

Translation Strategies of Proper Nouns in Children's Literature

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Abstract

Translation of proper names are challenging task of a translator as there are not any consensus among translation scholars about their translatability or untranslatability. To tackle the problem, the present study attempted to apply Fernandes (2006) and Farahzad's (1995) model of translating strategies of proper nouns in children's literature from English into Persian. In order to conduct this study according to the translation strategies of proper names, the data (proper names) were extracted from Harry Potter and the Half-Blood Prince and then analyzed based on these strategies. The results of the present research showed that the translator has applied transliteration strategy, suggested by Farahzad more than other translation strategies (62.37%) and also all of Fernandes (2006) strategies were used by the translator except transcription, transposition and conventionality.

Keywords: children's literature, proper names, translation strategy, transliteration

INTRODUCTION

Without language communication is impossible, yet every language defines and limits the speaker's sense of what human life actually consists of as it contains a complex set of largely unexamined cultural assumptions. Being able to move between languages, comprehending other cultures provide the exciting possibility of an expanded world view and fresh ways of thinking and feeling (Woolf, 2005).

According to Vermes (2001), the translator may be faced with a preliminary question concerning the transliteration of names in a text. He also noted that although personal names and geographical names can be translated theoretically, the most significant solution is to mirror them into the target text, that is, to preserve them in the original form.

In other words, there exist so many contradictions and exceptions in the process of translating proper names. According to Soltesz, there is one reason of contradictions that is a clash between two opposing principles: the untranslatability of names which is

connected with their identifying function and, on the other hand, the requirement of intelligibility. As the two principles cannot be satisfied simultaneously, one of them has to be sacrificed in any particular case (Verms, 2003). Simply, proper names are not like other words translation of which can be easily found in dictionaries. Therefore, their translation will not be able to transfer the exact or at least approximately exact local color and nationality of source text into target text. (Hadi & Eyvallah, 2011)

In this paper the researcher tries to analyses proper names translation in one of Harry Potter series in terms of Farahzad (1995) and Fernandes (2006) model of translation as follow:

Table 1. Farahzad's model of proper names translation

Transliteration	It occurs when the letter of the target language shows the pronunciation of the PN in the source language.
Transcription	It is the replacement of one letter of the alphabet in the source language (SL) by another letter in the target language (TL).

Table 2. Fernandes's model of proper names translation

Rendition:	When the in the ST is enmeshed in the TL, the meaning is rendered in the TL.
Copy:	In this case, the name of the ST is exactly replicated in the TT—without any orthographic adjustment.
Transcription:	This is a method in which a name is transcribed in the equivalent characters of the TL.
Re-creation:	A newly-created name in the ST is recreated in the TT so that it reproduces the similar effects in the TL.
Substitution:	A TL name replaces the SL name, although they are formally and/or semantically unrelated.
Deletion:	In this type of strategy, the name in the ST is, partially or totally, omitted in the TT.
Addition:	Extra information is added to the SL name so that it can be more understandable and desirable to the target readers.
Transposition:	This is a change of one part of speech for another one without any shift in the meaning.
Phonological Replacement:	In this procedure, a TL name, which has a similar sound to the SL name, replaces the original name.
Conventionality:	This strategy is defined as the acceptance of a typical translation of a name in the SL. Conventionality is often used with historical or literary individuals as well as geographical names.

Different Strategies of Translating Proper Names

There are different translation techniques in translating proper names introduced by researchers and linguists to the public. It is important that translators should be familiar with the culture of both target and source language; usually cultural awareness could potentially lead to the most accurate translation of a proper name. And also, there are thus plenty of techniques of translating a proper name, but it is appropriate if translators should mention the original name in the footnotes, in order to guide

researchers or readers understand the complexities of translating a proper name. Vermes (2001) explained that according to Tarnoczi, the translator may choose transliteration of names in a text. He distinguished between the transliterations of letters and of phonetic values, suggesting that between different scripts only the former should be applied and that the latter is also best avoided between languages using the same script. He paid attention to the importance of being consistent throughout a translation. He further pointed out that although personal names can theoretically be translated, the most appropriate solution is to mirror them into the TT, that is, preserve them in the original form. This matter also applies to geographical names and titles of works of art.

And Solteszdistinguished three main types of proper names with respect to their meaning.

a) Sign names, like 'John', 'Duna', etc. which have no meaning in the way that a common name does and are non-descriptive, non-connotative and unmotivated.

(b) Word names that she characterizes them as motivated, connotative, and mostly descriptive. Such as 'Kreml', 'Lanchid', 'Mont Blac' that with passing of time many of these names have lost their descriptive character and have become opaque in this respect.

