

Son los datos que hemos obtenido en el proceso de nuestra investigación científica pero hasta ahora no la tenemos terminada y en futuro planificamos seguir ampliando la base de encuestados teniendo en cuenta su edad y genero. También vamos a continuar analizándola.

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PROBLEMS OF TRANSLATION OF ENGLISH PROPER NAMES INTO THE RUSSIAN LANGUAGE

Names have always played a particular role in every society. Our acquaintance with different people starts with their names. They are very important for communication and understanding between people. Thus, they have become supporting points in communication, and in language study. All these have caused the illusion that proper names don't require special approach while studying a foreign language and translating from it into your own language. Without any doubt, proper names help overcome language barriers, but they possess a complicated sense structure, unique form and etymological peculiarities, they have capacity for variation and word formation, and they are connected with other language units. When we translate proper names into other languages, the majority' of these qualities are lost. If language learners don't know anything about these peculiarities, they can find difficulties in identifying the name bearer.

Nowadays there are thousands of proper names. In the world there are many corporations and companies, products and substances, plants and animals, all of them have their own proper names and in modern linguistics the problem of their translation from English into Russian plays rather an important role. It gives a wide range of possibilities to get acquainted with the history, way of life, literature and scientific achievements of different countries all over the world. Translation is one of the most important sources of socializing which has a communicative function and is used when people express their thoughts or ideas by means of different languages.

It's very important for Russian-speaking students to write and pronounce English proper nouns without mistakes. For this purpose we must know corresponding regulations and principles. But rules can be changed with the appearance of new norms and instructions. Consequently, we are supposed

to know the basic rules of transcription understand the nature of proper names and possess the knowledge of elementary regulations of English names.

It is considered that proper names are translated “by themselves”, automatically, in a formal way. On the one hand, this approach leads to numerous mistakes, diversity of reading, inaccuracy in translating and using English names. On the other hand, sometimes translators or interpreters try to reproduce them so accurately that it can result in appearance of dissonant names and titles.

Albert Peter Vermes asserts: "The translation of proper names has often been considered as a simple automatic process of transference from one language into another, due to the view that proper names are mere labels used to identify a person or a thing. Contrary to popular views, the translation of proper names is a non-trivial issue, closely related to the problem of the meaning of the proper name."

In our written work we deal not only with original proper name, the films' titles but with their Russian equivalents, variants of translation as well. But the “process” of translation is linked with translation transformations. There are different grouping and different names of these phenomena, according to different scholars. We enumerated and described only the transformations we've met in our research. There are eight of them:

1. Transliteration. 2. Transcription. 3. Tracing. (Зимний дворец - Winter Palace; White House – Белый дом; «Белая гвардия» - The White Guard; Over the Cuckoo's Nest - «Над кукушкиным гнездом»; the Democratic Party – Демократическая партия; Нашествие Бату-Хана - the invasion of Batu-Khan; Плоды просвещения - the Fruits of the Enlightenment.) 4. Explication. 5. Omission or dropping. 6. Addition. 7. Transposition. 8. Word-by-word translation.

The first two transformations are usually linked together and can be named as transcription with the elements of transliteration or vice versa.

Transliteration is the practice of converting a text from one script into another, often in a systematic way. It can form an essential part of transcription which converts text from one writing system into another. Transliteration is not concerned with representing the phonemics of the original: it only strives to accurately represent the characters.

Transcription means representing the meaning of a source language text in a target language.

Tracing or loan translation is a word or phrase borrowed from another language by literal, word-for-word or root-for-root translation.

Explication is a translation process when implied, initially missing or intentionally hidden (by an author) source language units are brought to the surface of the target-language message.

Omission or dropping. In the process of lexical transformation of omission generally words with a surplus meaning are omitted in order to give more concrete expressions.

Addition as a type of grammatical transformation can be met with in cases of formal inexpressiveness of grammatical or semantic components in the language of the original text.

Transposition is a type of transformation used in translations in which the position of linguistic elements in the target language is changed in comparison with a source language.

Word-by-word translation is a translation procedure in which the elements are translated in same order and without changing of direction of relations between them.

The problem of the correct representing of proper names arises while translating them from English into Russian. The difficulty lies in the fact that not all English sounds can be depicted with the help of the Russian alphabet, and consequently, the translation won't be accurate.

So, we can see that in the English language there are two major tendencies for translating proper names: transcription and transliteration. There is no doubt that that transcription reflects the sounding of English proper names more correctly. Tradition plays a great role while translating the names of great personalities of the past. Even the wrong translation of names still remains. For example, Вальтер Скотт instead of Уолтер Скотт, Айседора Дункан instead of Изадора. But nowadays this tradition is being ruined when we mean outstanding people of recent past and our days, e.g., Митчела Уилсон isn't Вильсон, as the former president of the USA Вудро Вильсон.

In our study we also tried to follow some regulations in translating film titles. For this purpose we analyzed the titles of more than 50 films, defined the means of their translation, tried to give our own literal translation, and found the most dominant ways of translation of film titles.

Film is one of the youngest and one of the most popular arts nowadays. First of all, the viewer pays attention to the things he is interested in; therefore a film title is very important when a viewer chooses a film among the others. Taking this fact into consideration, we should admit that it's very difficult to think of an eye-catching and valid title. But no less difficult is to translate it in a proper way so that the translated title could be equivalent to the original one. This requires not only a good knowledge of English and Russian, but also definite creative skills.

Films are released so quickly these days, that translators sometimes don't have enough time to make their qualitative translation. This problem is especially characteristic for film titles, because in many cases they are

distorted or sound rather funny. After analyzing some of the translated film titles we realized that a lot of changes are defined by the influence of the cultural and linguistic specificity of the country in which the film is on.

It should be mentioned that in course of the work we have met a lot of difficulties connected with the lack of knowledge on this theme, specific peculiarities of the English language. We had the definite difficulties because of lack of practical material.

Our study was aimed at identifying all the features and details associated with the problems of translation of proper names, so we only identified the main areas of analysis that can be expanded in other works.

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ARE GMOS DANGEROUS?

Scientific and technical progress has given us a lot of cool items. But we are not friendly to all the fruits of this progress. When it comes to genetically modified products, many people prefer a cucumber from Grandma garden beds. But are GMOs really dangerous or it's just only prejudice?

First of all we should reject terrible mutants which many of us imagine in our heads having heard GMO combination. The worst thing that scientists have done for today is luminous fish.

Any Colorado beetle didn't touch this nice and delicious-looking potato. May be it's a genetically modified potato. Let's try to trace its fate. Potato as a human has its own DNA, which keeps genes. Scientists introduce a gene with wonderful properties from one organism into another. For example we can introduce Bacillus bacteria gene to make our potato a super-potato. This bacterium produces toxin which poisons insects. So super-potato isn't afraid of beetles or flies or moths. In order to see if this GMO potato would have adverse effects on consumer health, a group of Korean scientists fed rats diets containing either GMO potato or non-GMO potato. They fed the rats over 7000 times. Finally they carried out histopathological examinations of reproductive organs, liver, kidneys and spleen. They showed no differences between GMO-eating and non-GMO-eating animals. These studies demonstrated no differences in the vitality or health of the animals even at the microscopic level. Experiments like these on humans would be completely unethical.