exist any conventionalized forms for these names in Ukrainian. This strategy was used to a great extend.

The findings of this study are limited, since they apply only to the material presented in one single book and not to all special sources in general. Nevertheless, they may provide useful insight in how to handle proper nouns in travel related texts and can be used as a basis for more extensive research.

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