(c) Names which are combinations of sign names and elements from the common word classes.

These elements may be adjectives, suffixes or most frequently, words naming a higher-level conceptual category. Finally, she offers the following translation procedures for the different types of names:

For the first type, she explained that these names may be substituted by a corresponding name in the foreign language or left unchanged. For the second and third type, she pointed out that these names may be partly or wholly translated or substituted."(Vermes, 2003)

And Newmark (1988) distinguished between three types of proper names:

- 1) People's names
- 2) Names of objects
- 3) Geographical terms

According to him, people's names are normally transferred on the assumption that these have no connotations in the text, whereby their nationality is preserved. In some exceptional cases, however, a personal name may be translated, such as monarchs, popes, saints or names which have connotations in imaginative literature. And other names are naturalized. i. e. converted to normal target language spelling or pronunciation which according to other scholars is transliteration. And names of objects, including trademarks, brands and proprieties are normally transferred. (ibid)

But Elman identified three techniques for the translators during process of translating proper names; first, translators can transfer them, that is, carry over the name into the receptor language in the original form. Second, they can translate the name in the ordinary sense of the term. Third, they can alter or modify the name which means substituting the name by a receptor language expression which is not in direct correspondence with it (Vermes, 2001). According to Fernandes:

1. Semantic meaning: it describes a certain quality of a given person, place, or object. This type of meaning is often found in allegorical literature which in this kind of literature, a character's name sums up his or her personality, gives clues about his or her destiny or indicates the way the storyline may develop.

2. Semiotic meaning: the names in this type of meaning may generate ancient or more recent historical associations such as Hedwig and Ptolemy, indicate gender such as Ginny is female and Harry is male, social class such as Sir Nicolas De Mimsy-Porpington in opposition to Harry Potter, nationality such as Padma and ParvatiPatil are Indian and Viktor Krum is Bulgarian, religious identity such as Gabriel and Michael are biblical names, intertextuality such as Merlin, and finally mythology such as Minerva, Dedalus, etc.

3. Sound symbolic meaning: it has two subcategories of Imitative and Phonesthetic:

- a. Imitative: it makes use of onomatopoeia and stands for a sound that can actually be heard such as Breehy-hinny-brinny-hoohy-hah which is the name of a horse in C.S. Lewis's *Chronicles of Narnia*.
- b. Phonesthetic: it is based on the use of phones themes-sounds, sound clusters, or sound types directly associated with a meaning; for example, the cluster /gl/ occurring in words that are commonly associated with light such as glisten, glow, glimmer, glitter" (Standowicz, 2009).

Tellingner identified three operations that the translator utilized in the process of proper name translation:

1) and 2) when personal names and some geographical names are preserved in the original form which he referred to this operation as Transcription.

3) Other geographical names, where possible, along with the names of cafes, restaurants, streets, squares, bridges and cemeteries are translated, while in the case of titles of newspapers and works of art. (Vermes, 2001)

RESULTS AND DISCUSSION

After categorizing and analyzing data, then, the proper noun items were compared with their translated versions to see the translation procedures preferred by the translator. Translation procedures applied were based on Farahzad (Transliteration and Transcription) and Fernandes translation strategy (Rendition, Copy, Transcription, Recreation, Substitution, Deletion, Addition, Transposition, Phonological Replacement and

Conventionality). These classification and frequency of translation procedures applied in translation can be seen in the following table and figure:

Table 3. Frequency of translation procedures in Harry potter and the Half-Blood Prince

Translation procedures	Frequency	Percentage
Transliteration	121	62.37%
Rendition	26	13.40%
Copy	81	41.75%
Re-creation	8	4.12%
Substitution	23	11.85%
Deletion	1	0.51%
Addition	27	13.91%
Phonological Replacement	12	6.18%
Total number	194	100%

