

**VINNYTSIA MYKHAILO KOTSIUBYNSKYI STATE PEDAGOGICAL  
UNIVERSITY**

Foreign Languages Faculty

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**TERM PAPER**

in translation studies

**SPECIFICS OF TRANSLATING PROPER NAMES IN MASS MEDIA**

presented by the student

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group 4ΦA1

specialty: 035.041 Philology

Germanic languages and literatures  
(translation included),

the first language - English

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Grade \_\_\_\_\_ ECTS \_\_\_\_\_

Examination board

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Vinnitsia 2020

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## INTRODUCTION

In recent years, due to scientific and technological progress, the intensity of international contacts has increased significantly. At this dynamic time, in the context of expanding international relations and information exchange, translation studies are developing and the requirements for translation quality are growing. The translation of proper names is important, as they are an integral part of any activity.

Translation of proper names in journalistic texts is always focused on achieving communicative and functional efficiency, as journalistic texts cover domestic life in the country and abroad, report interesting and important facts, events and more. The placement and selection of information material in terms of its social significance to some extent affect the public consciousness of the reader, because the most important events are covered in the front pages of newspapers and magazines. At present, there is an obvious need for a comprehensive and comprehensive study of the translation of proper names in the journalistic literature, so to study this problem, in our view, the most relevant are journalistic texts and among a variety of newspapers and magazines was chosen international popular science magazine "National Geographic".

The choice of topic is explained by the growing interest of modern linguists in studying this issue and the problems that arise when translating their own names in journalistic works, as well as increasing the role of the press in society as the main source of information.

**The relevance of this topic** is due to the need for a more detailed study of methods and rules of translation of foreign proper names by means of the Ukrainian language, because it is during their translation that causes the most difficulties. They are quite common in journalistic texts, because it is the journalistic style that is most sensitive to changes in society. For each translator, the translation of proper names is, on the one hand, interesting and, on the other hand, difficult and responsible work, because insufficient knowledge of history, culture, social order, features of political life can cause inadequate translation,

which simply or not will be perceived by the recipient or will be perceived but not properly. It is here that all responsibility for adequate translation rests with the translator when it comes to issues of culture, politics, economics, history, social life, etc., and information that may be unknown to a person from another country.

**Subject of research** is proper names in the popular science publication "National Geographic".

**Object of research** is ways and methods of transmitting English proper names in Ukrainian.

**Purpose** is to describe the peculiarities of the transfer of English proper names in the magazine "National Geographic" in Ukrainian.

This goal involves solving the following **tasks**:

— to get acquainted with the theoretical aspects of the problem of the functioning of proper names in the journalistic literature;

— establish the types of proper names that are most common in journalistic texts and in the journal "National Geographic";

– describe the main ways of translating proper names in the journalistic literature and in the magazine "National Geographic". The scientific novelty of the work is due to the fact that the material of the magazine "National Geographic" analyzes the ways of reproducing English proper names in the Ukrainian language and determines the frequency of their use.

**The material of the study** is the journal "National Geographic" — the official publication of the National Geographic Society of the United States.

**Structure of the work.** The work consists of an introduction, two chapters, conclusions, a list of reference.

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