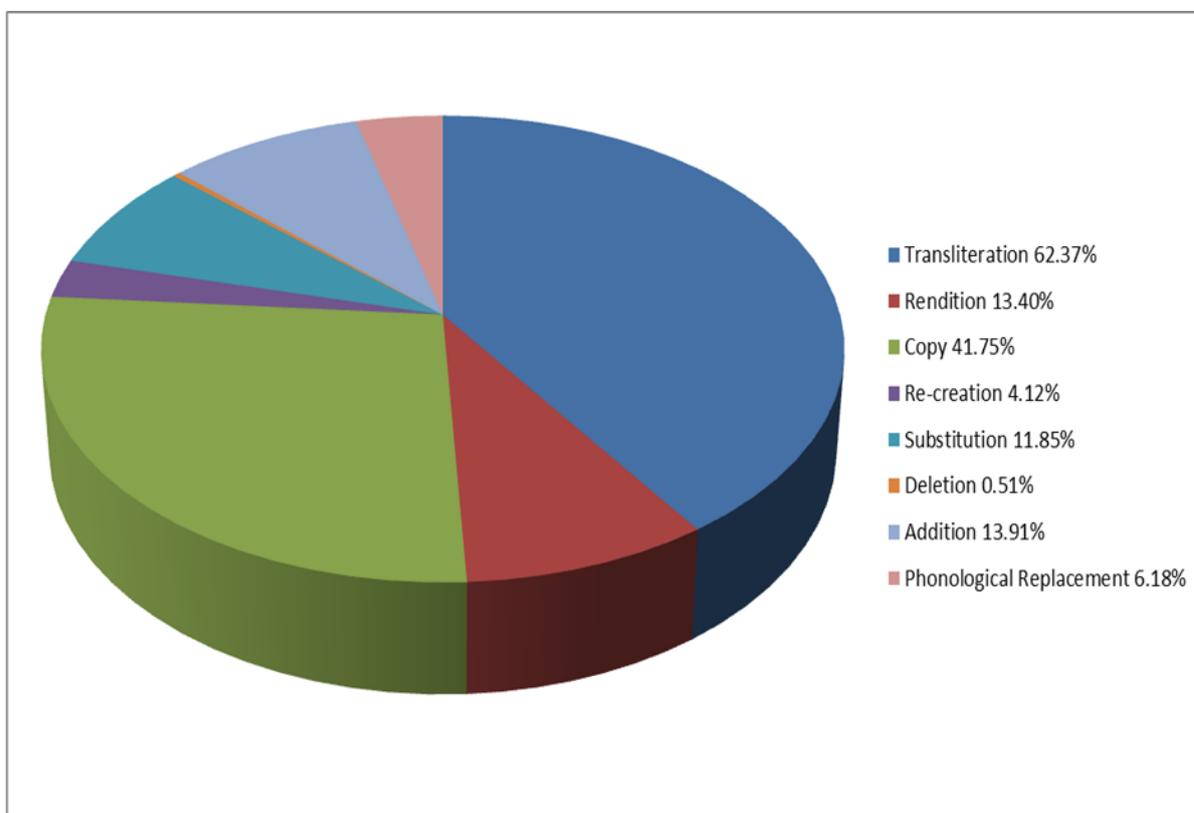


Figure 1. Percentage of the employed procedures in “Harry potter and the Half-Blood Prince”

As Table and figure A illustrate the most frequently used translation strategy was transliteration with the percentage of 62.37% and the translation strategy of Deletion with the percentage of 0.51% was the least applied translation strategy. The translator utilized more than one translation strategy for some proper noun items such as follows:

Table 4. Examples of translating proper nouns more than one strategy

Source Text	Target Text	Translation Strategy
He had squinted down at the name in his lefthand "Lordvol"	آن گاه با چشمان تنگ به کف دست چپش نگاه کرد و ادامه داده بود "لرد ولد"	Copy and Transliteration
Muggle dunghill	آشغال دونی مشنگ ها	Re-creation and substitution
Hogwarts school of witchcraft and wizardry	مدرسه علوم و فنون جادوگری هاگوارتز	Transliteration and copy
Chief Warlock of the Wizengamot	ریاست کل دیوان عالی قضایی جادوگران (ویزنگاموت)	Transliteration and addition
Troll	غول غارنشین	Re-creation and substitution

The findings show that the translator had applied one of Farahzad's (1995) strategies of transliteration which was the most frequent strategy with the percentage of 62.37%. And also all of Fernandes (2006) strategies were used by the translator except Transcription, Transposition and Conventionality. And Figure B indicates the frequency of the translation strategies based on percentage in analyzed data.

Table 5. Frequency of translation strategies

	No.1	No.2	No.3	No.4	No.5	No.6	No.7	No.8
Frequency	121	26	81	8	23	1	27	12
Total	194							

CONCLUSION

The second question of the study deals with the effect of culture on translation of proper nouns. The data gathered shows that culture affects the translation of proper nouns as it is clear that they are culture specific items and translators must be familiar with culture of both the source and target languages. Awareness of these culture-bound names can lead to the most appropriate translation. Based on the foregoing information, it is significant to stress that the influence of culture on translation of personal names is undeniable.

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